

ORGANIZING OR SPONSORING A

GOLF TOURNAMENT

LET N ZONE HELP YOU KEEP IT ON THE FAIRWAY!

N ZONE
TRUST YOUR BRAND IN OUR HANDS

30TH
ANNIVERSARY



TABLE OF CONTENTS



OFFERING THE BEST SWAG

4

PROMOTING YOUR EVENT

22

TOURNAMENT FORMATS

28

TIMING IS EVERYTHING

34



OFFERING THE BEST SWAG

Elevate Your Brand & Leave a Lasting Impression





- BLACK HEATHER
- ROYAL HEATHER
- DARK GREEN
- ANTHRACITE
- ROYAL
- NAVY
- RED
- BLACK

Nike Dri-FIT Element 1/2 Zip

This Best-selling pullover delivers warmth and comfort for chilly mornings on the greens. The Poly/Spandex Dri-FIT fabric with trusty thumbholes is sure to give you the athletic edge for those hole-in-ones

Starting at
\$95*



*Price for one piece in both men's and ladies

Nike Dri-FIT Smooth Heather Polo

Unparalleled Nike performance, a subtle heather pattern and sustainability merge in this moisture-wicking polo that has plenty of stretch for movement. Perfect for any occasion, it looks sharp in the office or on the course.

Starting at

\$85*



ANTHRACITE HEATHER

BRIGHT SPRUCE HEATHER

GAME ROYAL HEATHER

NAVY HEATHER

*Price for one piece in both men's and ladies





BLACK HEATHER

BLUE NIGHTS HEATHER

OXBLOOD HEATHER

LIGHT GREY HEATHER

STRONG BLUE HEATHER

DARK GREY HEATHER



NZONE

TravisMathew Sunnyvale Polo

Keep it simple, but make it count in a Sunnyvale Polo. Embodying effortless, versatile style with attention to detail and sophisticated simplicity, the Sunnyvale is not just another polo. Constructed with luxurious pima cotton, this supremely comfortable polo is perfect for every occasion.

Starting at

\$100*



*Price for one piece in both men's and ladies

Imperial Alter Ego Cap

This unstructured, low-profile, six panel cap is sure to turn heads with its explosive patterns. Make a statement and stand out!

Starting at
\$32*



*Listed price is \$32 each for 12 piece minimum order

- BLUE WAVE
- GREEN DUCK CAMO
- WHITE BONE FISH
- FROG SKIN GREEN
- WHITE LOBSTER
- GREY BONE FISH
- WHITE SHAMROCK
- TAN DUCK CAMO
- WHITESTARS
- DESERT
- PACIFIC TROPICAL
- WHITE SKULLS
- WHITE TROPICAL
- COSMOS
- BEACH_BLUE
- WINTER_BLUE





Imperial Original Performance Cap

The standard in golf headware, this classic Imperial cap is the perfect fit for every tee-off.

Starting at
\$28*



*Listed price is \$28 each for 12 piece minimum order

Nike Dri-FIT Team Visor

This lightweight, three-panel visor features a pre-curved bill and an interior Dri-FIT performance sweatband



Starting at

\$34*



UNIVERSITY RED ANTHRACITE GAME ROYAL COLLEGE NAVY KHAKI VALOR BLUE WHITE BLACK

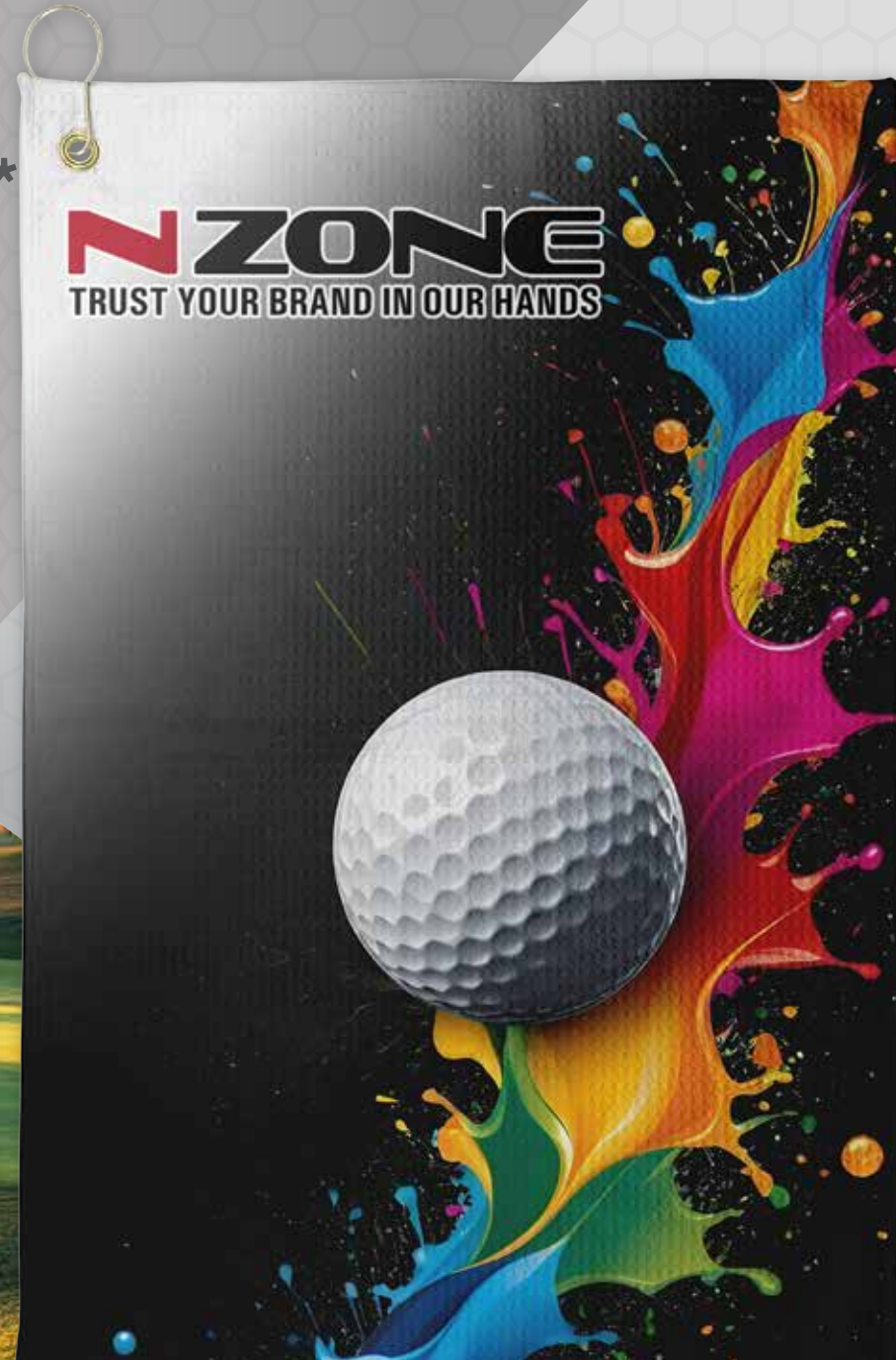
*Listed price is \$34 each for 12 piece minimum order

FULL COLOR 24" MICROFIBER TOWEL

A stylish, practical item every player will use. Featuring a textured finish that is more abrasive than traditional towels, this waffle material is tough on dirt, mud, sand, and grass stains.

Starting at
\$7.99*

*Listed price is \$7.99 each
for 50 pieces



PITCHFIX ORIGINAL 2.0 DIVOT TOOL



This divot tool is a sleek and functional tool that every golfer will appreciate.

Starting at

\$12*

*Listed price is \$12 each for 50 pieces

Starting at

\$5.25*

Set your players up with this convenient and high-quality kit that includes all of the essentials.



*Listed price is \$5.25/set for 150 sets

TITLEIST PRO V1 GOLF BALLS

Titleist Pro V1 is the top ball in the industry! Premium-quality performance for top-notch branding opportunities. Ask your rep for other golf ball options.



Starting at
\$75*

*Listed price is \$75/dozen for 12 dozen



Starting at
\$3.25*

*Listed price is \$3.25 per set of 10 for 150 sets

Essential golf accessories that carry your brand with every swing. These tee's are top-tier durable plastic and offer a large imprint space for your logo. Sold in packs of 10.

2 3/4" PERFORMANCE TEES

16 oz. Stadium Cup

Include this American-made reusable plastic cup for premium bev service at your event. Eco-friendly and practical, perfect for keeping your brand front and center.



Starting at
\$1.50*



*Listed price is \$1.50 each for 50 pieces



16 Oz. Eco Friendly Clear Disposable Cup

A sustainable choice for beverage service that effectively showcases your logo. Ask your rep for other size options for top-notch bev presentation

Starts at \$1.55 each for 100 pieces

2-Ply White Beverage Promo Napkin

Add a little something extra with these beverage napkins. A subtle yet effective way to display event details or basic branding.

Starts at \$825 for 10,000 napkins



**HIGH
QUALITY
THROW AWAYS**

Fold Over Beer Bags

This cooler tote is a unique and practical way to keep your beers cool or present sack lunches for a tournament while promoting your brand.

Starting at

\$5.95*

*Listed price is \$5.95 each for 50 pieces



ALL COLORS AVAILABLE

Neoprene Regular & Slim Kan Kaddy

Keep drinks cool and your brand visible with these practical, reusable can coolies.

Regular
\$1.75*

Slim
\$2.30*

*Listed price shown is per piece for 50 pieces



TRAVIS MATHEW SHOE CUBE

Pack up your course-worn shoes after a successful day on the greens.

Starting at
\$55*

*Listed price is \$55 for 1 piece



CARHARTT 20 CAN BACKPACK COOLER

Strap on this soft-sided, seam-sealed cooler and keep up to 20 cans of your favorite beverage close at hand. It is rugged and functional - ideal for the golf course but perfect for any outdoor adventure.

Starting at
\$95*

*Listed price is \$95
for 1 piece



BLUE TEES PLAYER GO GPS SPEAKER

The Player Go GPS Speaker is our smallest and most compact speaker designed and built for the modern golfer. The Player Go delivers a rich audio experience, audible GPS readings, a built-in magnet and companion app engineered to elevate your round.

Starting at

\$175*

*Listed price is \$175
for 1 piece



PUFF COOLER BAG

A stylish and practical gift that keeps your brand in mind. Featuring an edge to edge full color imprint, this versatile cooler bag will be sure to make an impression, both on and off the course.

Starting at
\$185*

*Listed price is \$185
for 12 pieces



Golf Cart Seat Cover

This Soft, Durable, Colorful, Washable, and Compact cart seat cover is a functional, dual-purpose item that doubles as a branded seat cover AND towel, offering great marketing exposure on the course. Imprint is full color for an eye-catching display at your next golf event.

Starting at
\$28*

*Listed price is \$28 each
for 48 pieces



8' Full Color Table Throw

Fully customizable, this tablecloth offers a professional, branded touch for any event setup. Ask your rep about other table size

Starting at
\$282*

*Listed price is \$282 for 1 piece

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Mini Teardrop Clip-On Sail Sign

Ideal for hole sponsors, drink carts, and more, these signs are portable and easily customizable.

Starting at

\$75*

*Listed price is \$75 each for 3 pieces



7.5' Blade Sale Sign Kit

This full color sublimated sign offers maximum visibility, perfect for showcasing your bigger sponsors and event hot spots.

Starting at

\$225*

*Listed price is \$225 for 1 piece



PROMOTING YOUR EVENT

A Strategic Approach to Maximizing Attendance and Engagement





A successful event begins with effective promotion.

To ensure that your outing attracts a strong turnout, it's essential to announce, promote, and send out invitations at least three months in advance. If this is a returning event, kick things off early by sending out a "Save the Date" at the beginning of the year. This will give you ample time to get a head start on the planning process and provide attendees with plenty of time to clear their schedules.

Don't forget to account for participants traveling from out of town—make sure to connect with local hotels or bed-and-breakfasts to compile a list of recommended accommodations for your attendees.

Building Your Invite List:

When it comes to building your guest list, start with your own network—especially those who are passionate about golf. Many golfers are eager to engage with the sport and are often looking for opportunities to play, particularly when the event benefits a worthy cause. Begin with colleagues, clients, donors, and anyone in your sphere of influence who may be interested in participating. Don't hesitate to reach out to your local Chamber of Commerce!

Communication Methods to Consider

Utilize a mix of communication channels to reach as many potential participants as possible.

- Business and personal relationships, networking, and word of mouth
- Create an event page on your organization's website or a dedicated event website
- Send printed and mailed invitations to add a personal touch
- Leverage mass emails and integrate email efforts with online registration for seamless sign-ups
- Set up a dedicated Facebook Event page to engage with attendees and provide updates
- Post flyers or cards on office/local bulletin boards
- Use local paper and radio ads for broader visibility
- Promote the event through social media posts to generate buzz and keep the momentum going.





Digital Tools for Efficient Promotion

Take advantage of today's user-friendly digital platforms to streamline your promotional efforts. These tools allow you to update event details in real-time, reaching a wider audience with more comprehensive information than any printed brochure could.

Your invitations and registration forms should include essential details such as:

Event date, time, and location

Format, cost, and any notable event features

RSVP deadline and clear instructions for registration

If offering event apparel, be sure to request shirt sizes from attendees

Final Details & Updates

Two months before the event

send out a final reminder with updated event details and post them online. This should include

- A map to the golf course
- Contact information for the course and event
- Lodging options and any special rates you have arranged
- Course rules (dress code, no-spike policy, etc.)
- Pro shop hours, range hours, and the schedule for any social activities.

Timing is Everything

In addition to promoting your event, this is a crucial time in your preparation to make sure that all your other event details are coming together. These could include finalizing your food and beverage selections, touching base with your event volunteers, familiarizing yourself with the golf course, and most importantly checking on the status of your swag orders with **N Zone** to make sure everything is on track for a successful event!





Committee Assistance & Preparation:

As the event day approaches, be prepared to lean on your committee members for support in a variety of areas. Depending on the scale of the event, your team may assist with a variety of important tasks.

And don't forget to reach out to your contact at the golf course for assistance with event planning and preparation. Their expertise can help ensure the event runs smoothly from start to finish.

Lean On Your Committee For Help With:

- Preparing and mailing flyers
- Creating rule sheets and printing scorecards
- Collecting registration fees and preparing bag tags
- Managing the check-in table and assigning golf carts
- Preparing special event signage and decorations
- Coordinating photography and documenting results
- Organizing food service and entertainment or speakers



TOURNAMENT FORMATS

Selecting the Perfect Format to Match Your Tournament's Vibe



Set the Pace

Selecting the Perfect Format to Match Your Tournament's Vibe. The format you choose for your tournament plays a significant role in shaping the overall experience, from participant engagement to event duration. It's crucial to select a format that aligns with both your event's objectives and the preferences of your target audience.

THREE COMMON FORMATS

Scramble Format

Best Ball Format

Revenue-Boosting Formats

The Scramble Format

Undoubtedly the most popular, the Scramble format is beginner-friendly and provides a low-pressure environment for participants. It's a favorite for a reason — teams of 2, 3, or 4 players each hit their own ball, then choose the best shot after every stroke. From that spot, everyone plays their next shot, and so on, until the ball is holed. This format encourages camaraderie, and because everyone contributes to the team's success, it's great for golfers of all skill levels.

The Shamble

This modified Scramble is an ideal compromise for events with a diverse range of golfing abilities. In this variation, the team selects the best drive from each player, and then everyone plays their own ball from that point forward, with the lowest score on each hole contributing to the team total.





Best Ball Format

If your group consists of more experienced players, the Best Ball format might be the right choice. In this format, each player's best score from the group is counted for the team's total. This allows individuals to play to their strengths while still fostering a sense of teamwork.

Vibe Check

Selecting the right format ensures that your tournament runs smoothly and appeals to the audience you hope to attract. Keep the vibe you want to project in mind, and you'll create an event that's both fun and memorable.

Revenue-Boosting Formats

Want to elevate the prestige and earning potential of your tournament? Consider formats that bring in celebrity or pro appeal. You could pair local celebrities or professional golfers with each foursome, allowing participants to rub elbows with a pro or a familiar face from TV or radio. This not only creates a unique experience but can justify higher registration fees, as participants will value the opportunity to play alongside someone notable.

Golf-a-Thon

Another creative revenue-generating option is a Golf-a-thon, where players seek pledges for each hole they play. This can drive engagement and donations, making it a great choice for charity-focused events.





All In Good Time

From a small company team builder, to a municipal fund raiser, to a high-profile corporate event, every golf tournament everywhere will have this one thing in common:

Timing is Everything.

No matter the complexity, organizing any size golf tournament requires moving pieces from a wide variety of sources and directions to coalesce into a single event at a specific point in time. For this to happen as smoothly as possible, you must have the overall timeline in mind from the very beginning.

The Big Picture

On the next page, you will see a timeline laid out from the initial stages of defining the goals, to the final stages of the tournament day itself. Every step of the way is designed to help you fit every piece of the puzzle in just right place, at just the right time to make sure your tournament is a success.

1 YEAR OUT

Begin by selecting and securing your venue – a beautiful, reputable golf course is the foundation of a successful event.

Decide whether you'll need an event director or coordinator to handle the logistics.

Select the tournament format (scramble, stroke play, match play, etc.), and recruit volunteers who can help with planning and organization leading up to the big day.

9 MONTHS OUT

Set a comprehensive budget that accounts for all elements: food, beverages, gifts, prizes, green fees, golf carts, and professional photography.

Draft a guest list and prepare to send out invitations – either through email or printed materials, depending on the tone you'd like to set for the event.

Select the tournament format (scramble, stroke play, match play, etc.), and recruit volunteers who can help with planning and organization leading up to the big day.

3 MONTHS OUT

Send out the formal invitations, complete with clear directions and designated starting times.

Reach out to your N Zone representative for exclusive logoed swag and apparel to enhance the tournament experience!

Meet with the golf course team to finalize the details regarding tee times and banquet facilities.

6 MONTHS OUT

Curate the food and beverage menus, ensuring a variety of options to cater to all tastes. Secure sponsorships to bolster the event's impact.

Plan any contests (e.g., hole-in-one, longest drive, closest to the pin), and procure any necessary hole-in-one insurance.

Choose prizes for both the contest winners and the overall tournament champions.

TIMING IS EVERYTHING



DAY OF EVENT

2 MONTHS OUT

Check the status of your swag orders with N Zone, ensuring everything is on track for delivery.

Finalize your food and beverage selections, including any snack carts or refreshment stations.

Touch base with event volunteers to confirm their roles and responsibilities.

Conduct a thorough walk-through of the golf course to ensure familiarity with the layout and key areas.

Begin finalizing the guest list based on responses.

2 WEEKS OUT

Take inventory of all tee prizes, awards, giveaways, and tee signs. Arrange for their safe delivery to the tournament director or directly to the course.

Draft a preliminary player list and start identifying team captains.

Review volunteer assignments and go over timing considerations to ensure the event flows seamlessly from start to finish.

2 DAYS OUT

Confirm the final player list and send it over to the golf course director to ensure accurate arrangements.

Double-check all details with the golf course, from tee times to event-day logistics.

Consider the time needed for golfing, meals, and the awards ceremony.

Arrive at least two hours ahead of your guests to supervise the final setup.

Be prepared for last-minute changes – cancellations, no-shows, or schedule tweaks are all part of the game.

If you're playing in the tournament, make sure to be in the first group to finish so you can manage the post-tournament details, such as overseeing dinner preparations and the awards ceremony.

And most importantly, don't forget to enjoy yourself and embrace the experience!



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