

 **INM**
TOURNAMENT
GUIDE 2024





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tournament planning

Planning a golf tournament can be a hole-in-one event with the right strategy and tools. Our comprehensive guide is designed to help you navigate every detail, ensuring your tournament is a swinging success from the first tee to the final putt.

Follow these eight steps to get your tournament off to a great start:

step 1

CHOOSING YOUR DREAM TEAM

Choose a committed team to lead the charge. You'll need several volunteers and a coordinator for your event.

step 2

BUDGET

Assess all potential expenses, including course fees, catering, prizes, and marketing. A clear budget helps allocate funds effectively and avoids surprises.

step 3

DETERMINE NUMBER OF PLAYERS

Decide player count: 18 holes fit 144 players or 36 foursomes. Fewer players mean faster play.

step 4

SELECT VENUE & VENDORS

Choose a venue that fits your event size and offers necessary amenities. Partner with reliable vendors for catering, equipment, and services to ensure a seamless experience.

step 5

DETERMINE TOURNAMENT FORMAT

Choose the right format for your audience. Better players love Best Ball, while a Scramble suits mixed skill levels. Make it fun for everyone!

step 6

SECURE SPONSORSHIPS

Reach out to businesses that align with your cause and offer sponsorship packages. Highlight the exposure and networking perks!

step 7

ORDER BRANDED MERCHANDISE

Order all branded merchandise—prizes, awards, signage, player kits, and gifts for volunteers and sponsors. Ensure timely delivery for a professional and memorable event!

step 8

HAVE FUN

Make sure everything is set for a smooth, fun event. Create a lively atmosphere with engaging activities and unforgettable experiences for all!

DID YOU KNOW?
Golf tournaments collectively raised over \$204 million for charity in 2020.
-PGA Tour

budgeting



Budgeting is key to a successful golf tournament! Careful planning covers everything from picking the right course to getting awesome merch for participants. Organizers need to remember that companies and golfers only have so much time and money for events. So, to make your tournament irresistible, while keeping an eye on the budget, think about the event location, course, and what makes it special. With the right balance, you'll have a winning event everyone will love!



Top 5 Budgeting Questions

- What is your fundraising goal?
- Who are your target participants and what are their expectations?
- What additional revenue streams (sponsorships) are available to offset expenses?
- What are the primary expenses?
- What marketing and promotional strategies will you use?

fundraising

Boosting revenue can be fun and easy! Start with player registration fees, then add sponsorships, raffles, mulligan sales, silent auctions, contests, and more! Get creative and watch the funds roll in.

SPONSORSHIP OPPORTUNITIES

- Event Title Sponsor
- Practice Green Sponsor
- Beverage Cart Sponsor
- Golf Cart Sponsor
- Silent Auction
- Merch Sponsor
- Contest Sponsors
 - Longest Drive
 - Hole in One
 - Closest to the Pin
 - Putting

“I’ll take a mulligan!”

A mulligan, most simply put, is a “do-over.” Hit a bad shot? Take a mulligan! At charity tournaments, golfers can buy three mulligans for a set price, and this can be used as an additional revenue stream!

picking the golf ball for you

The golf ball is the one piece of gear you use on every shot—make sure it counts! Different brands and models can seriously up your game.

GOLF BALL CONSTRUCTION



Two-Piece Golf Balls

Inner Core - Outer Cover

More durable
Longer distance
Less spin



Three-Piece Golf Balls

Inner/Middle Core - Outer Cover

Softer
More spin
Better feel



Four-Piece Golf Balls

Inner/Middle Core - Middle/Outer Cover

Longer distance
More spin
Better feel

62% of people who receive promotional golf balls can recall the brand imprinted on them.



GOLF BALL COMPARISON

tour

Ideal for skilled golfers, offering exceptional control, feel, and spin for precise shots.



Titleist Pro V1x

mid-tier

Perfect for intermediate players, offering enhanced distance and improved spin.



Callaway SuperSoft

value

Great distance at an affordable price, perfect for beginners and high handicappers.



Callaway Warbird



TaylorMade Distance Plus

we have all of golf's favorite brands

Titleist®

BRIDGESTONE

PINNACLE

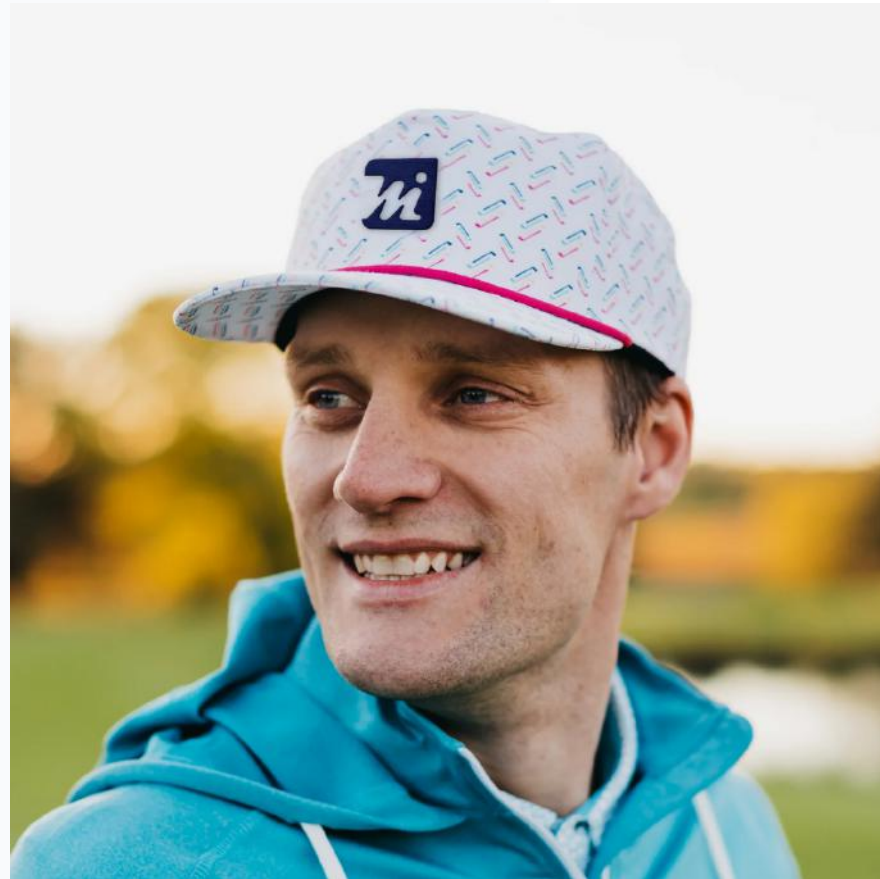
Callaway

TaylorMade®

Wilson®

on par merch

Enhance every aspect of your golf tournament with INM's branded merchandise! From gift bags and signage to apparel and trophies, we offer high-quality, custom-branded items for every budget. Maximize sponsor dollars, create lasting impressions, and make your tournament unforgettable with INM!



Swannies Ryan Hat



Waffle Golf Towel



Swig Life Tumbler

OUR MOST POPULAR GOLF ITEMS

- Apparel
- Golf Towels
- Gloves
- Drinkware
- Speakers



Golf Glove



Magnetic Speaker

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branded experiences

Let attendees pick their perfect gift from a handpicked collection of top styles. Whether they take it home that day or have it shipped to their doorstep, they're sure to love their choice! Featuring the most-wanted golf and retail brands, your participants will enjoy a personalized and memorable treat they'll love!



The Value of a Branded Experience

- **Stand Out:** Leave a lasting impression with unique merch that won't end up in the trash.
- **Engage Attendees:** Create an interactive experience that builds connections and fosters relationships.
- **Boost Credibility:** Partner with top brands to enhance awareness and trust while reinforcing your brand's value.
- **Enjoy White-Glove Service:** Experience a turnkey setup that's easy for you and unforgettable for your attendees.



experiences are available for:

APPAREL
WATCHES
SHOES
GLOVES

GOLF BAGS
SUNGLASSES
TECH GIFTS
AND MORE!



things to remember

82% of golfers believe that playing golf is a good way to establish and maintain business relationships.

- National Golf Foundation

01 Keep it light and have fun! Be ready to pivot, as needed, and make decisions quickly. The better your planning and preparation, the smoother things will go.

04 Most venues will have established rules for tournament play and guide you because your event will block off their course for most of the day.

02 Start early and stay on schedule as best as you can, this will help with the unforeseen bumps in the road.

05 Work to obtain sponsors for every expense: course prizes, giveaways, awards, and gifts.

03 Look for a venue that has a PGA pro. They can offer significant expertise to help with your event.

06 Maximize registration and invite all networks to the event. Use this resource for business and relationship building.



ELEVATING **YOUR BRAND,**
ONE **PRODUCT AT** A TIME.



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