



# Charity Golf Events

“New trends, ideas, & results in Golf Tournament Marketing”

April 2011



**Charity Golf Sites** **FROM \$399!**

Golf event websites for raising green on the green

CharityGolfSites.com (CGS) offers a turnkey website to easily promote & manage your golf outing. Your CGS website is customized with complete event [information](#), sponsor recognition, online registration and more! *Raise more at your Golf Outing with CGS!*

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## From The Publisher's Golf Bag:

Did you like the ending to the MASTERS? Congratulations to CHARL SCHWARTZEL and everyone who played so hard until the very end. It was clearly won by a player with better skills over the last 2 hours of this & every year's most glorious golf event. If you've never been to Augusta National whether it be a practice round or 1 of 4 days of the main event, you must put it on your "BUCKET LIST"!



## CHARITY:

Have you ever wondered about the charitable side of the greatest golf week in sports? Click on the photo above to learn about the MASTERS TOURNAMENT FOUNDATION (A 501 C3 Non-Profit)!

## \$\$\$ REPORT:

Charities seeing improvement in fundraising, but progress is slow

Fewer charities reported declines in fundraising last year compared with 2009. But a larger percentage of organizations reported bringing in about the same amount of revenue both years, says the [report by the Nonprofit Research Collaborative](#), a coalition of six organizations that focus on philanthropy.

Just over half (52%) said they met fundraising goals, about the same (53%) as in a similar 2009 survey conducted by the [Association of Fundraising Professionals](#), a member of the collaborative.

Full report at:

[http://foundationcenter.org/gainknowledge/research/pdf/nrc\\_survey2010.pdf](http://foundationcenter.org/gainknowledge/research/pdf/nrc_survey2010.pdf)



Looking for that unusual player gift? Check this one out! Click on photo!

## Volunteer Recognition Matters, A Lot — Thank You Very Much

We're thrilled to welcome back guest blogger Colleen Farrell, Senior Director, Marketing and Communications at [New York Cares](#).

Did you know it's [National Volunteer Week](#)? What better time to look at the role of recognition in volunteer communications.

New York Cares did a study last year to try to measure the impact of recognition. We personally thanked volunteers who did multiple projects to see if that would influence their likelihood to volunteer again. 15% of the sample became our control group, who received standard mass communications – emails, access to web resources etc – but no personalized recognition (if you did multiple projects and never heard from us, I apologize!).

The result: volunteers we thanked completed four more projects over the year than people we left alone. They volunteered 15 times, compared to 11 times for the unrecognized group. That translated into 16% of our total 97,000 volunteer opportunities being filled just because we said thanks.

The power of thank you matters because repeat volunteers bring experience that helps raise the quality of the service we deliver. They're less costly to deploy than bringing in and training new recruits. And returning volunteers are more likely to become leaders, which is critical for us to expand programs.

Here are the three elements that strengthen our volunteer recognition communications:

- **Personalize the message** – Track people's activities, thank them by name in a timely way and cite the work they did. If you can, share clients' feedback – a child's note, quotes from people they helped and statistics about impact.
- **Mix it up** – It's hard to thank people too much or too often. Experiment with different channels and look for opportunities to express gratitude wherever you can. Personalized email, letters, or phone calls (even if you leave a message) are easy ways to let volunteers know their individual efforts make a difference.

- **Share the good news** – Integrate recognition into fundraising and community building events, and incorporate in online strategies. We have an online volunteer honor roll, give awards to leadership volunteers, and highlight volunteers' impact in everything we do. Don't forget to tell local media about your award winners—recognition is fantastic material for PR.

*Getting Attention Blog, E-News*

[www.GettingAttention.org](http://www.GettingAttention.org)

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# Charity Golf Events

## NEW IDEAS & BIG RESULTS IN CHARITY GOLF EVENTS

### *Boston's Jason Varitek Scores with Mini Golf*

In sports crazed Boston celebrity fundraisers are big business. Throw in several "A-List" celebrities from among the Red Sox, Celtics, Bruins and Patriots and you have a surefire model for a successful event. Such is the case with the Jason Varitek Celebrity Putt-Putt that has been an annual fixture in the greater Boston area scene since it was launched in 2006.

On July 1, 2010 at the Tsongas Arena of UMass Lowell, Jason Varitek, his teammates and many other Boston celebrities came together to raise money for Journey Forward and Celebrities for Charity at the Jason Varitek Celebrity Putt-Putt. The event was attended by more than 1,000 people and almost every major Boston television station, as well as several radio stations and newspapers. The game is played on an 18-hole, custom built, mini golf course specifically designed and created for the event by New England Custom Putting Greens using the Tour Links modular system offered by Metro Mini Links.

The course itself is laid out on the floor of the Tsongas Arena hockey rink with 18-holes of landscaped mini-golf and a 50' Long Putt Competition. As a fundraiser the unique aspect of this event is that a local celebrity is stationed at each hole while the teams of players navigate the 18-hole course. As you might imagine, each hole is a new photo op for children and their parents alike with a chance to interact with many of their local favorites from sports and the media. Mini golf is the platform for this powerful fundraiser. While spectators can attend the event for a nominal sum, actually participating with a foursome carries a \$5,000 entry fee for one of the 18 coveted spots. Each year the event has been entirely sold out. Combined with the silent auction of sports memorabilia the event raises more than \$100,000 annually for the designated charities.

*Neil Policow is a Partner in LeaderBoard of Boston and the owner of Metro Mini Links. Since 2004 he has worked with more than 200 organizations at their annual fundraisers. You may reach him at [www.LeaderBoardBoston.com](http://www.LeaderBoardBoston.com).*

***Watch the great video below-click on the arrow!***

**JASON VARITEK**  
Celebrity Putt-Putt





(Emily Kay is a regular contributor to CGE, New England Golf Monthly, and a staff writer for [Waggle Room](#), [Boston Golf Examiner](#), and [National Golf Examiner](#), and [GottaGoGolf](#). You may follow Kay on [Twitter](#).)

## **FOUNDERS CUP IS BIG WIN FOR LPGA AND CHARITIES**

LPGA Tour commissioner Mike Whan could not have been happier with the outcome of the first-ever Founders Cup. With the names of some of the best women golfers all over the leaderboard and a thrilling finale to the 54-hole event in March that honored the tour's foremothers, Whan enjoyed the aftermath of a hugely successful event.

Can't script it. "The coolest thing about that week is you really can't script it," Whan said in a wide-ranging phone interview the day after the tournament. "Players...talking to founders and Hall of Famers...talking to players, watching [Hall of Famer] Patty Sheehan having a dialogue with [co-founder] Shirley Spork and Shirley Spork talking to [LPGA Tour] rookie Sara Brown.

"What was happening was magic," said Whan, in his second year as head of the LPGA. For those who missed the down-to-the-wire finish to the LPGA's first U.S. contest of the season, Karrie Webb beat Brittany Lincicome and an energized Paula Creamer by one stroke and former No. 1 Cristie Kerr by two. And while Whan noted that the golfers went all out, there was far more to the event than who was atop the leaderboard at the end. Yes, the women earned points toward the money list and other season-long competitions and no, they did not collect paychecks. To Whan, Webb, and almost every golfer involved, however, the Founders Cup was about a vehicle that "celebrates the founders, does it with the best players currently on the planet, and pays it forward to youth golf," Whan said. Unlike any other professional golf tourney, charities received the entire \$1 million purse from title sponsor RR Donnelley.

Half went to the LPGA-USGA Girls Golf program and half to the top 10 finishers' designated philanthropies that included relief efforts for Japan following the devastating earthquake and tsunami that ripped the country in March.

No regrets. It was not all sunshine and lollipops, of course. Critics and some players have complained about the golfers playing for free. Whan, however, refused to consider that issue as the event's legacy. He said he was open to suggestions to improve the tourney, including paying the golfers, but Whan expressed no regrets about the format of the inaugural event.

"I don't think that...has to be the lasting idea [about this tournament]. It might be [but] I wouldn't change it," he said. "These athletes are unique and I wanted to showcase that. A lot of sports say [they would] play for charity, but we're the only ones who proved it. "A bunch of women came together and competed," Whan said. "That was flat-out competition, and the real winners were someone other than them." The play-for-charity approach could actually end up attracting more money to the tour, as Whan challenged potential sponsors to act on what they saw play out on Golf Channel over the three-day contest.

"My desire is not to have a sport built on tournaments like that," he said. "But it would be hard for a CEO or chief marketing officer watching that on television and not say, 'Wow, those are values and athletes that can help my brand.'"

## SPONSORSHIP PITCHING

**“How can we raise more money?”**

This question comes up in the committee meetings of every charity golf tournament.

Do we change venue? Do we raise the entry fees? Do we change the format? Do we expand to 2 courses? Do we add a Morning Shotgun? Do we expand our auction? Do we have more contests?...

All of these thoughts, and pursuant discussions, can lead to improving a tournament, but in order to raise more **CASH**, the focus should be on developing a strong **Sponsorship Strategy** by identifying every ‘sponsor-able’ opportunity within your event and maximizing the potential net revenue from each.

**Major Sponsors** are your best opportunity to dramatically increase your net revenue! This level of sponsorship should provide a sponsor with **distinctive, repetitive logo recognition**, throughout the course, adding substantially value to the sponsorship.

**Here are just a few examples...**

Mike Gourdine  
1-877-250-9980  
mike@fairwayimpressions.com  
www.fairwayimpressions.com

UNIQUE SPONSORSHIP TOOLS

### TRIVIA CONTEST

An 'Interactive' Sponsorship Opportunity

18 TRIVIA SIGNS - 18" x 12", full-color, custom-designed layout  
 Stack trivia questions or custom questions that you provide  
 Package includes labels at design, logo collection, production coordination, wire mounts already attached to the signs, 48 Team Score Cards, 2 Quick Scoring Keys and shipping!

5.5" x 8.5" Team Score Cards    5.5" x 8.5" Quick Scoring Key

### TEE MARKERS

Unique Sponsorship  
 Provides repetitive logo recognition  
 Produced in pairs  
 Easy to install, erect or replace for eventual reusing (optional)

### PIN FLAGS

Full-color, double-sided with extension wire along top  
 Custom-designed for your tournament

### GOLF CART SPONSORSHIP

A 'Mobile' Sponsorship Opportunity

Excellent sponsorship opportunity  
 Dramatic presentations at registration area  
 Sponsorship reinforced throughout the day  
 Easy to apply and remove  
 All designs, logo collection and shipping included

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**On-Course Trivia Contest Sponsor** – This sponsor would receive distinctive, repetitive logo recognition on 18 Tee Signs, with customizable, multiple-choice questions about your charity. Matching scorecards with sponsor recognition are given to each team. The golfers discuss the questions at each hole and make their best guess as to the correct answer. An overlay transparency is provided to quickly determine the winning scorecard and the team winning the prizes. This is a fun activity for the golfers!

**Flag Sponsor** – This sponsor would receive distinctive, repetitive logo recognition on all 18 full-color, double-sided Pin Flags along with a matching Pin Position Sheet. Our Pin Flags have a wire frame built in to extend the flags out, so the sponsor continually receives recognition. This can be sold effectively as a split sponsorship (front 9/back 9 or alternating holes).

**Tee Marker Sponsor** – This sponsor would receive distinctive, repetitive logo recognition on all Tee Markers (not to be confused with Tee Signs). Tee Markers define from where the golfers have to hit from on each hole. They are tented, double-sided and produced in pairs. They are to go over, or replace the Tee Markers of the course for the day. We strongly suggest using them on both the men’s and ladies Tee Boxes.

**Golf Cart Sponsor** – This sponsor would receive distinctive, repetitive logo recognition on all powercarts. We suggest stickers with slight adhesion that are 8”x36” and designed to fit along the bottom of the windshields. This sponsorship is very dramatic at registration with all of the carts line-up and highly visible all day long.

For more sponsorship ideas and tips, visit [www.fairwayimpressions.com](http://www.fairwayimpressions.com) or call:

Mike Gourdine -1-877-250-9980 -[mike@fairwayimpressions.com](mailto:mike@fairwayimpressions.com)

(Mike Gourdine started Fairway Impressions in 1999 and has since worked with over 10,000 tournaments.)



## SPONSORSHIP PITCHING

### RESULTS

## Led By Bank Of America, Sponsors Provide Insights Into How They Determine Success

*Properties and sponsors must invest in tools to demonstrate the impact of sponsorship*

*on a wide variety of attitudes and behavior.*

*While some speakers at The Next Big Thing were able to share examples of the positive impact of sponsorship (see sidebar), many others discussed the continuing need to develop an accepted methodology for demonstrating how their deals pay out. One company that has been on the forefront of measuring return is Bank of America Corp. In his presentation, Ray Bednar, the company's senior vice president, global sponsorship marketing executive, shared previously undisclosed specifics about the bank's evaluation process for its global and national deals.*

*He discussed how pre- and post-sponsorship measurement was a twofold examination of return on objectives and return on investment. "With ROO, it's really a subjective tool to try to understand how well this property is helping us achieve our various business goals," he said. "The organization of the bank is very complex, but essentially it comes down to a corporate bank, a private wealth bank, and a consumer bank. We have to understand how well each property helps us with each one of those banks, because each one gets a vote on whether or not we do the sponsorship and whether or not we continue our relationship." ROI on the other hand is a financial, bottom-line measurement that includes "return such as cash on cash, brand value, brand awareness, hospitality and intangibles," Bednar said, adding that the direct cash-on-cash return is "at the forefront of the business case for each property."*

*Bank of America's evaluation begins with scoring properties on their ROO delivery. Only those that receive a passing grade proceed to the ROI analysis. "If you're not helping us reach our business goals, it's going to be hard to sponsor you strictly for financial reasons," Bednar noted. In determining ROI, the bank begins with its total investment for the sponsorship, including the fee and activation costs. Bednar described that number as the "water level we're trying to get our nose above." Bank of America segments the financial return from sponsorship into three tangible areas, and also accounts for intangible value, Bednar said.*

You can read more at: <http://www.sponsorship.com/EGSR/2007/04/02/Led-By-Bank-Of-America,-Sponsors-Provide-Insights.aspx>



## SPONSORSHIP PITCHING



### **“Sponsorship Fulfillment Reporting – More Important Than Ever”**

As the economic climate thaws, it will be interesting to see which best-practices products and services are deemed most valuable by the marketplace. Every year industry-specific survey results are released and the subject of fulfillment reporting takes a prominent role at the table of discussion.

Consistently there are two glaring observations: More sponsors want them done and done right... and more properties admit they fall short.

One thing all of us on the selling side know is that the consistent message from many sponsors is that post-event recap reports are the single most important element in the buyer-seller relationship; even more important than the recall or loyalty shown their own brand as a result of the buy. This doesn't even address the notion of quality or detail contained in the report – just that *they are done, at all!*

Read the complete Blog article at:

<http://www.sponsorpark.com/blog/2009/10/default.aspx>

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## **SPONSOR SIGN TEMPLATE OF THE MONTH**

Send us your favorite sponsorship sign template and win a special golf prize each month!

**Send to: bob@portablegolfsolutions.com**



## Shots from The Course- Make It Fun!



**USF Volleyball Team Golf Tournament!**



**Put one of these on the turn!**



**How do you score this?**



***Make sure you feed your players well! This could make or break your Tournament!***



## **TOURNAMENT MANAGEMENT TIPS**

### **How to make this year's Tournament Even Better**

*Dan Westervelt  
Adjunct Professor  
National University Golf Academy  
(Continued from last month)*

#### **THIS MONTH: 5 of 12 TIPS FOR TODAY'S NEW SCHOOL MODEL**

1. Tournaments today require more time (at least 6 to 9 months) to organize and execute. By trying to fast track this you are headed for disaster. Plan to give your committees and your volunteers at least this much time to get things done. Golfers and sponsors are both tougher to get this year so plan accordingly. Start this by making a business plan with realistic money goals, then plan to track your progress by using a tournament planning tool.
2. Web sites that announce your event with all the features and benefits shown are critical, these should also have an early bird sign up discount clearly shown, likewise offer a discounted rate for golfers who can bring a foursome with them to the tournament.
3. By not having your event shown on your local Charity free listing sites, you are missing a golden opportunity to attract new golfers and sponsors. You are also sending the implied message that you are not interested in getting new people involved. This idea is most effective when you have a tournament web site available as a link directly from there.
4. As soon as you place the free listing ad on the Charity web site you should also send a press release to all your local media, newspapers, radio and TV. You never know who will pick up the story especially if you make a good case for supporting your cause, like a compelling success story resulting from last year's event.
5. Don't dismiss the idea of a Celebrity tournament based solely on costs. Surprisingly, celebrities may be willing to appear if asked. By making this into a Celebrity Am tournament you put this event into a whole new category of wow. You can expect charge more to play and you will generate more interest among golfers and have an easier time selling sponsors.

### **USE NEW TECHNOLOGY TO COMMUNICATE WITH EVERYONE:**

You wouldn't know it by looking out the window at the snow and ice, but spring HAS arrived which means golf season is rapidly approaching for the people living north of the Mason-Dixon Line. While some courses are once again covered with snow and/or ice and the temperatures remain in the thirties, people are preparing for their annual charity golf tournaments.

Weather is not the major problem facing charity golf tournament organizers. We all know that the temperature will soon rise in the coming weeks and people will be playing golf again. The real problem golf charity organizers face is how best to communicate with volunteers, participants and sponsors. How do they relate information to people about the upcoming event in the most efficient manner?

Historically, organizers mailed Save-The-Date letters to potential participants to make sure past and potential future golfers were aware of the upcoming event. Sponsors were sent expensive Sponsorship Kits illustrating various sponsorship levels and the associated benefits. Organizers usually called potential volunteers to check on their availability and interest in working at the event. All of this work took too much time and effort that could be better spent elsewhere.


Continued on next page




(cont) A better way presented itself by way of the use of group emails. An organizer created a group list of potential players and volunteers and sent them periodic emails notifying them of anything relevant to the event. Many people used Microsoft Outlook to do this which has worked well in the past and will continue to work well going forward. However, as technology improved, more and more people began using their phone and text messages for better communication. In addition, this method still took too much time.

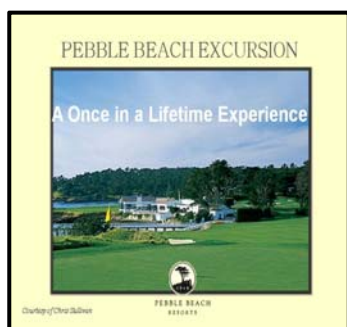
Recently, a few companies have developed websites that make it much easier to communicate with people. Some websites now offer users the ability to send out automatic emails and text messages to remind people of pending meetings, deadlines, or sports games. The administrator can pick and choose whom they want to contact from their list of contacts in the system and send any or all of them group and/or individual messages at any time. Instead of going into Microsoft Outlook, choosing the people they need to remind about a meeting, typing a message, and then sending the message to the recipients, websites can now send out automatic reminders to people to ensure they will be attending meetings or know about deadlines. This saves the administrator a lot of time and effort freeing up more time to administer their charity and throw a memorable tournament.

Brad Berkowitz- Partner—Schedulesmith - <https://www.schedulesmith.com> -917-715-2115

**New Tournament HIO**  
**Contest:**  
**VIDEO** 




Would you like to partner with us on our new program:  
**INCREDIBLE HIGH APPROACH SHOTS FOR CHARITY?**  
 (Watch a Video From New York!)  
**Now Booking!**  
 bob@portablegolfsolutions.com





## **AUCTION CORNER**

**How to Electrify Your Golf Fundraiser:**  
**Make Your Silent Auction Sizzle**

**(TIP 2 & 3- cont from last month!)**

First Class for Two  
 Anywhere Continental Flies in the Lower 48  
 And, if you want to use them for a Bulls road game, we will throw in two tickets.  
 Thanks to our friends at Continental Airlines.

**FROM:**  
**CGE Expert Benefit Auctioneer Sherry Truhlar**

**(So what are some advantages of these Electronic Devices?)**

### **2. Men love them**

Not to say that women don't like them, but the marked difference here is with the men. Silent auctions have traditionally been the domain of women, but give a male one of these gadgets, and — as one guest told me — “He’s hogging it like it’s our television remote.” If your golf tournament is heavy on the testosterone, it’s a point worth consider. (cont next page)

### 3. Facilitates check-out

Groups which have not invested in or mastered auction software tend to stumble when it comes to the check-out and cashing processes. If check-out has been your nemesis, you'll love the speed at which you can generate invoices and other reports that make it easy to see who owes what.

#### **ABOUT THE AUTHOR**

Benefit auctioneer Sherry Truhlar, CMP, BAS teaches planners of fundraising auctions how to maximize revenues for greater success with their nonprofit or school gala. Her expertise has been tapped by national publications (e.g. *Town & Country*, *The Washington Post Magazine*, *AUCTIONEER*, *The Eleusis*) television programs (e.g. E! Style, TLC), and conferences (CMP Conclave, National Auctioneers Association Convention, regional MPI groups). Her company, Red Apple Auctions, offers auctioneers, classes, and products.

Learn more at: <http://www.RedAppleAuctions.com>

## **Golf's Secret Money Making Games & Contests**



#### **Skins & Deuce Pots**

For those who golf regularly, playing for “skins” against your buddies is a weekly ritual of golf. This is a game of skill and each player who enters is dependant on his or her skill alone. This is not a game of chance. For those of you who do not golf, a “skin” is won when one player shoots a lower score than everyone else in the group on one hole, if two or more players shoot the same low score for that hole, then it is a tie and no one wins the skin for that hole. There are 18 skins available in a full round of golf of 18 holes. Before the round begins, each player who wishes to play for the skins submits an entry fee creating a “Skins Pot”. After the round is concluded, the Skins Pot is divided by the number of skins won

and it is distributed amongst the winners.

Deuce Pots are similar to Skins. Here a player wins a Deuce by scoring a 2 on any hole. At the conclusion of the round, the Deuce Pot is divided by the number of 2s scored in the round and divided amongst the winners. Both Skins and Deuce Pots can be played by a Gross Score and a Net Score using player handicaps.

Here comes the Secret Money Maker how non money. Nonprofits offer these games and split the Pot. The average player participation is over 50% of golfers enter a Skins game. (cont on next page)

(cont)

Example: a field of 120 golfers has 60 players submit \$20 into the pot that totals \$1,200. \$600 goes to the nonprofit and \$600 remains in the pot. Note: The entry fee amount should be appropriate to the scale of the event. A more affluent tournament may have a \$100 entry fee. If we use the same example of 120 players with 60 entering the skins pot, that would be \$6000 split between the nonprofit and the Skins Pot. In some cases a Sponsor will match the dollars, doubling the amount.

Some of the basics needed to run these games are the tournament format must be a format which the player is playing his or her own ball throughout the round and producing their own score for each hole. Shambles or Modified Best Ball formats can also offer Skins and Deuce Pots to their players. Player participation should be voluntary.

Final note on Skins and Deuce Pots: Some committees may have a concern that offering a Skins game or Deuce Pot would take away from sales towards traditional items at registration such as Mulligans. Skins & Deuce Pots Games should be offered separately from the registration table. When placed well clear of the registration table, perhaps the putting green, player participation in these games is clearly voluntary and it does not have any impact on players purchasing Mulligans or Competition packages usually sold at registration.

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## PLAYER GIFT IDEAS

There are many "KEY" areas that will make or break your Charity Golf Tournament! One of the most often overlooked is the player gift area!

As examples, I have seen the HIGH END Tournaments give a \$500.00 Gift Card that was to be used at the ON-SITE Pro Shop set up at registration by a Manufacturer's Traveling Tournament Rep...such as Callaway, which does a fine job! I have also seen LOW END Tournaments call their Player Gifts- A GOODIE BAG, with items such as Tees, a Coolie Cup, Pencils, Snacks etc. in a plastic bag often donated by a local merchant!

Regardless of the stature of the event...keep in mind the player supporting your cause! If you want that player back you have to impress him/her! My kids know that a card bought in a store for my Birthday makes no impression on me, but a card designed by them with value, such as a homemade Gift Card, worth a "FREE" yard mowing -ROCKS! (I think you get the bigger picture!) Bob G.

**mibrella**  
Better golf...rain or shine!

The aerodynamic, UV umbrella that rides along with you!

**2011 Tee Gift Criteria**

- ✓ Unique, unique, unique!
- ✓ Brandable with logos
- ✓ For avid and casual golfers
- ✓ Useful on and off the course
- ✓ Rain or Shine
- ✓ No sizing issues
- ✓ Volunteers and committee will want one too!

mibrella.com

The advertisement features a collage of images: a person holding a blue umbrella, a row of red umbrellas, a golf cart with a red umbrella, a hand holding a golf club, a red umbrella on a golf course, and a person holding a white umbrella. A large, stylized pencil is shown writing the criteria on a scroll.

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# SPECIAL FEATURE:

## Myths and Realities: Celebrity Golf Tournaments

**Celebrity, n.** A person who is easily recognized and thus considered 'famous' in society.

These people are excellent to have at your golf tournament. They bring not only media attention, but also more money, players, sponsor, fans and sometimes even paying spectators. Because of their WOW factor there are many myths that have sprung up concerning celebrity appearances at golf tournaments and what it takes to get them to come. Actually it is much simpler than you realize. This article debunks some of the more popular myths about getting celebrity players for your charity golf event.

**Myth:** Celebrity events cost a lot of money to put on because of celebrity appearance fees. **Reality:** Celebrities *donate their time for the cause*. Their usual appearance fees vary anywhere from \$5,000-\$25,000 per day, but these do not apply because the celebrities have agreed to 'donate their time'.

**Myth:** Celebrities play because of the PR it will get them: **Reality:** Celebrities play for many reasons among them are; because they enjoy the game of golf, want to help your cause or maybe just to get away for a day. There will be a PR benefit for celebrities donating their time, but the event will gain much more from having celebrities attached, so this is truly a win-win for everyone involved..

**Myth:** Celebrities are divas and need lots of perks before they even consider getting involved. **Reality:** All celebrities expect is what your typical patron golfers get –a round of golf, a good meal, a nice arrival gift and a fun day on the course.

**Myth:** It is extremely hard to get celebrities to leave Hollywood to play in local area charity tournaments. **Reality:** Celebrity golfers like to play at courses they haven't played yet both here and outside of Southern California. Provide them with a first class airline ticket, excellent lodging, meals, ground transportation in your city and a few extra days of golf. And, they will probably be there.

**Myth:** Celebrities will cancel on you at any time. **Reality:** Since these people are working as volunteers you must make allowances for any schedule changes. If they get a job at the last minute they will notify you as quickly as possible, but things do come up suddenly in show business.

## Teeing off for charity

### Vancouver Canucks



**MIKAEL  
SAMUELSSON**  
RIGHT WING

**Sloppy, mushy, dreary; you name it, 25 current Vancouver Canucks, 20 alumni, 11 members of Canucks management and guests participating in the 27th annual Jake faced it all yesterday at Northview Golf & Country Club in Surrey, but no one let the weather rain on their parade.**

**It was their golf games causing the most frustration.**

**Good thing too everyone was playing in the name of charity and slamming clubs was put on the backburner for raising funds for the Canucks for Kids Fund and the BC Hockey Benevolent Association.**

Since its first year, the Jake, presented this year by Goldcorp, has generated over one million dollars in community grants.

**Myth:** There is no correct way to promote a Celebrity appearance in our ads and signs. **Reality:** Yes there is, use the words “scheduled to appear” along with the Celebrity’s name. If the celebrity has also made a personal contribution to the cause then this too, must be recognized separately.

**Myth:** It is very expensive to hire a person to bring celebrities to a tournament. **Reality:** Reputable celebrity bookers work on reasonable fees, always provide you with a list of references and produce more revenue than they cost the event. .

**Myth:** Celebrities generate more dollars for your tournament, and they also attract more golfers and get more notice in the press. ALL TRUE, and as an added reality you might actually want to dedicate your tournament to a celebrity by saying “The.....Celebrity Golf Classic”. **Reality:** Doing this will definitely get you more attention through the press and you will attract a much more complete field of golfers and probably a few celebrity fans that you weren’t even counting on getting.

**Myth:** If you don’t book a celebrity far in advance you won’t get them. **Reality:** If you go through a legitimate booking agent, they can probably get celebrities a week or two away from the date of your tournament. Again, you need to be flexible as these are last minute requests and celebrities usually calendar events months in advance. Then again there is absolutely no harm in asking.

**Myth:** Celebrities only want to play within their own “industry segment” **Reality:** Absolutely false, most celebrities are happy to play in any kind of tournament – sports, corporate, charity or show business. More often than not, they welcome the chance to play a new course and to make new celebrity friends from other fields.

**Myth:** Celebrities always insist that their names are used in the Headline of the event. **Reality:** Title Sponsors actually get the Headline as they have paid to be there; like the Farmer’s Insurance Celebrity Invitational. Then, directly underneath that it says “hosted by....”the name of the celebrity. These are things you need to have resolved (in advance) with your celebrity booking agent.

## Dan Westervelt

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## VINCE GILL & AMY GRANT GOLF CLASSIC



*"In golf, as in life, it's the follow through that makes the difference." -Unknown*

**August 1-2, 2011  
Aspen, Colorado**

**Join Grammy© Award  
winning hosts Vince Gill  
and Amy Grant and PGA  
Pro Fred Funk in  
"following through" for  
Challenge Aspen at the  
8th Annual Vince Gill &  
Amy Grant Golf Classic**

Challenge Aspen is dedicated to impacting lives by presenting meaningful recreational, cultural and educational experiences to individuals faced with cognitive or physical challenges.

The aim of Challenge Aspen is to carefully orchestrate life changing adventures, giving participants the courage to learn something new, trust their own abilities and carry that ideal forward, reaching toward goals in other areas of their lives.

## **SPECIAL ANNOUNCEMENT FROM CGE**

*(We invite you all to join this GOLF SOCIAL NETWORK)*

In our continuing research & efforts to find opportunities to share information and "LINK-UP" with the best practices and people in the industry, Portable Golf Solutions & Charity Golf Events is proud to announce a new partnership:

### **Golfers' Social Network Launches Charity Golf Events Section**

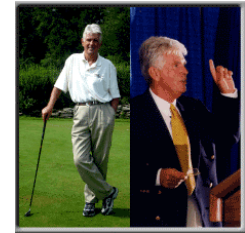
FOR IMMEDIATE RELEASE: 04/08/11

Pinehurst, NC - On Friday, officials at GolfersLinkUp.com unveiled a new section of the website devoted to the promotion and publicizing of any and all golf-related charity events across the Globe. This new section will give site members the opportunity to easily share important announcements related to charity golf tournaments and other similar functions with its quickly growing audience of over 1800 site visits per day.

The decision to integrate the new section came on the heels of GLU's promotional partnering with Portable Golf Solutions, which has recently launched a non-profit newsletter, Charity Golf Events, which provides excellent advice and ideas for promoting and conducting fundraising events. "We thought it was such a great idea and a practical way to use our site to promote the well-meaning charity functions that the golf industry is party to each year," explains GolfersLinkUp.com Chief Executive Officer, Jill Lazusky.

GolfersLinkUp.com is a golf-only social network and information website, which serves a membership list from around the World. It is always free to join as a member. While the site offers many of the same functionalities as other mainstream social media outlets such group, fan and business page generation and online chatting, it also showcases several features unique only to GolfersLinkUp.com.

Now in it's 6th month of operation, the website's database houses members from 45 different states and 22 countries. "Given the viral nature of the social media combined with the enthusiasm with which golfers pursue their passion, we expect membership to grow exponentially in the next year," says Lazusky.



**Business or  
Backswing: only  
perfect practice  
makes perfect**  
*by Jack Sims*

### **BUSINESS TIPS FOR YOUR EVENT**

**Be trend-forward to  
future-proof your  
business**

Think like Target stores. They say that if you want to have your products placed in a Target store it must be "trend-forward". Selling trend-forward stuff makes them unique. One of the greatest marketers of our generation is Madonna. She's just launched a line of "Material Girl" clothing, designed by Madonna and her daughter Lourdes specifically for the junior market, exclusively into 200 of Macy's stores. Love her or loathe her, you've got to take your hat off to her; she epitomizes what a great brand should be: current, relevant to the target audience and always "trend forward". Are you making your product the best it can be?

Contact Jack via his website  
[www.jacksimsbusinessgolf.com](http://www.jacksimsbusinessgolf.com)

# WHY CHARITY GOLF IS SO IMPORTANT

## (One man's story!)

### The Steven A. Cox Charity Classic...

On October 3, 2011, the Steven A. Cox Foundation will be hosting the 22nd Annual Steven A. Cox Classic Charity golf event to support St.Jude Children's Research Hospital, LIFE (LPGA Pros in the Fight to Eradicate Breast Cancer), and the Steven A. Cox Scholarship for Cancer Research at Rutgers University.

The event began in 1990 to support Steve Cox, who waged a courageous 22-month battle with bone cancer before succumbing to the disease on May 15, 1991.

Once considered among the largest single-day amateur charity golf events in the country, the "Cox Classic" never purposefully strove to be the biggest. In fact, back in 1990, the goal was modest: Get a few duffers together, play a little golf, and raise some money to help out a friend who was battling cancer. That first outing brought eight of Steve's friends together in a "Golf-a-thon for Steve Cox", which netted \$2800!

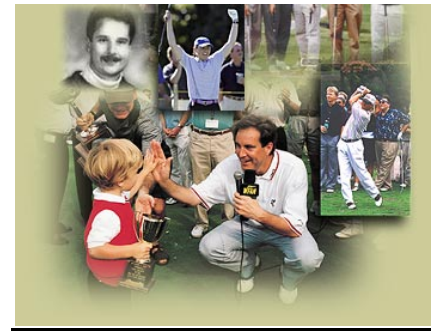
Since that inaugural event, the Steven A. Cox Charity Classic has raised some \$6.4 million for worthy causes while remaining true to its original mission: gather to remember Steve and help kids, women and families battling cancer. Thanks to our loyal core of participants, volunteers, and corporate sponsors, the event carries on each and every year, extending the tradition one Cox Classic at a time. And to think that it all started with a simple plan to give a little boost to a good friend...

No one could have predicted that through the years, thousands of golfers would join the cause and help raise millions of dollars for charity. But that's exactly what happened. Today, the original eight golfers continue to come together each year to host the Cox Classic, celebrate Steve's life, and honor all of the lives for whom the tournament benefits.

**Giving and caring: They are a Cox Classic tradition.**

We welcome your support: [www.coxcharityclassic.com](http://www.coxcharityclassic.com)

Rich Szigety  
Steven A Cox Foundation  
Advisory Council Chair



## *Previous Honorary Chairs of the Cox Classic*

Tom Brokaw (NBC News)  
Jim Nantz (CBS Sports)  
Phil Simms (CBS Sports)  
Donald Trump (Chairman,  
President & CEO, Trump  
Organization)  
Mark Messier (NY Ranger  
captain, NHL legend)  
Dave Dorman (Chairman,  
CEO, AT&T)  
Rudy Giuliani (Chairman,  
CEO, Giuliani Partners)  
Betsy J. Bernard (President,  
CEO, AT&T Consumer)  
Christine Todd Whitman  
(Governor of New Jersey)  
John Zeglis (Vice Chair,  
AT&T)  
Bill Bradley (New Jersey  
Senator)  
Richard Grasso (Chairman,  
New York Stock Exchange)  
Gene Lockhart (President,  
AT&T Consumer Services)  
John McCain (U.S. Senator  
& Presidential Candidate)  
Joe Torre (New York  
Yankee Manager)



## ***Creating New Ideas In Golf Entertainment & Marketing***

[Double click on logo to view Business Overview & Opportunity!](#)

**Call us to learn how you can own your own Charity Golf Tournament  
GivingThroughSports™ -License!**

***\$0-Entry Sports Solutions that raise BIG DOLLARS!***



*Sincerely,*

*Bob Gaudreau-President  
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**Thanks for making this Monthly Digital Publication such a huge success! We welcome anyone to share links so that we can spread the great news and ideas on Charity Golf Events!**

**We also want to thank Karen Perry of Charity Golf Sites.Com and Mike Gourdine of Fairway Impressions.com & mibrella.com for their advertising support. We invite you to call them to fill your Charity Golf Event needs! It takes many hours for me to put this together so any help in the way of advertising revenue allows me to continue to do this monthly!**

**IDEAS: Call me to share....I'm open to anything that sounds good for both of us!**

