



## Corporate Golf Outings Taking the Philanthropic Approach

Giving Back – While Accomplishing the Same Results

Given today's economic environment, many companies are struggling with alternative entertainment activities as it relates to their customers, partners and vendors. One alternative making an impact is a golf event with a philanthropic approach. Companies who once had their own budgeted Corporate Golf Outing are now changing their approach - while accomplishing the same results and giving back to their favorite charity at the same time.

Of the over 70 events we organize, manage and facilitate on a yearly basis, the Corporate/Charity golf event is the most consistent and successful fundraising approach. Companies who once budgeted \$20,000 to \$40,000 each year to host their own Corporate Golf Outing are now giving back to charity - while accomplishing the same business and entertainment results.

The planning of the event is very much the same as a Corporate Golf Outing, except now, you're off-setting all the expenses by engaging your vendors and partners to select from various fee/sponsorship packages to participate in the event. Vendors and partners continue to participate in the event to maintain their relationship with their Client and take advantage of that valued five hours of face time on the golf course. All in all, the event is still treated like a networking event - while the charity receives the excess proceeds. Obviously, Customers are invited to play in the event and paired accordingly – at no expense to them.

Great Golf Events' services are designed to manage the pre-event and event-day administration, facilitation and logistical tasks that are traditionally managed by the Client. While we eliminate these time consuming tasks, your responsibilities become more simplified - allowing your staff to mainly focus on promoting the golf event – along with concentrating on other existing business matters associated with day-to-day operations.

### Summarized Benefits:

- Design and Maintain Custom Website W/Online Registration.
  - **Foundation for marketing/promoting the event, information dissemination and capture of registration information.**
- Manage Player Pairings and Registration Database.
  - **All Follow-Up with all registered Players, Vendors & Sponsors.**
- Secure all Logos from Sponsors and Manage/Order all Necessary Signage.
- Secure all Awards, Welcome Gift Items and Hole N One Insurance – TBD by Client.
- Create and Manage Event Project Plan.
  - **Maintained on Separate Website - W/CLIENT Access.**
- Ongoing Consultation - Marketing Approach and Strategies.
- Invitation Design, Printing and Distribution.
- Create and Maintain Budget.
- Manage all Financial Transactions – TBD by Client
- Coordinate all Tournament Contests: Pre-Event and During Outing.
- Great Golf Events Staff – Present at event(s) - Arrive Day Prior to Set-Up and Coordinate W/Golf Course Staff & Prepare for Event Day (Prepare Signage-Package Welcome Gifts-Logistics w/Venue Staff, etc.)
- One Vendor, One Phone Call, One Invoice.

**Great Golf Events, Inc. 888.324.9515 / <http://www.GreatGolfEvents.com>**

- Established in 1998 – Incorporated in 2003
  - Roger Caldwell (President & Founder – Golf Entertainer)
- Staff Locations: Connecticut, North Carolina, Chicago, Arizona, Atlanta, Kansas
- Endorsed by: Ashworth, Callaway Golf & Affiliates and PeakVision Sports (Eyewear).
- 70 + Events/Year (Corporate, Charity, Celebrity & Tradeshow)



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