THE CHARITY GOLF EVENT PLAYBOOK

6 Phases. 18 Steps. One System for Building a Better Event and Raising More Money.

GOOD BOY CHARITY GOLF SUPPORT SYSTEM™ | MASTER OPERATING SYSTEM

This master playbook simplifies the tournament into six customer-facing phases while preserving the 18-step operating system underneath. Each phase explains the objective, opportunity and resource stack. Each step then tells the committee what to do, what to decide, what output is required and which detailed resource to open.

THE 6-PHASE SYSTEM

PHASE 1 AUDIT + STRATEGY	PHASE 2 BUILD THE EVENT	PHASE 3 BUILD THE REVENUE
Know where you are and what winning looks like.	Create an event people actually want to attend.	Maximize revenue before and during tournament day.

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PHASE 4 BUILD THE EXPERIENCE	PHASE 5 EXECUTE THE EVENT	PHASE 6 MEASURE + GROW
Design what players receive, feel and remember.	Turn the strategy into a flawless event day.	Prove value and make next year better.

THE 18-STEP OPERATING SYSTEM

STEP	OPERATING STEP	PHASE
1	Audit Event	1
2	Define Success	1
3	Build Plan	2
4	Event Desirability	2
5	Pricing	2
6	VIP Experience	3
7	Sponsor Inventory	3
8	Sell Sponsors	3
9	Fundraising Plan	3
10	Gifting	4
11	Player Data	4
12	On-Course Experience	4
13	Operations	5
14	Event Day	5
15	Extend Fundraising	5
16	Measure	6
17	Sponsor Recap	6
18	Build Next Year	6

THE FIVE REVENUE ENGINES

PLAYER / FOURSOME	VIP / ALL-ACCESS	SPONSORSHIPS	ON-COURSE	POST-EVENT
Price demand correctly	Target +$10K–$20K before tee-off	Create real marketing value	Protect one major donation activation	Auction + follow-up giving

The revenue philosophy: Registration gets them into the event. VIP upgrades the experience. Sponsors fund and enhance the experience. One major on-course activation creates a mission-driven giving moment. Auction and post-event giving extend fundraising beyond the round.

PHASE 1 | AUDIT + STRATEGY

Know exactly where the tournament is today and what success should look like.

WHY THIS PHASE MATTERS	GOOD BOY RESOURCE STACK
Do not repeat last year by default. Historical demand, revenue, costs, sponsor performance and player experience should determine what changes this year.	• Charity Golf Event Audit / Strategy Call • Event Audit Engine / Historical Data Workbook • Fundraising + Sponsorship Calculator • Event Budget Template

STEPS IN THIS PHASE

STEP	WHAT HAPPENS	REQUIRED OUTPUT
1. Audit the Event	Collect historical performance and identify the biggest gaps.	Baseline KPIs + Top 3 Opportunities
2. Define Success	Set net fundraising, revenue, attendance and experience targets.	Event Scorecard + Revenue Targets + Budget

STEP 1 | AUDIT THE EVENT • 6+ MONTHS

GOAL: Understand the past before designing the future.

WHY THIS MATTERS: Most committees remember whether the day felt successful, but not which parts actually drove demand, margin, sponsor value or player satisfaction.

WHAT TO DO

- Collect 1–3 years of player counts, sellout timing, pricing and waitlist data.
- Capture registration, sponsorship, VIP/add-on, on-course, auction and total revenue.
- Capture event costs and calculate net funds raised, revenue/player and net/player.
- Review sponsor retention, player retention and major operational issues.
- Identify the top three financial opportunities and top three experience opportunities.

QUESTIONS TO ANSWER	GOOD BOY GUIDANCE
• Did the event sell out? How early? • What generated the most NET revenue? • Where did costs increase without increasing player value? • Which sponsors renewed or upgraded? • What would players miss if it disappeared?	• Use actual data rather than committee perception. • Separate revenue engines so weak areas are visible. • A sellout is demand data; it is not automatically proof the event is optimized.

REQUIRED OUTPUT	SUCCESS LOOKS LIKE
Completed Event Audit + baseline KPIs + Top 3 Opportunities	You can explain in numbers what worked, what did not and where the highest-leverage opportunity exists.

OPEN THESE RESOURCES

1. Charity Golf Event Strategy Audit
2. Good Boy Event Audit Engine
3. Historical Event Data Worksheet

MOVE TO THE NEXT STEP WHEN: The baseline and Top 3 Opportunities are agreed upon.

STEP 2 | DEFINE SUCCESS • 6 MONTHS

GOAL: Turn the audit into measurable targets.

WHY THIS MATTERS: “Raise as much as possible” is not a plan. The net goal should determine how registration, VIP, sponsorship, on-course fundraising and auction revenue are designed.

WHAT TO DO

- Set target players and target sellout date.
- Set gross revenue and NET fundraising goals.
- Set targets for registration, VIP, sponsorship, on-course fundraising and auction/post-event giving.
- Establish preliminary cost/player, gifting budget and experience budget.
- Define player and sponsor experience KPIs.

QUESTIONS TO ANSWER	GOOD BOY GUIDANCE
• What must the charity NET? • How much should come from each revenue engine? • What is the maximum acceptable cost/player? • What does a successful player and sponsor experience look like?	• Manage to net impact, not a large gross headline. • Every revenue engine needs a target and owner. • Build the expense budget around the strategy, not the other way around.

REQUIRED OUTPUT	SUCCESS LOOKS LIKE
Event Scorecard + Revenue Targets + Preliminary Budget	Every major financial and experience outcome has a measurable target.

OPEN THESE RESOURCES

1. Fundraising + Sponsorship Calculator
2. Event Budget Template
3. Fundraising Playbook — Start With the Math

MOVE TO THE NEXT STEP WHEN: The committee knows the target for every major revenue engine and the projected net result.

PHASE 2 | BUILD THE EVENT

Create an event people actually want to attend - then price it accordingly.

WHY THIS PHASE MATTERS	GOOD BOY RESOURCE STACK
The golf is the golf. The differentiator is everything surrounding it: desirability, gifting, hospitality, energy, exclusivity and the overall player journey.	• Tournament Planning Checklist • Tournament Planning Guide / Tips • Player Experience Scorecard • Fundraising Playbook — Pricing + Desirability

STEPS IN THIS PHASE

STEP	WHAT HAPPENS	REQUIRED OUTPUT
3. Build the Plan	Create the six-month timeline and owners.	Master Timeline + Owners
4. Build an Event People Want	Design the player journey and signature moments.	Player Journey + Experience Priorities
5. Price the Tournament	Use demand and value to set player/foursome pricing.	Pricing Strategy + Sellout Target

STEP 3 | BUILD THE PLAN • 6 MONTHS

GOAL: Create the operating timeline before execution gets rushed.

WHY THIS MATTERS: The six-month plan protects sponsor-selling time, custom product lead times, player-data deadlines and the quality of the final event.

WHAT TO DO

- Work backward from tournament day.
- Assign a single owner to each major workstream.
- Set hard dates for sponsor launch, registration, gifting approval, player data, production and operations.
- Schedule committee checkpoints and decision dates.
- Track dependencies between workstreams.

QUESTIONS TO ANSWER	GOOD BOY GUIDANCE
• Who owns each workstream? • Which decisions have the longest lead times? • What is the last responsible approval date? • Where did the team get rushed last year?	• Use the checklist as the master project tracker. • Protect full-custom product lead times. • Close planning loops early so event week is about execution.

REQUIRED OUTPUT	SUCCESS LOOKS LIKE
Six-Month Master Timeline + Owners + Decision Deadlines	The final 30 days are confirmation and execution, not invention.

OPEN THESE RESOURCES

1. Charity Golf Tournament Planning Checklist
2. Charity Golf Tournament Planning Guide
3. Good Boy Charity Golf Planning System

MOVE TO THE NEXT STEP WHEN: Major deadlines and owners are assigned.

STEP 4 | BUILD AN EVENT PEOPLE WANT • 5–6 MONTHS

GOAL: Create a tournament golfers want to attend, return to and talk about.

WHY THIS MATTERS: If the event is not desirable, more marketing will not solve the underlying problem. Build the experience before asking people to buy it.

WHAT TO DO

- Map invitation → registration → arrival → gifting → golf → on-course → 19th hole → follow-up.
- Identify 2–3 signature moments.
- Evaluate food, beverage, gifting, hospitality, entertainment, pace and post-round energy.
- Remove low-value clutter.
- Define what makes the event feel premium or unique.

QUESTIONS TO ANSWER	GOOD BOY GUIDANCE
• Would golfers want to attend even beyond supporting the cause? • What will they talk about the next day? • Where does the event feel generic? • What is the first and last impression?	• Golf itself is not the main differentiator. • Spend where the golfer can feel the value. • Choice, hospitality and memorable moments often outperform more stuff.

REQUIRED OUTPUT	SUCCESS LOOKS LIKE
Player Journey Map + 2–3 Signature Experience Priorities	There is a clear answer to why this tournament is worth attending instead of another invitation.

OPEN THESE RESOURCES

1. Player Experience Scorecard
2. Tournament Planning Guide
3. Ultimate Player Gift Guide

MOVE TO THE NEXT STEP WHEN: The event has a clear experience promise and signature moments.

STEP 5 | PRICE THE TOURNAMENT • 5 MONTHS

GOAL: Price the event based on demand and delivered value.

WHY THIS MATTERS: A tournament that repeatedly sells out at the same price may be underpriced. A tournament that struggles to fill may have a value problem before it has a marketing problem.

WHAT TO DO

- Review prior pricing, sellout date, waitlist and repeat-player demand.
- Compare registration price to total perceived player value.
- Test a higher player/foursome price when demand supports it.
- Use premium tiers instead of forcing everyone into one offer.
- If demand is weak, improve desirability before discounting.

QUESTIONS TO ANSWER	GOOD BOY GUIDANCE
• How quickly did we sell out? • Was there a waitlist? • What is actually included in the player price? • Could premium inventory sell without hurting base demand?	• Selling out early is pricing information. • Do not raise price without communicating or increasing value. • A full field does not automatically mean maximum fundraising.

REQUIRED OUTPUT	SUCCESS LOOKS LIKE
Player + Foursome Pricing Strategy + Sellout Target	Pricing reflects demand and value rather than simply repeating last year.

OPEN THESE RESOURCES

1. Fundraising Playbook — Pricing
2. Event Audit
3. Budget / Revenue Calculator

MOVE TO THE NEXT STEP WHEN: Base registration and premium-tier strategy are approved.

PHASE 3 | BUILD THE REVENUE

Maximize revenue before players tee off - then protect the best fundraising moments on course.

WHY THIS PHASE MATTERS	GOOD BOY RESOURCE STACK
This phase is where the tournament stops relying on foursomes, tee signs and a mulligan bag. VIP, sponsorship and a deliberate fundraising mix become designed revenue engines.	• VIP Package Playbook • VIP Package Calculator • VIP Check-In Poster Template • Charity Golf Sponsorship Playbook • Sponsorship Package Template • Sponsorship Sales Talk Tracks + Email Examples • Fundraising Playbook • Fundraising + Sponsorship Calculator • Good Girl Showdown Sales Guide

STEPS IN THIS PHASE

STEP	WHAT HAPPENS	REQUIRED OUTPUT
6. Build the VIP Experience	Create the premium all-access upgrade.	VIP Offer + $10K–$20K Revenue Plan
7. Build Sponsor Inventory	Create sponsor assets with marketing value.	Sponsor Inventory + Title Sponsor Package
8. Sell Sponsorships	Match sponsor goals to premium experiences.	Sponsor Pipeline + Closed Partnerships
9. Build Fundraising Plan	Design the complete revenue mix and protect one major donation activation.	Fundraising Mix + Net Revenue Projection

STEP 6 | BUILD THE VIP EXPERIENCE • 4–5 MONTHS

GOAL: Create the best way to experience the tournament and generate another $10K–$20K+ before tee-off.

WHY THIS MATTERS: The VIP package is not a renamed mulligan package. It is a premium all-access upgrade that bundles the tournament's most desirable benefits, creates visible status and reduces nickel-and-diming throughout the day.

WHAT TO DO

- Give the package a premium name: VIP, All-Access, Gold Access or event-specific branding.
- Build the value stack first: putting contest, longest drive, closest-to-pin, Air Cannon, bonus raffle entries, VIP-only drawing, hospitality, gifting upgrades and smaller on-course experiences.
- Use a gold wristband or other visible credential that unlocks the package.
- Assign displayed value to every inclusion and price the package materially below the total perceived value.
- Sell during registration and pre-event marketing; use check-in as the final conversion opportunity.
- Keep one major donation activation outside the package. List mulligans LAST.

QUESTIONS TO ANSWER	GOOD BOY GUIDANCE
• Would a golfer immediately choose VIP over the base experience? • Is the displayed value obvious in 10 seconds? • How many buyers are required to reach $10K, $15K or $20K? • What can a sponsor underwrite to increase value and margin? • Which major donation activation stays separate?	• Do not call it a Mulligan Package anywhere player-facing. • The gold wristband should feel like an all-access credential, not a proof-of-purchase band. • Most smaller paid activations should be included so VIP means something. • Use a creative poster at check-in showing every benefit and total value. • Mulligans are a benefit, not the headline.

HOW THIS CONNECTS FORWARD

- Step 7: VIP benefits become sponsor inventory (Official VIP Experience Partner, wristband sponsor, VIP gift, contest or hospitality sponsor).
- Step 9: VIP revenue is modeled separately and the one major donation activation is protected.
- Steps 10–14: VIP status affects gifting, player data, course access, operations, signage and staff training.
- Step 16: measure VIP take rate, revenue, cost, net contribution and pre-event vs. check-in sales.

REQUIRED OUTPUT	SUCCESS LOOKS LIKE
VIP Package Name + Value Stack + Displayed Value + Price + Gold Identifier + Buyer Target + Revenue Goal + Protected Donation Activation	The golfer sees the offer and thinks, "Obviously I'm doing that," while the event has a credible path to $10K–$20K+ before the first tee shot.

OPEN THESE RESOURCES

1. Charity Golf VIP Package Playbook
2. Good Boy VIP Package Calculator
3. VIP Check-In Poster / Creative Template
4. Fundraising Playbook — VIP Revenue Strategy

MOVE TO THE NEXT STEP WHEN: The VIP offer is priced, designed, sellable in registration and operationally clear.

STEP 7 | BUILD SPONSOR INVENTORY • 5 MONTHS

GOAL: Create sponsorships companies can justify buying.

WHY THIS MATTERS: Sponsors should own meaningful player moments, not just logo placements. Strong inventory creates visibility, connection, interaction, content and impact.

WHAT TO DO

- Build the Title/Presenting Sponsor first with broad visible ownership.
- Create premium inventory around VIP, gifting, registration, welcome, Showdown, contests, hospitality, prizes, content and 19th hole.
- Define audience reach, onsite interaction, content/proof and exclusivity.
- Use sponsor underwriting to enhance VIP and player value while protecting margin.
- Limit inventory so premium assets remain premium.

QUESTIONS TO ANSWER	GOOD BOY GUIDANCE
• If the sponsor disappeared, would the player experience change? • How many players actively interact? • Can sponsor representatives engage onsite? • What proof will they receive? • What can the Title Sponsor genuinely own?	• A tee sign can be a deliverable; it should rarely be the whole sponsorship. • The Title Sponsor needs broad, visible ownership. • Higher sponsor price requires higher sponsor value first. • VIP creates new premium sponsor inventory.

REQUIRED OUTPUT	SUCCESS LOOKS LIKE
Sponsor Inventory + Benefits + Pricing + Title Sponsor Package	Every premium asset has a business reason a marketing decision-maker could justify.

OPEN THESE RESOURCES

1. Charity Golf Sponsorship Playbook
2. Sponsorship Package Template
3. Sponsorship Activation Guide
4. VIP Package Playbook — Sponsor-Funded Value

MOVE TO THE NEXT STEP WHEN: The sponsor inventory is priced, limited and tied to specific player experiences.

STEP 8 | SELL SPONSORSHIPS • 4–5 MONTHS

GOAL: Turn sponsor inventory into premium partnerships.

WHY THIS MATTERS: Sponsorship is a consultative sale. Diagnose what the company values and match it to the tournament rather than emailing a generic bronze/silver/gold PDF.

WHAT TO DO

- Prioritize renewals, warm relationships and strategic targets.
- Qualify audience, marketing goals, hospitality needs and desired interaction.
- Recommend the best-fit experience instead of sending every option.
- Use the sponsor talk track, email sequence and follow-up cadence.
- Track proposal, decision date, payment, assets and fulfillment.

QUESTIONS TO ANSWER	GOOD BOY GUIDANCE
• Who are they trying to reach? • Do they value visibility, hospitality, leads, content or community impact? • Which experience fits their brand? • What would make renewal obvious?	• Lead with business/player value, then connect charity impact. • Use real scarcity: ownership and category exclusivity. • Sell the result, not the tier name.

REQUIRED OUTPUT	SUCCESS LOOKS LIKE
Sponsor Prospect Pipeline + Closed Partnerships + Fulfillment Tracker	Sponsors know exactly what they own, who they reach and how success will be proven.

OPEN THESE RESOURCES

1. Sponsorship Playbook — Sales Talk Tracks
2. Sponsorship Email Campaign Examples
3. Sponsorship Package Template

MOVE TO THE NEXT STEP WHEN: Premium sponsor inventory has owners and fulfillment requirements are documented.

STEP 9 | BUILD THE FUNDRAISING PLAN • 4 MONTHS

GOAL: Engineer the full fundraising mix without hurting the player experience.

WHY THIS MATTERS: The strongest events do not depend only on registration and hole sponsorships. The revenue mix should be intentional before individual games or vendors are chosen.

WHAT TO DO

- Lock targets for VIP, sponsorship, on-course, raffle/auction and post-event giving.
- Treat VIP as a separate pre-event revenue engine.
- Protect one primary paid on-course donation activation outside VIP.
- Use sponsor underwriting where it improves net contribution.
- Make payment mechanics simple and tie the major ask to mission impact.

QUESTIONS TO ANSWER	GOOD BOY GUIDANCE
• If registration disappeared, how much is the event designed to raise? • Which activation has the best participation and margin? • Are players being asked for money too often? • What can be sponsored?	• Fewer, stronger asks create a better experience than constant solicitation. • Track gross collected and net contribution separately. • VIP should reduce small on-course transactions, not eliminate the featured donation moment.

REQUIRED OUTPUT	SUCCESS LOOKS LIKE
Fundraising Mix + Participation Targets + Projected Net Revenue	Every revenue engine has a target, owner and projected net contribution.

OPEN THESE RESOURCES

1. Charity Golf Tournament Fundraising Playbook
2. Fundraising + Sponsorship Calculator
3. Good Girl Showdown Luxury Beat the Pro Sales Guide
4. VIP Package Calculator

MOVE TO THE NEXT STEP WHEN: The complete revenue plan reconciles to the event's net fundraising target.

PHASE 4 | BUILD THE EXPERIENCE

Design what players receive, unlock and remember.

WHY THIS PHASE MATTERS	GOOD BOY RESOURCE STACK
The revenue plan now becomes a real player experience. Gifting, VIP status, player data and on-course activations must work together rather than operate as separate vendors and purchases.	• Ultimate Player Gift Guide • Player Gift Budget Calculator • Player Sizing Guide + Calculator • Onsite Customization Guide • Player Experience Scorecard • Sponsorship Activation Guide • Good Girl Showdown Guide • VIP Package Playbook

STEPS IN THIS PHASE

STEP	WHAT HAPPENS	REQUIRED OUTPUT
10. Design Player Gifting	Create high perceived value at the right budget.	Approved Gifting Strategy
11. Collect Player Data	Lock sizes, selections and VIP status.	Final Player Fulfillment File
12. Build On-Course Experience	Map every activation and VIP entitlement.	18-Hole Experience Map

STEP 10 | DESIGN PLAYER GIFTING • 4 MONTHS

GOAL: Create player value that feels intentional and worth keeping.

WHY THIS MATTERS: The player gift is one of the most visible uses of tournament budget. Generic products can be expensive without feeling valuable.

WHAT TO DO

- Set budget/player and target perceived value.
- Choose single gift, player choice, curated package or onsite shopping/customization.
- Select products players will actually use.
- Integrate event and sponsor branding tastefully.
- Decide whether VIP includes an upgraded or exclusive gift.
- Protect full-custom vs. in-house production lead times.

QUESTIONS TO ANSWER	GOOD BOY GUIDANCE
• Would the player choose this themselves? • Can choice/customization improve perceived value? • Does sponsor branding add or hurt value? • Is there a VIP-only product opportunity?	• Presentation is part of the gift. • Do not default to products golfers already own in abundance. • A sponsor-funded VIP gift can improve both package value and margin.
REQUIRED OUTPUT Approved Gifting Strategy + Budget + VIP Gifting Decision	**SUCCESS LOOKS LIKE** The gift feels like part of the experience rather than a promotional item on a table.

OPEN THESE RESOURCES

1. Ultimate Player Gift Guide
2. Player Gift Budget Calculator
3. Onsite Customization Guide
4. VIP Package Playbook

MOVE TO THE NEXT STEP WHEN: Gifting is approved, budgeted and aligned to VIP and sponsor promises.

STEP 11 | COLLECT PLAYER DATA • 90–120 DAYS

GOAL: Collect the data required to fulfill gifting and VIP accurately.

WHY THIS MATTERS: Sized, choice-based and VIP gifting only feels premium if fulfillment is accurate and organized.

WHAT TO DO

- Determine required size, color, style and VIP-status fields.
- Collect selections during registration or follow-up.
- Set a hard player-selection deadline.
- Use sizing distributions for missing responses and reasonable overage.
- Create final fulfillment list by player/foursome/VIP status/distribution method.

QUESTIONS TO ANSWER	GOOD BOY GUIDANCE
• What data must be collected? • When does production need final quantities? • How are late registrants handled? • How will VIP players be identified at check-in?	• Do not wait until event week to solve sizing. • Keep forms simple. • VIP status should exist in the player file, not only in a payment report.

REQUIRED OUTPUT	SUCCESS LOOKS LIKE
Final Player Selection / Sizing / VIP Fulfillment File	Production is locked on time and registration can fulfill standard and VIP players without confusion.

OPEN THESE RESOURCES

1. Player Sizing Guide + Calculator
2. Player Data Collection Template
3. VIP Package Calculator / Buyer List

MOVE TO THE NEXT STEP WHEN: Player data is complete enough to release production and build check-in lists.

STEP 12 | BUILD THE ON-COURSE EXPERIENCE • 60–90 DAYS

GOAL: Create memorable engagement without fundraising fatigue.

WHY THIS MATTERS: On-course experiences should add energy, sponsor value and fundraising without slowing play or making every hole another sales pitch.

WHAT TO DO

- Map all 18 holes and every activation.
- Mark which experiences are included with the VIP gold wristband.
- Select the primary paid donation activation that remains outside VIP.
- Evaluate Good Girl Showdown structure and sponsor opportunity.
- Review staffing, power, signage, supplies and pace impact.
- Remove low-value or competing activations.

QUESTIONS TO ANSWER	GOOD BOY GUIDANCE
• Does each stop create value? • Are there too many paid asks? • Will VIP players understand what is included? • Can a sponsor improve the experience? • Who owns setup and operation?	• The gold wristband must unlock the same benefits everywhere. • Do not create several extra paid experiences after selling “all-access.” • Protect the major donation activation as the mission-driven giving moment.

REQUIRED OUTPUT	SUCCESS LOOKS LIKE
18-Hole Experience Map + VIP Entitlements + Major Donation Activation Plan	Every activation has a purpose, owner and value exchange, and VIP means the same thing across the course.

OPEN THESE RESOURCES

1. **Sponsorship Activation Guide**
2. **Good Girl Showdown Sales Guide**
3. **VIP Package Playbook**
4. **Tournament Planning Checklist — 60 Days**

MOVE TO THE NEXT STEP WHEN: The course map, VIP inclusions and featured donation activation are locked.

PHASE 5 | EXECUTE THE EVENT

Turn every promise into a clean, premium event-day experience.

WHY THIS PHASE MATTERS	GOOD BOY RESOURCE STACK
Execution is where the strategy becomes the brand. VIP, sponsors, gifting, fundraising and hospitality must feel like one coordinated event rather than separate stations.	• Tournament Planning Checklist — 30/14/7 Days • Tournament Planning Guide • Event-Day Run-of-Show • VIP Check-In Poster • VIP Package Playbook — Event Day • Good Girl Showdown Execution Guide • Sponsor Fulfillment Checklist

STEPS IN THIS PHASE

STEP	WHAT HAPPENS	REQUIRED OUTPUT
13. Lock Production + Operations	Finalize people, products, signage and logistics.	Run-of-Show + Staffing + Setup Plan
14. Execute Event Day	Deliver the experience and protect every promise.	Executed Event + Results + Content
15. Extend Fundraising	Keep auction and giving alive after golf.	Final Auction / Post-Event Revenue

STEP 13 | LOCK PRODUCTION + OPERATIONS • 30–60 DAYS

GOAL: Convert strategy into an executable event plan.

WHY THIS MATTERS: Every VIP benefit and sponsor promise creates an operational requirement. This phase makes sure nothing depends on memory on event morning.

WHAT TO DO

- Confirm vendors, contracts, COIs and arrival requirements.
- Finalize staffing by registration, gifting, VIP, fundraising, sponsor support, content and post-round roles.
- Build run-of-show and course setup map.
- Produce the creative VIP check-in poster and any VIP signage.
- Pre-sort gold wristbands and VIP products by player/foursome.
- Train activation staff on exactly what the VIP identifier unlocks and what remains separate.
- QC products/prizes and confirm payment systems, power/Wi-Fi and contingency plans.

QUESTIONS TO ANSWER	GOOD BOY GUIDANCE
• Who owns every player-facing area? • Does every staff member understand VIP? • Is every sponsor promise accounted for? • What could fail on event morning?	• At 14 days, shift from creation to final production. • At 7 days, freeze unnecessary additions. • VIP players should never have to argue about what they bought.
REQUIRED OUTPUT Final Run-of-Show + Staffing + VIP Fulfillment + Load-In / Setup Plan	**SUCCESS LOOKS LIKE** Every person knows where to be, what they own and what the gold wristband means.

OPEN THESE RESOURCES

1. Tournament Planning Checklist — 30/14/7 Days
2. VIP Package Playbook — Event-Day Execution
3. VIP Check-In Poster Template
4. Sponsor Fulfillment Checklist

MOVE TO THE NEXT STEP WHEN: All player-facing promises have an owner, asset and execution plan.

STEP 14 | EXECUTE EVENT DAY • EVENT DAY

GOAL: Deliver the experience, fundraising plan and sponsor value consistently.

WHY THIS MATTERS: Tournament day is where the planning system becomes tangible. Check-in is also the final VIP conversion opportunity.

WHAT TO DO

- Run a staff/vendor huddle before players arrive.
- Display the VIP poster prominently at check-in with total value and inclusions.
- Fulfill gold wristbands and VIP products accurately; offer last-minute upgrades.
- Verify sponsor signage, gifting, Showdown, contests, hospitality and payment systems.
- Monitor pace, fundraising and VIP activation access.
- Capture player reactions, sponsor interaction, charity mission and premium moments.
- Finish strong with awards, auction/raffle, sponsor recognition and impact.

QUESTIONS TO ANSWER	GOOD BOY GUIDANCE
• Is every sponsor promise live? • Can VIP players move through included experiences without friction? • Are last-minute VIP upgrades being tracked? • Are fundraising totals and content being captured?	• Check-in should reinforce value, not introduce a confusing package. • Do not let energy disappear after golf. • Capture the VIP poster, wristbands and experience for next year's marketing.
REQUIRED OUTPUT	**SUCCESS LOOKS LIKE**
Executed Event + VIP Sales + Fundraising Totals + Photo/Video Proof	Players understand the cause, VIP feels premium, sponsors are visible and the event feels coordinated.

OPEN THESE RESOURCES

1. Tournament Planning Checklist — Event Day
2. VIP Package Playbook — Event Day
3. Good Girl Showdown Execution Guide
4. Sponsor Fulfillment Checklist

MOVE TO THE NEXT STEP WHEN: The event is complete and all revenue/performance data has been captured.

STEP 15 | EXTEND FUNDRAISING • EVENT + 48 HRS

GOAL: Continue fundraising after the final putt.

WHY THIS MATTERS: High-quality auctions and post-event follow-up can produce meaningful revenue beyond the field and after tournament day.

WHAT TO DO

- Prioritize desirable golf, travel, dining, sports and access-based auction items.
- Promote headline items before event day.
- Use mobile bidding where available.
- Keep bidding open after golf when appropriate.
- Market eligible auction/giving opportunities beyond the tournament field.
- Follow up quickly with impact and a clear giving opportunity.

QUESTIONS TO ANSWER	GOOD BOY GUIDANCE
• Are items desirable enough to create competition? • Can non-golfers participate? • When should bidding close? • What impact story drives the follow-up ask?	• Quality beats quantity. • Do not fill the auction with low-interest items. • Post-event giving works best while emotion and proof are fresh.
REQUIRED OUTPUT Auction / Post-Event Giving Plan + Final Revenue	**SUCCESS LOOKS LIKE** The tournament continues producing donations after the clubhouse starts emptying.

OPEN THESE RESOURCES

1. Fundraising Playbook — Silent / Live Auction
2. Fundraising Playbook — Post-Event Giving
3. Post-Event Communication Template

MOVE TO THE NEXT STEP WHEN: Auction and post-event revenue are closed and reconciled.

PHASE 6 | MEASURE + GROW

Turn this year's event into proof, renewals and a better next year.

WHY THIS PHASE MATTERS	GOOD BOY RESOURCE STACK
Measurement is what turns a one-day event into a compounding system. Financial data, player feedback, VIP performance and sponsor proof should all feed next year's strategy.	• Player Experience Scorecard • Post-Event Player Survey • Event Audit Engine • Sponsor Impact Recap • Sponsorship Playbook — Fulfillment • Next-Year Event Audit / Strategy Call

STEPS IN THIS PHASE

STEP	WHAT HAPPENS	REQUIRED OUTPUT
16. Measure the Event	Quantify financial and experience performance.	Final Event Scorecard
17. Prove Sponsor Value	Turn execution into sponsor proof and renewal.	Sponsor Impact Recap
18. Build Next Year	Capture learning and restart the cycle stronger.	Next-Year Baseline + Priority Changes

STEP 16 | MEASURE THE EVENT • 24 HRS–7 DAYS

GOAL: Turn activity into usable performance data.

WHY THIS MATTERS: Without measurement, the committee cannot distinguish a fun day from a better-performing event.

WHAT TO DO

- Calculate total revenue, total costs and net funds raised.
- Break out registration, VIP, sponsorship, on-course, Showdown, auction and post-event giving.
- For VIP, measure buyers, take rate, revenue, actual cost, net contribution, value ratio and pre-event vs. check-in sales.
- Calculate revenue/player, cost/player and net/player.
- Send player survey within 24–48 hours.
- Document operational wins, failures and sponsor feedback.

QUESTIONS TO ANSWER	GOOD BOY GUIDANCE
• Did we hit the net goal? • Which revenue engine outperformed? • What was VIP take rate and net contribution? • Which VIP inclusions were valued most? • What did players and sponsors say?	• Measure net, not just gross. • Keep category-level data. • VIP data should determine next year's price and value stack. • Survey quickly while the experience is fresh.

REQUIRED OUTPUT	SUCCESS LOOKS LIKE
Final Event Scorecard + VIP Performance + Survey Results + Lessons Learned	You can quantify financial performance and explain what players and sponsors actually valued.

OPEN THESE RESOURCES

1. Player Experience Scorecard
2. Event Audit Engine
3. Post-Event Player Survey
4. VIP Package Calculator — Actual Results

MOVE TO THE NEXT STEP WHEN: Financial and experience results are documented by revenue engine.

STEP 17 | PROVE SPONSOR VALUE • 2–14 DAYS

GOAL: Show partners what they received and what they made possible.

WHY THIS MATTERS: The sponsor recap closes the value loop and creates the foundation for renewal before the relationship goes cold.

WHAT TO DO

- Confirm every deliverable was fulfilled.
- Provide photos/video showing the sponsor inside the experience.
- Summarize attendance, interaction, content, recognition and fundraising impact.
- Show sponsor-funded VIP benefits or experiences where relevant.
- Connect investment to what it made possible for the charity and players.
- Begin renewal/upgrade conversation while results are fresh.

QUESTIONS TO ANSWER	GOOD BOY GUIDANCE
• What proof can the sponsor share internally? • What did players interact with? • What impact did the sponsor enable? • Could they own more next year?	• Do not send only a thank-you email. • Prove both marketing value and charitable impact. • Use the recap to sell next year, not merely report this year.

REQUIRED OUTPUT	SUCCESS LOOKS LIKE
Sponsor Impact Recap + Renewal / Upgrade Opportunity	The sponsor has tangible evidence that makes renewal or upgrade easier to justify.

OPEN THESE RESOURCES

1. Charity Golf Sponsorship Playbook — Fulfillment
2. Sponsor Impact Recap Template
3. Event Photo / Content Library

MOVE TO THE NEXT STEP WHEN: Sponsor proof is delivered and renewal conversations are opened.

STEP 18 | BUILD NEXT YEAR • 7–30 DAYS

GOAL: Use the data to make the next tournament better before details are forgotten.

WHY THIS MATTERS: Historical data should become a compounding asset. The best time to improve next year is while this year is still fresh.

WHAT TO DO

- Save player, sponsor, VIP, financial, fundraising, gifting, vendor and sizing data.
- Identify top three wins and top three changes required.
- Compare results to goals and prior year.
- Decide whether base price and VIP price/value stack should change.
- Identify sponsors to renew or upgrade.
- Set preliminary date and run the next-year audit.

QUESTIONS TO ANSWER	GOOD BOY GUIDANCE
• What should repeat exactly? • What should stop? • Where can pricing increase? • How should VIP evolve? • Which sponsors should renew or upgrade? • What must start earlier?	• Do not rebuild from scratch. • Treat historical performance as an asset. • Lock successful sponsors and major partners early.

REQUIRED OUTPUT	SUCCESS LOOKS LIKE
Next-Year Baseline + Priority Changes + Preliminary Plan	Next year begins with better strategy, cleaner data and fewer repeated mistakes.

OPEN THESE RESOURCES

1. Next-Year Event Audit / Strategy Call
2. Historical Event Data Worksheet
3. Tournament Planning Checklist
4. VIP Package Calculator

MOVE TO THE NEXT STEP WHEN: The next-year baseline and first strategic decisions are documented.

THE GOOD BOY RESOURCE ARCHITECTURE

The Master Playbook explains WHEN and WHY. The detailed resources provide the worksheets, calculators, examples, talk tracks and execution detail.

RESOURCE AREA	DETAILED TOOLS
AUDIT + STRATEGY	Event Strategy Audit; Event Audit Engine; Budget + Fundraising Calculator
PLANNING	Tournament Planning Checklist; Planning Guide; Planning System
REVENUE — VIP	VIP Package Playbook; VIP Package Calculator; VIP Check-In Poster Template
REVENUE — SPONSOR	Sponsorship Playbook; Package Template; Activation Guide; Talk Tracks + Email Examples
REVENUE — FUNDRAISING	Fundraising Playbook; Fundraising Calculator; Good Girl Showdown Sales Guide
PLAYER EXPERIENCE	Ultimate Player Gift Guide; Gift Budget Calculator; Sizing Guide; Onsite Customization Guide; Experience Scorecard
EXECUTION	Event-Day Checklist; Run-of-Show; Sponsor Fulfillment; Good Girl Showdown Execution Guide
POST-EVENT	Player Survey; Sponsor Impact Recap; Next-Year Event Audit

THREE WAYS TO USE THE SYSTEM

LEVEL	WHAT IT MEANS	GOOD BOY ROLE
DO IT YOURSELF	Use the playbook, calculators, checklists and templates internally.	Resources + framework.
DO IT WITH GOOD BOY	Use the Event Audit / Strategy Call and Good Boy guidance while the committee executes portions internally.	Strategy + planning guidance + products + selected experiences.
GOOD BOY EXPERIENCE	Good Boy helps design and execute major parts of gifting, VIP, sponsorship, fundraising activations and onsite player experience.	Integrated support across the event system.

THE GOAL IS NOT TO MAKE TOURNAMENTS MORE COMPLICATED. IT IS TO MAKE EVERY DECISION MORE INTENTIONAL.

A great charity golf event should be desirable enough to sell, valuable enough to price correctly, structured to create sponsor ROI, designed with multiple revenue engines, executed as one cohesive player experience, and measured so it gets better every year.