

Bill Goggin's Top Ten Money Makers For Your Next Golf Event

1. Find local people and businesses to sponsor a hole on the course. You will be buying some signs to place on each tee. Plan on spending \$10/sign.
2. Offer a 50/50 cash raffle. Pay ½ proceeds back.
3. Find closest to the pin and long drive contest sponsors.
4. Beverage cart sponsor and driver.
5. Donated prizes. Local merchants are usually willing to help out. Call on local restaurants for coupons and gift certificates. Golf courses will usually offer some rounds of golf, golf lessons, or prizes. It never hurts to ask.
6. Sell mulligans (allows the golfer to take an extra shot) or "red bombers" (allows men to play from ladies tee) at check in. 2 for \$10 or 2 for \$5.
7. Seek out a lunch or dinner sponsor to cover costs.
8. Hole in One Contest- You can purchase insurance that will offer large prizes for a hole in one on a par three. You can include this in the cost of the tournament and seek out sponsors. When you tell someone they have a chance to win \$10,000 it really helps market your event.
9. \$10 Par Three Contest- Have someone on a par three offer a special deal. Hit your ball in a pre painted circle on the green to double your money, Hit the ball on the green to win your \$ back, miss green then donate your winnings to your cause. Offer gift certificates to the local pro shop.
10. Have a local professional on a tee to hit a tee shot for the group. Charge \$10/shot.