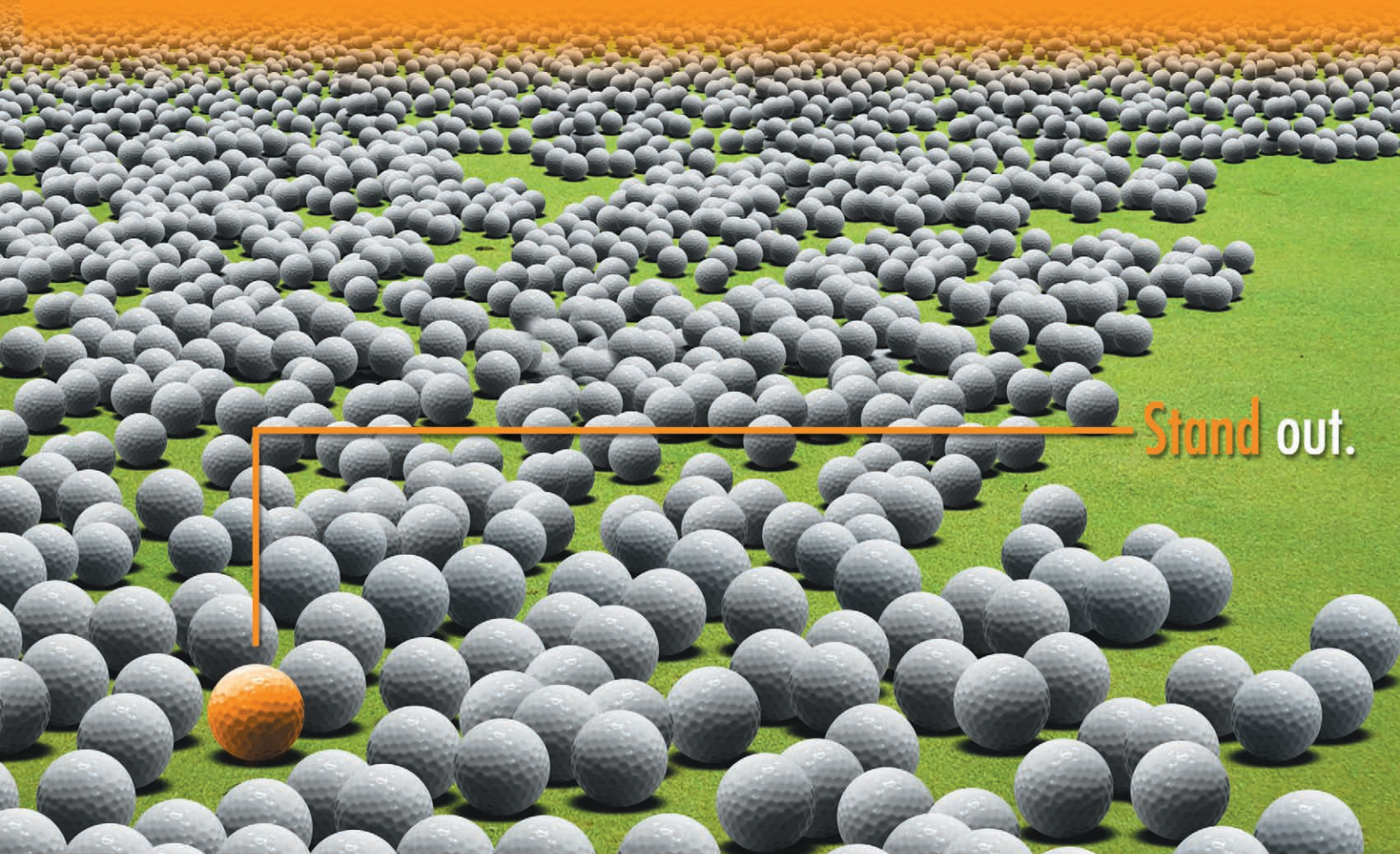




Leveraging the Advantage Golf **Experience**

Strategies for Recruiting
Golf Tournament Teams & Corporate Sponsors



Stand out.

Leveraging the Advantage Golf *Experience*

Strategies for Recruiting
Golf Tournament Teams & Corporate Sponsors

Deliver a solution to their problem.

We interviewed corporate executives to determine why many of them either choose not to sponsor a tournament or participate in one. Here are the most common reasons we heard and strategies for overcoming them. If used, you're likely to secure more corporate sponsors and retain them too.



Contact Info

800-753-9538

www.advantagegolf.com

To Golf Tournament Coordinators Across America:

As a former pro football player and avid golfer, I was often asked to participate in celebrity golf tournaments for charity fundraisers. I learned a lot about what makes a tournament more fun and memorable from the golfer's perspective. Then, my partners and I opened Advantage Golf. - A one-call source for tournament coordinators to secure merchandise, free gifts, hole-in-one-insurance, awards - everything needed to help you operate a superior event.

Through the years, we've learned a lot about what it takes to produce a successful tournament from corporate and charity tournament coordinators. We've assembled some of the best strategies we've heard about for securing more team participants and sponsors for your tournament in this free e-book. Email us with your ideas at ideas@advantagegolf.com. We'd love to hear from you.

If we can be of service to you in any other way, please give us a call to be directed to the Advantage Golf owner in your area.

Best regards,

Doug Donley
President,
Advantage Golf



Doug Donley
President,
Advantage Golf

“There aren’t enough RELATIONSHIP-BUILDING OPPORTUNITIES”

Most companies sponsor golf tournaments or have employees play in them for the chance to develop business relationships. See the strategies below for ideas on how to create ongoing opportunities for your sponsors and participants to meet prospects and develop new business contacts.

Strategy Reward Recruiting

Ensure a rotation of new business contacts into your tournament by offering a \$50 reward every time a *current* participant recruits a *new* team to play in your tournament.



Strategy Get a Headstart

Too often registrants meet for the first time on the golf course. By allowing participants to learn about each other *before* the event, you are jumpstarting the relationship building process. When participants register for the tournament, have them provide 3 to 5 sentences to describe their company and what they do. Create an online directory of all the participants (their name, company, title, address and phone number) with their company profile information. When you mail out the registration packets, include a notice about the profile directory inside. Encourage registrants to go to the website *BEFORE* the event day and read up on who will be participating from each company and what each person does. This makes it easy to turn new contacts into long-term relationships - fast.

Strategy Expand Your Participant Pool

Expand your database of participants by purchasing contacts from a quality list broker like Accudata America. This saves you the trouble of building your own list and increases your reach to new participant prospects..

With a list broker, you can specify what type of individual you want to contact by title and by industry or type of association. For example, you can purchase the address and phone number of vice presidents of Fortune 1000 firms and send them a personalized invitation to your tournament. For more information on list purchasing, contact Accudata America at 800-732-3400.

"As a sponsor, my company SHOULD GET MORE EXPOSURE"



Your sponsors should receive more than a company logo on the tournament program.

Personalize the Approach

Tie the hole to your sponsor's corporate culture. For example, there is a company in Dallas, TX, called NT Logistics with a hometown culture. Every Wednesday, the owner brings in fried chicken, mashed potatoes, fried okra and iced tea for all the staff and anyone who drops by - including local dignitaries. Known as Chicken Wednesday, first-time visitors receive a rubber chicken and a Chicken Wednesday T-shirt. Give your sponsors an opportunity to build on this identity. For instance, NT Logistics could have a man in a chicken costume hand beverages to the players and invite each of them to a Chicken Wednesday after the event.



An idea like this can be expanded to fit any industry. For example, a local Mercedes dealership could have their latest car model at the hole for golfers to view before going on to the next tee box.



Memorable Thank You Cards

After the event, each participant should receive a note to thank them for their support. Instead of just a letter, send a thank you gift paid for by the tournament title sponsor. The envelopes, letter and postage are taken care of by the event coordinator or charity.

This flip booklet (photo right) contains more than 50 golf game improving tips, clips to golf bags and has a premium space for the sponsor's logo. Participants will use it again and again, reminding them of the sponsor each time. Available through Advantage Golf.



1122 Michaelia
Kalamazoo, MI 3

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1122 Michaelia Circle
Kalamazoo, MI 34032



"As a sponsor, my company SHOULD GET MORE EXPOSURE" (cont'd)

Strategy USE LUMPY INVITATIONS

Instead of sending out a cheap-looking flier or a postcard that will often be missed in the mail, send lumpy mail with your corporate sponsor's logo on it. Lumpy mail is defined as an envelope with something in it to make it appear lumpy or unusually shaped packaging that attracts attention - and greater registration responses!

Contact a *direct marketing firm* and ask if they will sponsor (pay for) the cost of a unique invitation to the event if you cover the cost of postage. See the lumpy mail examples below.



Stress Relievers

This anti-stress golf ball (with a corporate sponsor logo on the back and/or front) is made of foam so it doesn't weigh much, but it sure sticks out in the mail.

Mailing Solutions

This box weighs little, fits into any 6"x 9" envelope and provides a lot of surface space - greater exposure - for your title sponsor's logo. Place a golf ball-shaped invitation to the tournament inside. (If you don't have a specialty item company that can provide them at a competitive cost, just ask an Advantage Golf representative for assistance.)

Or, send your tournament invitation out in a mail tube. This creates the opportunity to print a very l-o-n-g (but inexpensive) invitation. Unlike traditional tournament invitations, a scroll design has plenty of additional space to showcase your sponsor's logos and company information. Simply roll it up and place it inside the tube.



Mini Discs

Place your sponsors' TV commercials onto a mini disk. Give one mini disk to each participant as they leave the tournament (or send it in a thank you card after the tournament).

The idea is to showcase the sponsors that made the tournament possible. MuirMedia provides this service and the mini CDs at a very competitive rate at (817) 690-MUIR or by email at jim@muirmedia.com. Your sponsor's commercials can be converted to 125 mini-CD's featuring their company logo on the label for \$500. Don't forget to ask about our tournament webmercials. www.muirmedia.com



"Signing up for a tournament is TOO MUCH OF A HASSLE"

Executives are time-taxed and responsibility-rich. Make everything associated with your tournament easy!

Strategy Online Registration

Most professionals are accustomed to making purchases (hotel, airline tickets) online. Why should tournament registration be any different? And, if you don't have the capabilities to set up online registration, there's an inexpensive service you can use to make it possible. Please use promotion code AGC, and visit www.golfregistrations.com for more details.



"I'm already playing in ANOTHER TOURNAMENT"



You're competing with over 500,000 other golf tournaments every year. Here's how you can make your tournament stand out from the crowd!

Incentivize Early Registration

Lock participants into YOUR tournament faster and earlier by offering a personalized leather golf bag I.D. tag to the first 25 teams that register by an early date that you specify. The participants' initials are on one side; the other side has an insert card for adding the owner's address and phone number along with a sponsor logo. Available in seven colors. For purchasing information contact your local Advantage Golf franchisee at (800) 753-9538.



A Free Gift for Everyone!

Deliver the unexpected: a prize for everyone!

People appreciate the effort to give everyone a prize rather than just the team members that win the tournament. Today, companies like Advantage Golf enable golf coordinators to give every participant in their tournament a free subscription to *Golf Illustrated* and a free rescue club. This will create a greater sense of value *before* your tournament.



“I’m already playing in ANOTHER TOURNAMENT” (cont’d)

Strategy Make Registration a Competition

Make it fun for companies to recruit more teams. Use a putting contest at work to create excitement about your tournament. Advantage Golf can “check out” a putting green game for you to use at each major corporate sponsor’s office. The idea: place the putting game inside the company’s breakroom or cafeteria for a week. Have everyone compete to discover the best players and teams to enter into your upcoming golf tournament.

Strategy A Gift Worth Giving

Looking for a more unusual gift that participants will actually use and sponsors will proudly hand out? Try this professionally produced DVD with golf pro Randy Smith that uses graphics and fun to review the rules of golf in an entertaining fashion. For purchasing information contact your local Advantage Golf franchisee at (800) 753-9538.

