



PGA

Pacific Northwest Section

Debby King– Best Practices Glow Golf Tournaments

The importance of the initial investment for a Glow Golf Tournament:

Continued night golf tournaments are easy to host, but the start-up costs are very expensive. It is important to put on your best show during the first event in order for your golf course to get a good reputation. It is **NOT** just buying glow sticks from the local dollar store and taping them to your existing daytime flagsticks. It **IS** about purchasing glowing tee box markers, green blasters, ball charging stations, flashing flagsticks, glowing yardage markers, glowing bunker markers, glowing ice cubes for the coolers of drinks, glowing cup liners, glow balls and glow prizes. I estimate the start-up costs to be close to \$1500 if done right (per 9-holes). After recently hosting my first Glow Ball event, I can fully attest that this investment is money well spent. After the initial investment, all that is needed for future events are glow balls, batteries for glow products (approx. every 3 events) and prizes. My course is only 9-holes so my maximum field is only 36 players. I charge \$25 per player and they play from the Family Tee yardages. Glow Golf can be a little difficult from long distances; playing short yardages is recommended for better enjoyment of the participants and quicker rounds.

Business impact of hosting a Glow Golf Tournament:

Since you are normally closed at night, any event would probably prove to be profitable. There is minimal labor; one staff member to set-up event, one staff member in the pro-shop for check-in and one staff member at the halfway point on the golf course with drinks and mulligans. Since this is a “pre-paid” event the check-in goes quite quickly and smoothly. You can sell drinks, hot chocolate and extra glow balls as mulligans for additional profit. The prizes don’t have to be expensive because most people are there for a good time and don’t expect anything else with their entry fee. We advertised well and ended up with a full field and a waiting list. Although the first event proved to be a loss, I have projected to make a small profit on the next one and full profit from there on out!

