PREMIUM GOLF VISUALS ASIA
THE CAKE COLLECTIVE

# Golf Course Media Planning Checklist

A practical guide to planning photography, video and aerial work for a golf course, resort or new build.

## 01 Set the goal

- [ ] What must the media do? For example open a new course, refresh an image library, support sales or investors, or keep social channels active.
- [ ] Decide where it will be used: website, social, print, press, signage or sales decks.
- [ ] Name one person who approves, and one day-to-day contact.
- [ ] Fix the date you need the files, then plan backwards from it.

## 02 Choose the timing and light

- [ ] Plan the main shoot for the first and last hours of daylight, when the light is low and the course looks its best.
- [ ] Check sunrise and sunset times for your location on the shoot dates.
- [ ] Keep a spare day in case of weather.
- [ ] Avoid maintenance windows, events and peak tee times where you can.
- [ ] For a new build, agree the stages to capture: earthworks, shaping, grassing and opening.

## 03 Prepare the course and spaces

- [ ] Mow, edge and rake bunkers ahead of the shoot.
- [ ] Agree pin positions and tee markers for the holes to be filmed.
- [ ] Clear carts, equipment and signage from the main views.
- [ ] Tidy the clubhouse, restaurant, pro shop and guest spaces.
- [ ] Check that lights, water features and screens work.

## 04 Access and permissions

- [ ] Tell staff, members and guests when and where filming will happen.
- [ ] Arrange releases for people who are clearly identifiable, or plan to avoid them.
- [ ] Confirm access to buggies, rooftops, viewpoints and back-of-house areas.
- [ ] Check any rules about brands and logos visible on site.

## 05 Build the shot list

- [ ] Signature holes, and the best view of each hole.
- [ ] Clubhouse exterior and interior, at dusk and in daylight.
- [ ] Hospitality: restaurant, bar, spa, rooms and event spaces.
- [ ] Details: tee markers, flags, bunkers, textures and equipment.
- [ ] People and action: players, staff and caddies.
- [ ] Aerial views: the whole course, hole by hole, and the setting around it.

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## 06 Aerial and drone work

- [ ] Check which permits and approvals are needed to fly at your site, and who applies for them.
- [ ] Confirm the operator is insured and has a flight plan for the site.
- [ ] Note no-fly zones, nearby airports, crowds and power lines.
- [ ] For repeatable build-progress shots, fix the positions and heights.

## 07 Brief the video

- [ ] Decide the length and format: one main film plus short cut-downs for social.
- [ ] Choose the story: the place, the people, the experience or the build.
- [ ] Decide on voice-over, captions and languages, for example English and Vietnamese.
- [ ] Use licensed or composed music, and keep the licence record.
- [ ] Agree the number of review rounds and who signs off.

## 08 Delivery and usage

- [ ] List the file types you need: web, social, print and press.
- [ ] Agree how the library is labelled and shared.
- [ ] Put usage in writing: where, for how long and in which territories.
- [ ] Agree a fixed quote, schedule and payment terms before the shoot.

## 09 The day before

- [ ] Confirm call times, the meeting point and a contact on site.
- [ ] Check the forecast and decide whether to go or reschedule.
- [ ] Brief the course team on the plan for the day.
- [ ] Share the shot list and any areas that are off limits.

## Your notes

### Ready to plan your shoot?

Visit golf.mycake.sg and tell us about your project. We reply with questions or a proposed plan.

General guidance only. Please check the local rules and permits that apply to your site.