



# PGA

Carolinas Section

# Pro-Am

# 101

How to Run a  
Successful Pro-Am



# PGA

Carolinas Section

Dear Fellow Golf Professional,

Thank you for scheduling a Pro-Am with the Section. It is encouraging to see golf professionals committed to putting on first class events.

Hosting a Pro-Am is equivalent to putting on a large scale production. It can even be compared to the opening of a Hollywood movie or the debut of a Broadway show. There is a lot of planning that must take place, numerous details to attend to and large numbers of people to be entertained. For the event, debut or premier to be a hit, everything must be perfect. It is with this in mind, that we bring you the information in this booklet “Pro-Am 101 - How to run a Successful Pro-Am.”

It is our desire that the ideas we have compiled as well as the experiences we have had will lead us all to be better tournament hosts. Better Pro-Ams in our Section benefit us all?

Again Thanks for being a part of the Section’s Tournament Program.

Carolinas PGA

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# To Host or Not?

## **PROS**

- ★ Opportunity to raise money for charity
- ★ Opportunity to showcase facility
- ★ Opportunity to boost facility's reputation
- ★ Confirms commitment to the PGA of America
- ★ Opportunity to network with fellow golf professionals
- ★ Consistent opportunity to sharpen skills
- ★ Enjoyment
- ★ Offers a nice get-a-way for other Professionals and Members
- ★ Raises revenue for the club and profits for the shop owners
- ★ Others??

# To Host or Not?

## CONS

- ★ Ties up the golf course
- ★ Perceived loss of revenue
- ★ Unsatisfied members and guests
- ★ Does not fit on the calendar
- ★ Takes too much extra work
- ★ Fear of unpolished playing ability
- ★ Difficult to get sponsors
- ★ Others???



In past seminars, we have heard these pros and cons on hosting a Pro-Am. It's a big decision and commitment . . . You make the call!

# Promoting the Event

Formula for Success:

Quality of Event

+

Number of People

=

Success Level of Event

To ensure a successful Pro-Am, you and your team of workers whether they are staff, members or other volunteers, must attend to every detail of the event as if it is the most important - from golf course condition to the quality of the Rules Sheet. A perfectly run event is ineffective, however, if no one comes. There must be a plan for getting the word out to all the people you wish to be involved!

# Promoting the Event

## **Steps of Promotion:**

1. Determine your target audience.
2. Mail postcard six months out.
3. Notice in Section Email Newsblast and website.
4. Formal mailing two months out.
5. Personal calls one month out.
6. Follow up mailing/emailing.
7. Other case specific examples?



# Planning the Event

1. Select the right DATE.

\*No other conflicts, course condition, aerification

2. Select the right FORMAT.

\*2 best net, 2 best gross, 1 net + 1 gross, 2 person vs. 4 person teams

3. Select the right PRICING.

\*What to charge Pros, Ams, Members, Nonmembers - Consider . . .  
cart+guest+food+prizes

4. Select the right PEOPLE.

\*Maximum number of teams, available pros and ams, local vs.  
nation and/or regional

5. Select the right TIMELINE.

\*When do things need to get done? Have an action plan.

6. Select the right ACTIVITIES.

\*What Things can we do to make this a special event? What will  
give it a unique flavor?

## IDEAS

- ★ Custom tee and flagstick locations.
- ★ Course perfectly marked for tournament play.
- ★ Publicly recognize Superintendent, sponsors, volunteers, staff, Board of Directors, etc.
- ★ Sound systems for all group activities.
- ★ Hit the Green, Long Drives, Closest to the Pins, Beat the Pro, Raffle, etc.
- ★ What food and beverage functions are appropriate?
- ★ Dinners? Breakfasts? Lunches (boxed or not)? Beverage Cart Service (included or not?)
- ★ Other ideas?



# Planning the event

The element of selecting tournament partners is the hallmark of elevating your event to another level. To have support, financial and otherwise, can be a win-win for both the sponsor and the tournament.

## 1. Select the right PARTNERS. (Sponsorship)

\*Partners can provide either financial support or services. The only limit to who can help is your ability to make it happen.

### IDEAS

- ★ Charity
- ★ Business Owners
- ★ Board Members of local or national businesses
- ★ Club Members
- ★ Hospitals
- ★ Airlines
- ★ Banks
- ★ Car Dealers
- ★ Discount Stores
- ★ Club Purveyors (i.e. food, liquor, wine, beverages, other club services)
- ★ Golf Shop sales representatives
- ★ Other ideas?

**Special Note:** Reward everyone who makes an investment in your event with some sort of recognition. Feature their logo in the brochure and on the scoreboard. Mention them in all announcements. Also, be creative with gifts to them to make joining your team attractive.

# Putting on the Event

This is the big day! It's show time! Everything you and your team have done up to this point has prepared you to have a perfect event. Look at the following things and see if you are ready to orchestrate the event in such a way that your guests will put this tournament on their calendar as a "must attend" for the years to come!

## Details of the Day

- ★ Golf course set up
- ★ Score cards & cart signs
- ★ Registration area and bag labels
- ★ Scoreboard & scorekeepers
- ★ Rules officials
- ★ Food and beverage details
- ★ Post pairings sheets, purse breakdown and rules sheet
- ★ Check in to assure volunteers are set in their positions
- ★ Golf Professional should hit balls and meet and greet
- ★ Raffle and special contests
- ★ Gift certificates, prizes and Golf Shop details.

# Following up the Event

## DON'T FORGET . . .

- ★ Tournament reports to CPGA
- ★ Notify local media of results
- ★ Appreciation in the form of phone calls and/or cards to Partners, volunteers, Staff, Participants, etc.
- ★ Send follow up packet to participants with results, letter, survey and information for next event
- ★ Post tournament bookkeeping
- ★ Post tournament meeting with staff and possibly volunteers to celebrate and critique
- ★ Keep a good file both on the computer and in a file folder with all pertinent information
- ★ Positive report in club newsletter and/or Section newsletter
- ★ Other ideas???

# Action Plan

Write down a few of the ideas you have heard today from your peers about hosting a successful Pro-Am.

Commit to doing something about what you have heard!

