RUNNING A

GOLF TOURNAMENT

AMID COVID-19

*Tips for teeing up
a low-touch golf event*

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Remember when events were a huge source of non-dues revenue for associations and chambers? With COVID-19 canceling event after event, times have been challenging to say the least.

But what about golf tournaments, which are go-to money raisers for many organizations? Don't worry, we've got you covered with this comprehensive guide for putting together low-touch and successful golf outings.

Fun Fact

If you're less than six feet away from someone in golf, you're risking getting hit in the head by a golf club!

Many golf courses have new rules and capacity requirements now. Be sure to work closely with your host course to understand any new protocols, and communicate them to your members and sponsors.

To increase participation and keep everyone safe, this guide provides several low-touch tips you can apply to your event.*

Preparation

SAFETY PLAN
Create a comprehensive health and safety plan; do not hold the event if you don't feel you can provide a safe and healthy environment for all participants (staff, volunteers, participants, sponsors).

EVENT MARKETING
Increase participation by letting people know in advance what you're doing to keep them safe during your event (e.g., safety precautions taken by you and the course, recap of course rules, whether meals or beverages will be served, pro shop and/or club house access, etc.).

* Always default to state and local laws and recommendations
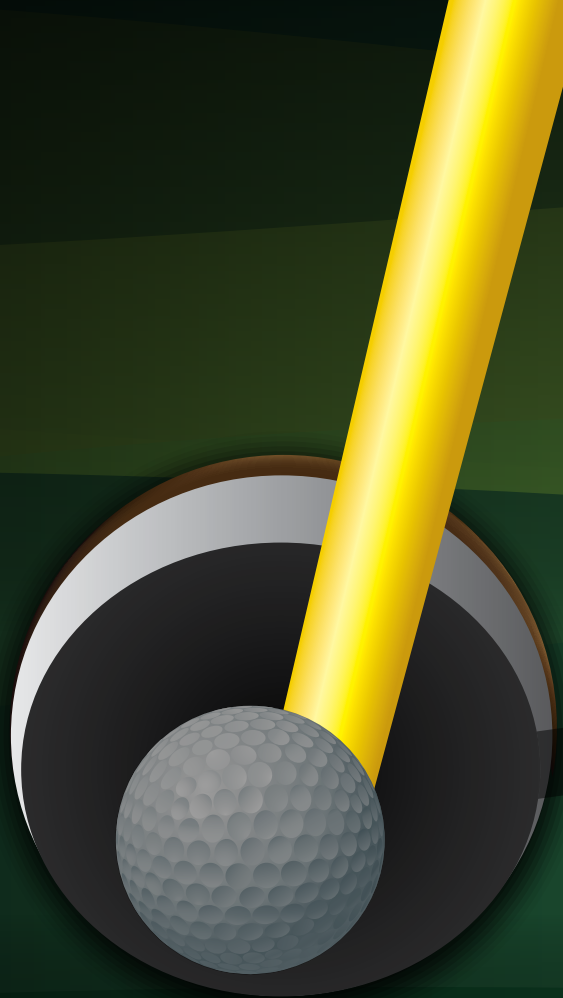
ONLINE REGISTRATION

If you're not already doing so, move to online registration. Not having to handle credit cards or cash makes for a no-touch check-in when golfers arrive. (Plus, think of the time savings for you and your staff!)

Include a waiver agreement with your registration (e.g., Participate at your own risk. Do not golf if you're sick, have a temperature, or have been exposed to the coronavirus).

Design a rule sheet to email to golfers prior to the event. This can be included in the event confirmation.
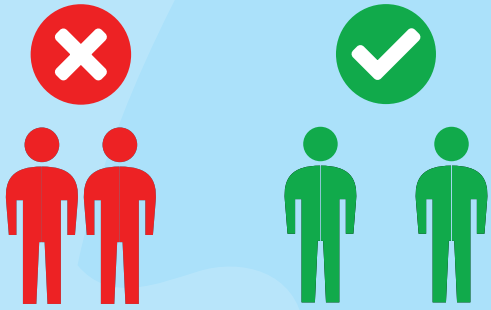
THE CHECK-IN PROCESS

Avoid congestion during check-in by having players sign up for specific tee times that are spaced out throughout the day, or over several days.

Have everything participants will need on their carts ready to go, including hand sanitizer, so you don't have congestion at the check-in table.

Pre-sell items normally sold at your events such as mulligans, skins, and raffle tickets.

ONLINE
REGISTRATION

SIGN UP

CARTS

Walking might be the way to go because a shared golf cart can increase the risk of contact or exposure. For those who want to use carts, promote single rider carts.

To avoid the added expense (and possible availability issues) of golf cart rental, prioritize cart availability for those who need them most, starting with seniors or anyone with a physical disability.

REDUCE THE FIELD SIZE

Consider holding your golf tournament over several days and/or run a shotgun format tournament to reduce the number of participants playing at the same time.

GOLF BALLS
Encourage players to pre-mark their golf balls for easy identification without having to pick up other players' golf balls.

BUNKER RAKES
Most courses have removed rakes and have advised players to smooth the sand with their feet. With that, assign a staff person or volunteer to maintain bunkers throughout the event.

CUPS/FLAGSTICKS
At most courses, raised cups on the greens have become standard, and players are advised to avoid touching the flagstick by simply leaving it in the hole. Check with your course to make sure these precautions are in place.

Fun Fact

Last year's change in the USGA's guidelines allow the flagstick to be left in while putting.

HOLE SPONSORS

Limit the number of people representing each sponsor.

Work directly with your sponsors to ensure their planned activities and giveaways are touchless and allow for proper physical distancing.

Provide a touchless hand sanitizer station at each hole.

SCORING/SCORECARDS

Many courses have an app that will allow for easy scoring. If not, here are a few suggestions:

Paper scorecards: Ask that one person in each group manage, photograph, and submit the marking to prevent sharing of pens/pencils.

Association software: Ask your software partner what options are available for score tracking.

BEVERAGE CARTS

Work with your course to understand their protocols for low-touch beverage serving and payments. If possible, relax the rules about participants bringing their own beverages.

COMMUNICATION

Send texts, push notifications, or emails to players during the tournament to celebrate player victories such as hole-in-ones and prize drawing winners.

Those high fives and 1st- and 18th-hole handshakes? Encourage foot bumps instead. Or, since it's golf, a club tap.

See further recommendations from USGA and the Event Safety Alliance.

Manage Meals / Banquet

Planning on offering lunch?

Consider a box lunch instead. Have them set up so members can grab and go.

If you're doing a banquet, be sure to allow proper distance between tables and make seating assignments.

Do not offer a traditional buffet-style meal. Consider these options instead:

A "tailgate" banquet with box dinners allowing for social distancing at the course, or at some other location that will allow for social distancing.

Provide gift cards to local restaurants in lieu of banquet.

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Awards / Prizes

Give low-touch prizes and awards such as registration to a future event, free sponsorship of an event, and gift cards that can be mailed to winners.

Post Tournament

Prerecord a video of your staff announcing the awards. Email a link to the video to your attendees the night of the tournament or make it available through your member information center, push notification, smart text, or your member app.

Post photos and videos from the event on your social media channels and your member information center or member app.

DON'T HIT THE LINKS WITHOUT THESE LINKS

GrowthZone, ChamberMaster, and MemberZone users can perform many of the tasks listed in this document right in their software. Here are the links for how to set it up.

	ChamberMaster/MemberZone Users	GrowthZone Users
Online Registration	Event Options and Settings	Event Management
Hole Sponsors	Use the Add-on function to sell your hole sponsorships on-line	Set up registration types for Sponsorships within existing event OR Set up a separate event for sponsor registration (keeps sponsors totally separate for attendees) OR Specific sponsorship options and registrations (requires Sponsors/Ads module)
Tee Times	Use Event Custom Fields that allow participants to select their own tee times	Use custom fields to request tee times OR Setup specific registration types per tee time with limited availability OR Use Sessions that allow participants to select tee times/check in times (requires the Expo module)
The Check-In Process	Use the Staff App to quickly check in attendees	Use the Staff App to quickly check in attendees

Continued on next page.

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	ChamberMaster/MemberZone Users	GrowthZone Users
Event Confirmations	[Include QR codes in registrant event confirmations](#)	[Use staff-only custom fields to assign tee times/check in times](#) and/or [communicate assigned tee times/check in times to registrants using email](#)
Add-On Items	[Sell additional items during the registration process](#)	[Sell additional items during the registration process](#)
Smart Text	[Send Smart Text to Attendees](#)	
Push Notifications	[Send Push Notifications to the Member App](#)	[Send Push Notifications to the Member App](#)

HERE'S TO A SUCCESSFUL EVENT

Applying some or all of the low-touch tips in this guide will help ensure your golf event is a success in terms of generating non-dues revenue and putting people's minds at ease about their safety.

About GrowthZone

GrowthZone AMS helps organizations grow and retain membership, engage and inform members and prospects, and streamline tedious tasks. The cloud-based system is powerful, easy to use, and designed to manage all the day-to-day operations of your organization. **Guaranteed.**

Download a free copy of our association Management Software Buyer's Workbook

Contact us today for a personalized product demo

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