



Charity Golf Tournament Sponsor Planning Worksheet

Purpose: Identify the right sponsors, create valuable partnerships, and track outreach.

Tournament Snapshot

Tournament Name: _____
Date: _____ Location: _____
Expected Golfers: _____ Expected Spectators: _____
Primary Beneficiary: _____

Ideal Sponsor Profile

Industries to target:
■ Banking ■ Healthcare ■ Law ■ Insurance ■ Construction ■ Automotive ■ Real Estate ■ Restaurants ■ Other: _____
Decision makers to contact: _____

Sponsor Opportunities

List experiences instead of levels.
Examples: Title Partner, Registration, Beverage Cart, Air Cannon, Drone Drive, Lunch, Awards, Putting Contest, Long Drive, Closest to the Pin.

Value Checklist

■ Brand visibility
■ Customer engagement
■ Social media exposure
■ Website recognition
■ Event announcements
■ Post-event recognition
■ Professional photos/video

Pricing Planner

Opportunity Estimated Value Target Price Sold To

Outreach Tracker

Business Contact Date Follow-up Status

Post-Event Review

Top performing sponsor: _____
What created the most engagement? _____
What will we improve next year? _____

Pro Tip from Targeted Possibilities: Sponsors invest in marketing value, not simply recognition. Design every sponsorship so the business can clearly answer: Who will see my brand? How will people engage with it? Why is this audience valuable? How will I measure success?