EVENT HOST

from 3-Iron Golf

Frequently Asked Questions

What is EVENT HOST?

EVENT HOST is 3-Iron Golf's turnkey solution for nonprofit organizations seeking incremental revenue but lacking the resources or experience to host a golf-themed fundraiser themselves. 3-Iron Golf owner Paul Morgan has the experience and industry relationships to plan and execute an event that both raises incremental revenue and strengthens engagement with the charity's donor base.

What types of golf-themed events are possible?

The traditional on-course charity golf tournament represents the best format for a large field of 50 or more participants. But an evening event at TopGolf can be a very productive fundraiser for smaller groups.

How does a charity golf tournament earn money for its host organization?

Mission-critical revenue is derived from multiple sources:

- Player / team registration fees
- Sponsorships
- Sales of mulligans, raffle tickets and silent auction items
- Clubs for the Cause (see below)

How are tasks shared by 3-Iron Golf and the charitable organization?

The primary responsibility of the charity's staff is recruitment of event participants and sponsors. 3-Iron Golf will handle the responsibilities of securing a venue, organizing the event and managing event-day operations.

How much revenue can an event generate?

Ideally, player registrations and sponsorships will cover all the costs of the event, allowing event-day revenue (mulligans, raffles and silent auctions) to generate the event's profit. Event-day revenue should average $75-$100 per player for a TopGolf event, closer to $100-$150 per participant for an on-course event.

What is "Clubs for the Cause" ?

Participants in charity golf tournaments are often avid golfers – enthusiasts who are frequently replacing their golf clubs with newer models. The clubs being replaced often accumulate in garages and attics. But these clubs have value in the secondary market with some models fetching as much as $100 from club resellers.

Charities can earn extra revenue at their golf-themed events by asking participants to bring some of their out-of-service golf clubs to the event and donating them. 3-Iron Golf will buy all donated clubs, paying the charity 90% of their wholesale trade value. Revenue from the sale of these clubs could exceed that from sales of raffle tickets and silent auction items.

How far in advance must planning begin?

A Topgolf event can be organized within 60 days while planning for an on-course event should begin 6-9 months in advance.

How do we get started?

Call or email 3-Iron Golf owner Paul Morgan using the contact information at the bottom of this page. We can discuss timing, expectations and any other questions you have before deciding whether to move forward.