



Golf Goodies

Six tips for putting together goody bags.



1. Start early - don't leave this detail until the last minute or it will look like it (because you'll have nothing to include!)
2. Approach your members (if an association) or any corporate sponsors that might benefit from getting their name out to golf players. Think local sports stores, insurance agencies, banks, etc. that offer tchotchkes like ink pens, golf balls, calendars on a regular basis and first ask if they have any pre-printed stock they want to clear out. Even the plastic bags you fill can be an advertising opportunity for the right sponsorship. TIP: have an idea of what your number of players will be before asking for items.
3. If you don't have much to offer but still want to do bags, think about low cost items you can purchase in bulk like water bottles, granola or energy bars.
4. Area sports store/golf merchants are always eager to offer discount coupons in bulk for these bags because they know the coupons will get used by your players.
5. Make sure to include any print literature about your association, sponsoring companies, and fund raising efforts that the tournament is supporting as well as a complete list of players, etc.
6. If you are also holding a raffle or auction in conjunction with the tournament include a list of the prizes so your players can be thinking about bids prior to the post event activity.