



## TOURNAMENT DIAGNOSIS

The mission of the GTAA is to assist Tournament Directors in producing the best golf tournament possible. This Tournament Diagnosis has been designed for you to analyze your event and determine what areas you can improve. Should you desire, we can help with this diagnosis and offer suggestions on how you can take your tournament to the next level.

### BASIC INFORMATION

|                     |  |
|---------------------|--|
| Tournament Name     |  |
| Benefiting Group    |  |
| Cause               |  |
| Tournament Director |  |
| Address             |  |
| Phone/Fax           |  |
| E-mail              |  |
| Web site            |  |
| Years in Existence  |  |
| Type of Event       |  |
| Gross Revenue       |  |
| Net to Group        |  |
|                     |  |
| Suggestions:        |  |
| 1.                  |  |
| 2.                  |  |
| 3.                  |  |

### LOCATION

|                         |  |
|-------------------------|--|
| Name and Type of Course |  |
| Special Features        |  |
| Regular Rate            |  |
| Rate Offered Group      |  |
| Services Included       |  |
|                         |  |
| Suggestions:            |  |
| 1.                      |  |
| 2.                      |  |
| 3.                      |  |

### **FORMAT**

|   |  |
|---|--|
| What is The Caliber of Your Golfers (Beginners/Advanced)? |  |
| What Format has Been Chosen?                              |  |
| Has This Format Always Been Used?                         |  |
| Do You Have Flights?                                      |  |
| What Type of Handicap is Used?                            |  |
| How do you Survey Golfers                                 |  |
|   |  |
| Suggestions:  |  |
| 1.  |  |
| 2.  |  |
| 3.  |  |

### **PLAYERS**

|  |  |
|--|--|
| What is the Cost Per Foursome?                         |  |
| What is Being Offered as an Incentive to Play?         |  |
| What is the Value of What is Offered?                  |  |
| How Many Golfers Participated Last Year?               |  |
| What is The Goal This Year?                            |  |
| What is The Plan For Increasing The Number of Golfers? |  |
|  |  |
| Suggestions:   |  |
| 1.   |  |
| 2.   |  |
| 3.   |  |

### **TIMELINE**

|  |  |
|--|--|
| When is The Event?                     |  |
| When do you Start Planning?            |  |
| When do you Reserve The Course?        |  |
| When do you Start Selling Sponsors?    |  |
| When do you Start Promoting the Event? |  |
| What is the Deadline for Sign ups?     |  |
|  |  |
| Suggestions:                           |  |
| 1.                                     |  |
| 2.                                     |  |
| 3.                                     |  |

## PROMOTION

|   |  |
|---|--|
| When do you Start Promoting Your Event?                                   |  |
| Do You Promote to a Target Market?  |  |
| Is a Web Site Used for Promotion, Teams, Golfer Needs, Sizes and Payment? |  |
| Do you Have a Full Color Brochure?  |  |
| How Else is Your Event Promoted?  |  |
| Do you Utilize Media Partners?  |  |
|   |  |
| Suggestions:  |  |
| 1.  |  |
| 2.  |  |
| 3.  |  |

## COMMITTEE

|  |  |
|--|--|
| How Many Volunteers on Your Committee?   |  |
| Who is the Committee Chair?  |  |
| How Many Committee Meetings are Scheduled?   |  |
| Does the Committee Have Goals?   |  |
| Have Responsibilities Been Assigned to Members (Sponsors, Golfers, Prizes, Logistics, PR and Auction)? |  |
| Are the Responsibilities Written?  |  |
| Is There an Incentive Program in Place for Committee Members?  |  |
|  |  |
| Suggestions:   |  |
| 1.   |  |
| 2.   |  |
| 3.   |  |

## SPONSORS

|   |  |
|---|--|
| How Many Sponsors do you Generally Have?  |  |
| What Sponsor Packages are Offered (Hole, Playing, Silver, Gold, and Diamond)?                   |  |
| Are the Following Packages Offered: Title, Presenting, Major, Luncheon, Skills and Hole in One? |  |
| Have Values Been Assigned to Each Package? (List Values and What is Included in Each)           |  |
|   |  |
| Suggestions:  |  |
| 1.  |  |
| 2.  |  |
| 3.  |  |

**SIGNAGE**

|                                       |  |
|---------------------------------------|--|
| Do You Have Sponsor Signs?            |  |
| What is The Size of Sponsor Signs?    |  |
| Are Other Signs or Banners Displayed? |  |
| Where Are they Located?               |  |
|                                       |  |
| Suggestions:                          |  |
| 1.                                    |  |
| 2.                                    |  |
| 3.                                    |  |

**TOURNAMENT DAY SCHEDULE**

|                   |  |
|-------------------|--|
| Registration Time |  |
| Tee Time          |  |
| Awards Ceremony   |  |
| Other             |  |
| Ending Time       |  |
|                   |  |
| Suggestions:      |  |
| 1.                |  |
| 2.                |  |
| 3.                |  |

**PHOTOS**

|  |  |
|--|--|
| Is a Team Photo Offered?                 |  |
| Are Action Shots Taken and Provided?     |  |
| How are the Photos Offered or Presented? |  |
|  |  |
| Suggestions:                             |  |
| 1.                                       |  |
| 2.                                       |  |
| 3.                                       |  |

**GIFTS**

|  |  |
|--|--|
| What is in the Tee Package or Goodie Bag?                |  |
| Are Other Gifts Presented After Play Has Been Completed? |  |
| What are the Gifts?                                      |  |
|  |  |
| Suggestions:   |  |
| 1.   |  |
| 2.   |  |
| 3.   |  |

**GAMES AND CONTESTS**

|  |  |
|--|--|
| What Team Awards are Presented (First, Second...Flights...Last)?           |  |
| What Other Games or Contests do you Have and What are the Prizes for Each? |  |
| Do you Offer a Hole in One Contest and What is the Prize?                  |  |
| How Many Holes Have a Contest (Long Drive, Straightest Drive, etc.)?       |  |
| Do You Offer Mulligans During Sign up?                                     |  |
| Do You Have a Raffle and What is (are) the Prize(s)?                       |  |
| How Much Was Raised From Games and Contests Last Year?                     |  |
|  |  |
| Suggestions:   |  |
| 1.   |  |
| 2.   |  |
| 3.   |  |

**AUCTION**

|  |  |
|--|--|
| Do you Have an Auction (Silent or Live)? |  |
| If so, How Much Was Raised Last Year?    |  |
| What Types of Things Were Offered?       |  |
| How Many Items Were Auctioned?           |  |
| Do You Use a Memorabilia Company?        |  |
|  |  |
| Suggestions:                             |  |
| 1.                                       |  |
| 2.                                       |  |
| 3.                                       |  |

**AWARDS CEREMONY**

|  |  |
|--|--|
| Do You Have an Experienced or Professional MC?               |  |
| Do You Have Entertainment during the Awards?                 |  |
| Are Sponsors Recognized for their Support During the Awards? |  |
| Are Sponsors Presented Awards in Addition to Recognition?    |  |
| Are Sponsors Given an Opportunity to Speak at the Awards?    |  |
|  |  |
| Suggestions:   |  |
| 1.   |  |
| 2.   |  |
| 3.   |  |

**INSURANCE**

|  |  |
|--|--|
| What is the Value of All Prizes?           |  |
| What is the Cost of Hole in One Insurance? |  |
| Do you Purchase Liability Insurance?       |  |
| Who is the Carrier?                        |  |
|  |  |
| Suggestions:                               |  |
| 1.   |  |
| 2.   |  |
| 3.   |  |

**FUTURE PLANNING**

|  |  |
|--|--|
| What is the Date for Next Years Event?   |  |
| How is the Contact Information Gathered From Golfers?  |  |
| Do You Offer Long Term Agreements to Sponsors?   |  |
| Are Golfers Given an Opportunity to Sign up for Next Year at This Event?                         |  |
| What is the Plan for Staying in Touch With Golfers?  |  |
| Is There Anything You Have Seen or Heard of That you Would Like to Make Part of Your Tournament? |  |
| What Has Been The Best Part of Your Tournament?  |  |
| What Has Been Your Biggest Challenge?  |  |
| What Would You Like to Improve most?   |  |
| Are You Open to Suggestions From the GTAA on How to Improve Your Tournament?                     |  |

**For Help or Assistance With This Diagnosis Please Contact:**

|                   |  |
|-------------------|--|
| Chapter President |  |
| Address           |  |
| Phone/ Fax        |  |
| E-Mail            |  |
| Web Site          |  |
|                   |  |

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