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Marketing Tips for Promoting Yourself at Golf Tournaments.

Summer is fast approaching and golf tournaments are in the process of being planned. You have probably already been approached about entering a tournament or being a sponsor. Many of your prospects and client base will be attending. This creates a perfect opportunity for you to promote your brand at this event. Your next thought will be, "How can I do that"? Here's a few suggestions

- 1) Sponsor a hole. This is obvious. These tournaments are usually fundraisers so there is this built in opportunity for 18 companies to promote themselves by being a hole sponsor.
- 2) It's time to get creative so don't just put up a sign with your logo...it's time to interact with the golfers.
- 3) It's simple and obvious but meet and greet each player as they come to the hole.
- 4) Have a simple contest where the golfers can win prizes. The games don't need to take a long time. Something quick and fun. Things like:
 - A. Putt for a prize.
 - B. Bean bag toss
 - C. Frisbee toss
 - D. Guess how many tees are in the jar



- 5) The prizes for your hole contest should be golf related with your logo imprinted. Give away tees, golf balls, golf towels, divot tools. You want to give them something that they will place in their golf bag and use each time they play. This reinforces your brand beyond this one tournament.
- 6) Give out bottled water with a logo imprinted on the bottle.
- 7) Check with your golf course and tournament host and see if they will allow you to have a small grill and cook up something simple such as hotdogs and give them to the players.
- 8) Everyone should leave your sponsored hole with something in hand about your company. (even if they don't win a prize) A small gift bag with a postcard or brochure about your services. You need to include your business card. Consider including some type of coupon for a discount. Don't forget some small gift with your logo like a koozie, pen, notepad, sticky note, etc.
- 9) Make sure your hole is branded with your logo on some type of banner or sign.
- 10) Dress for success. You are your personal brand for your company so this is the time to get some new polo shirts with your logo embroidered.

Most important...Have fun. You will be remembered if their experience at your sponsored hole was the best out of all 18.

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