



Heron Lakes Golf Club

Event Planning Guide

7 Simple Steps for Planning a Successful Golf Outing

1. **Know Your Purpose** – What are you trying to accomplish with your event:
 - Fundraising
 - Competition
 - Employee/client appreciation
 - Organization teambuilding
2. **Set Goals** – Have tangible expectations in every aspect of your planning:
 - How much money do you hope to raise from the event?
 - What is your budget for prizes, food & beverage?
 - How many sponsors and volunteers will you need?
 - How many participants do you hope to host?
3. **Committee Effort** – Form an Event Committee and delegate responsibilities:
 - Sponsors Chairperson
 - Prize Chairperson
 - Volunteer Chairperson
 - Media Chairperson
 - Honorary Chairperson
 - Outing Accountant
 - Golf Course Liaison
 - Day-Of Organizer
4. **Grow Your Field** – More players means reduced expenses and increased fundraising:
 - If each Committee member can get 6 foursomes, you will have a full field of 144 players
 - Make use of already existing relationships and create new ones
 - Distribute flyers, place ads in newspapers and use social media
 - Set up a website/webpage with information for potential sponsors and golfers
5. **Add Value** – Make your event more than *just* a day of golf:
 - Include a pre/post-event meal or on-course food and beverage service
 - Set up hole contests (hole-in-one, long drive, closest to pin etc.) with additional prizes
 - Host a mobile pro-shop with vouchers included in each participant's entry fee
 - Use donations from sponsors for prizes, to help cover other costs or reduce entry fees
6. **Generate Additional Revenue** – Optional games/events are great ways to add fun and funds:
 - Offer mulligan packages, "Tiger Shots", string/licorice games, colored ball game etc.
 - Hold a 50/50 raffle or skins game, sell raffle tickets for giveaways, or host an auction
 - Set up a putting or chipping contest before/after the tournament
7. **Help Us Help You** – Our dedicated Event Staff is here to help plan and execute your event:
 - We encourage you to contact us with any question or concern you might have
 - At your request, we can set up a tournament micro-website for your event
 - Ask us about our preferred vendors for your insurance, signage and merchandise needs
 - Use the checklist provided with this guide to help stay organized and meet deadlines



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Event Planning Checklist

Task / Procedure	Deadlines	Status
Choose potential event dates and contact Heron Lakes to begin booking process	6-12 months prior to event day	
Determine budget and decide on package options for golf, merchandise and food & beverage	6-12 months prior to event day	
Finalize contract and deposit with Heron Lakes to secure event date and outing package	6-12 months prior to event day	
Select hotel site and transportation needs	60-90 days prior to event day	
Place merchandise order with Heron Lakes (include logos for custom orders)	60-90 days prior to event day	
Determine the number of sponsorships and volunteers needed for the event	60 days prior to event day	
Decide on format, contest holes, rules, etc.	30-60 days prior to event day	
Finalize all food & beverage details including sides chosen and number of guests eating	30-60 days prior to event day	
Finalize your field of players	30 days prior to event day	
Notify Heron Lakes of final number of players	10-15 days prior to event day	
Submit final players list to Heron Lakes	72 hours prior to event day	
Approve final pairings list and rules sheet	24 hours prior to event day	
Submit event payment and begin rebooking process for next year's event with Heron Lakes	Day of event	

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- Heron Lakes accepts outing reservations up to one year in advance and encourages discussing re-booking for the next year immediately following event completion
- Please contact our Sales & Marketing Director for all sales and booking inquiries
- Please contact our Tournament Coordinator with all event planning/execution inquiries