



Rocky Run Golf Course Event Planning Guide

At Rocky Run Golf Course, we understand that event planning can be a challenge. If you have been tasked with planning your next company gathering, charity event or group outing, we're here to help! Our friendly and experienced staff and Event Planning Guide can help you pull off a successful event. Here are 10 helpful hints to get you started:

1. **Organize Your Event.** Make a list of questions that will help you achieve your goals. For example:
 - What is the purpose of the event?
 - Where – and what time – will it take place?
 - How many golfers are you trying to attract?
 - What do you need to do to attract more golfers?
 - If you need sponsors, how many do you need and what type(s) of sponsors are you looking for?
2. **Find Some Help!** It's tough to prepare for an event by yourself. The job is much easier if you can find several dependable volunteers to share the load. Think about what needs to be done, act accordingly – and don't forget that the Rocky Run Golf Course staff is here and happy to help.
3. **Starting Format.** The starting format (that is, the method by which the golfers start play) can be a deciding factor in the success of your outing. Determine which format will best suit your golfers and whatever events (dinner, program, etc.) may be scheduled for the end of the day.
4. **Sponsors Are Your Best Profit.** The larger your pool of sponsors, the higher the potential profit for your charity or event. Provide value to your sponsors in exchange for their contributions, and remember that the more levels of sponsorship options you can offer, the better.

5. **Make Sure People Know About Your Event.** Effectively promoting and marketing your event can be one of the best ways to ensure success and a large turnout. Choose a specific market to attract – and go after it!
6. **Prizes Make Perfect.** Here's one of your toughest (but most important) decisions: prizes! Everyone loves the chance to win free stuff, so this is your chance to make a few lucky people very happy. Decide on a few good hole prizes to award; simple, relatively low-cost items like Pro Shop credit, golf balls or hats are great. And don't forget about door prizes. A bag of tees, a few golf balls or a company hat make great giveaways. We'll even put them in the carts for you!
7. **The Fun Factor.** The best way to make guests remember your event is to make it fun. Games and contests add life to events by encouraging guests to mingle and sparking friendly competition. Create a fun environment and you'll see great results.
8. **Signs.** Make a few big signs to show off your event. Large, colorful banners catch everyone's eye and give your sponsors the visibility they're counting on. Event sign options may include:
 - Welcome sign
 - Sponsor hole signs
 - Sponsor banners
 - Hole-in-one sponsor signs
 - Registration sign
9. **Budget.** Carefully tracking your income and expenses is key. If you budget correctly, you'll profit!
10. **The Grand Finale.** How you finish your event is just as important as how you start it! The meal and/or program are your last chance to make a lasting, positive impression. When this part of the day follows up a great on-course experience, you win! Here again, a few prizes can go a long way – especially if they are presented by an engaging, articulate volunteer.