

1. **Start Early:** Potential players and sponsors have many organizations asking for their support. Get started planning your event early. This will help you get on everyone's calendar and be part of their budget process.

2. **The Right Location:** Select a great course with the right facilities for your event. If you give players the opportunity to play an excellent course, they will be more likely to participate. Sponsors also like to be associated with events at quality golf facilities.

3. **Save the Date:** Once you pick your event date, set up your event website through the Alumni Association. Let players and sponsors know the date as early as possible.

4. **Committees Are Important:** Set up committees to solicit players and sponsors, identify auction items and handle event day activities. Committees help organize your event as well as assisting in finding players and sponsors.

5. **Give Sponsors Plenty of Exposure:** Sponsorships are the key to raising funds for your event. Set up plenty of sponsorship opportunities and give sponsors exposure in your event publications as well as signs and banners on your event day.

6. **Network for Sponsor and Players:** As mentioned above, committee members are an excellent source for potential players and sponsors. Ask everyone to identify 10 prospects for sponsorships or to play in your event. This helps build momentum and spread the word.

7. **Give Them a Great Experience:** Players and sponsors will remember exciting events. Set up plenty of activities including hole-in-one contests and putting contests. Players should receive a goody bag upon arrival and a silent auction will add fun to your event and raise additional monies.

8. **Generate Publicity:** Develop press releases for your local newspaper, radio stations and TV stations. Be sure to call after you send the release. Many organizations will trade spots in the events for advertising space. Media companies are also potential sponsors, so add them to your list as well.

9. **Deliver What You Promise:** Give players and sponsors what you promised! Be sure signs and banners are up on event day and hole signs are ready with sponsor logos. Greet players as they arrive with their welcome gift and treat them like royalty. Every happy player and sponsor will be back next year and will tell their friends.

10. **Bring Them Back Next Year:** Successful events grow year after year because they continue to improve. Be sure to survey players and sponsors after the event to find out what they liked and what needs attention. Visit sponsors personally after your event with a sponsor gift so they will remember you next year.