

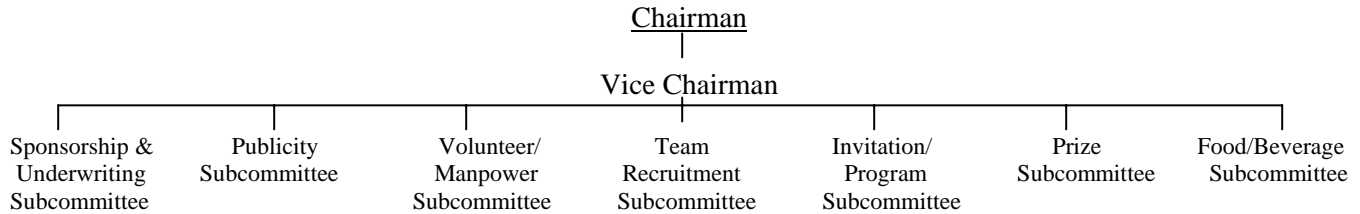


American Red Cross

Together, we can save a life

American Red Cross *Golf Tournament*

Committee Organization



RESPONSIBILITIES

1. **Chairman** – To recruit overall committee, including vice chairman and all subcommittee chairmen. Contact golf course to get approval to organize tournament and set tournament date (**already done by ARC executive director**). Develop a tournament budget with subcommittee chairmen input. To ensure the development of all event plans by developing a timetable beginning with the event date and working backwards to the current date. To preside at the committee meetings and follow-up with all subcommittees to ensure the tournament’s goals and objective are followed through. To keep staff informed of progress and be well versed in American Red Cross policies and procedures.
2. **Vice Chairman** – To assist the chairman in all phases of tournament organization. To accept the position for next year’s chairman ship of this tournament. If necessary, carry out all of the chairman’s responsibilities if chairman is unable to function.
3. **Sponsorship & Underwriting Chairman** – To meet with the chairman to review budget needs identified by Invitation/Program, Prizes and Food/Beverage Subcommittees. Identify and contact potential corporate sponsors & underwriters to cover tournament expenses to include green fees, cart costs, invitations/postage, prizes and food/beverage. Develops a target list of companies, and marketing directors for such companies, for solicitation of income support. The Committee solicits their targeted list, receives checks for sponsorships, acquire “advertising signs” for course and assists in follow-up with sponsors. An event program is to be developed for the tournament. Communication must exist between the Sponsors Committee and Program Chairman for printing purposes. Deadlines for paid sponsors must be set so that their logos may be used and sponsors can receive the advertisement we’ve “sold” them. All company (sponsor) advertisement resources must be relayed to the Program Committee prior to the printing deadline.

NOTE: Underwriting is solicited from corporation advertising and marketing budgets. Solicitation for their support must be identified when a call is made.

4. **Volunteer Involvement/Manpower Chairman** – To recruit all working manpower for the day of the tournament. This subcommittee chairman/committee should work closely with the golf course pro to identify efforts needed the day of the tournament. Manpower might include organizing the golf teams on tee-times, cart traffic, golf course rules, tournament rules, assist with beverage control on golf course, assist with closest to the hole competition (if a part of the tournament), assist food/beverage chairman with set-ups, assist with awards ceremony, work with the tournament chairman/golf pro and help keep the tournament on track. The average tournament, with 144 golfers participating in it, requires 25 to 50 volunteers.
5. **Invitations/Program Chairman** – To develop a target list of golfers to be invited to participate in the golf tournament. To develop names, addresses, cities and zip codes for this targeted list. To develop an invitation for

mailing with help from American Red Cross staff. To ensure the printing of such invitation using the timetable and mail out date identified by the Committee. Suggest that all invitations be mailed at least four weeks prior to tournament entry deadline. Deadline should be set no less than one week prior to the tournament date. The invitation should include an RSVP card and pre-addressed return envelope for RSVP card and check. See that all invitation-addressing needs are met. (Note: Past golf tournament invitation examples are available from staff upon request.)

Program is an outstanding method of raising large sums of income on the tournament (outside of the entry fees). The program is a great method of advertising by companies to a select group of individuals participating in the tournament. Communication between the Underwriting and Sponsors Committees Chairmen is a must. Timetables/Deadlines must be set for printing purposes. All advertisement resources must be relayed by Underwriting and Sponsors Committees. The Committee will need to identify total number of programs required, remembering to print enough for golfers, corporate underwriters and sponsors. The Committee is responsible for all phases of the program development, including the layout and printing of such program.

- Prizes Chairman** – To solicit and pick up prizes required for the golf tournament. The Committee must communicate with tournament chairman to identify how many prizes will be needed. Prizes needed might include: winning golfers (1st through 3rd places – remembering how many players are on a team which means “x” number of awards per place), worst score of the day, closest to the hole prizes (as an extra income raiser) on a Par 3, hole-in-one and goodie bag prizes for all golfers, if identified. All prizes should be contributed by businesses in the community. The Prizes Chairman must communicate with the Underwriting and Sponsors Chairmen to ensure a double solicitation does not take place. Companies that do contribute key prizes to the tournament should get recognition in the program/invitation contingent upon whether the prize is received in time for printing. Goodie bags for the golfers help develop many tournaments into annual events that golfers want to play in. Examples of items for the goodie bags might include: Hats, golf towels, golf balls, tees, ball markers, company fountain pens, calendars, sun screen, etc. This committee should make a strong effort to identify gifts available from the community and solicit for the goodie bag. American Red Cross staff has a list of golf goodie bag items, which have been purchased for golf tournaments. The tournament will be “billed” for these items. If the committee decides to use the American Red Cross prize resources, communication is needed between this committee, the tournament chairman and the Underwriting Committee in order to solicit funds to cover this expense.

If the golf course pro requires prizes to be purchased from the pro-shop, the Prizes Chairman should meet with golf tournament chairman and pro to identify a prize budget. This budget should be relayed to the overall Golf Tournament Committee for approval and then presented to the Underwriting Committee for underwriting efforts. These prizes must be kept under control. A very appealing prize format is one that has no expenses tied to it.

- Food/Beverages Chairman** – To communicate with tournament chairman on what food and beverages will be required for the tournament. A budget must be developed and approved by the Golf Tournament Committee as soon as possible. Tournament format and number of expected golfers is the key to determining the food and beverage plans. Beverages also include beer or liquor needed during the tournament. Guidelines by the golf course may dictate what this committee can or cannot do. The key is to provide the best refreshment available for the golfers, at a budgeted amount. Special award parties or dinners after the tournament should be planned accordingly.
- Publicity Chairman** - Publicity before, during the after the event will ensure participation and community knowledge of this effort. The Publicity Chairman should work with the American Red Cross Board Communications Chairman to solicit their help in publicity.



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Efforts Needed To Conduct A Successful Golf Tournament

1. Recruit and organize a functional golf tournament committee to include subcommittees as follows:
 - A. Underwriting & Sponsorship
 - B. Team Recruitment
 - C. Publicity
 - D. Program/Invitations
 - E. Prizes
 - F. Food/Beverage
 - G. Tournament Day Manpower
2. Develop the tournament budget to include revenue income and expenses.
3. Develop a timetable to organize the tournament. Begin plans with the event date, and work backwards (on a calendar). Set key dates for short and long-term goals/objectives to be accomplished/completed by the committee.
4. Recruit \$_____ Hosts/Sponsors (whose names will be included on the printed invitation) as soon as possible to ensure that financial support needs are met by the American Red Cross.
5. Review and implement the suggested American Red Cross Golf Tournament Organizational Plan.



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Budget Plan -DRAFT-

INCOME

Team Fee	\$400.00 (4 Man Team) X 25 Teams (Goal)	=	Total Team Fee Income	\$10,000
Gold Sponsor	\$10,000 (negotiable) X 1 Sponsor	=	Total Gold Sponsorship	\$10,000
Silver Sponsor	\$3,000 X 2 Sponsors	=	Total Silver Sponsorships	\$6,000
Golf Cart Sponsor	\$2,500 X 1 Sponsor	=	Total Golf Cart Sponsorship	\$2,500
Bronze Sponsor	\$2,000 X 2 Sponsors	=	Total Bronze Sponsorships	\$4,000
Player's Lounge (PL) Sponsor	\$2,500 X 1 Sponsor	=	Total PL Sponsorship	\$2,500
Patron Sponsor	\$1,000 X 5 Sponsors	=	Total Patron Sponsorships	\$5,000
Closest to Pin & Longest Driver Sponsor	\$500 X 4 Sponsors	=	Total CP & LD Sponsorships	\$2,000

Hole Sponsor Estimates \$ _____
 Mulligans Estimates \$ _____
 In-Kind/Underwriting \$ _____
 Other Income \$ _____

Rough Total: **\$42,000**

EXPENSES

Green Fee \$ _____ X Number of Golfers _____ = Total Green Fee \$ _____

Cart Fee \$ _____ x 1/2 Number of Golfers _____ = Total Cart Fee \$ _____

Invitation/RSVP Card/Envelop Printing \$ _____

Program, Layout/Printing \$ _____

Postage \$ _____

Food Cost per Golfer \$ _____ X Number of Golfers _____ = Total Food Cost \$ _____

Beverage Cost per Golfer \$ _____ X Number of Golfers _____ = Total Beverage Cost \$ _____

Prizes/Gifts \$ _____ (levels need to be identified/other)

Course Fee should be negotiated to \$ "0"

Miscellaneous \$ _____