



COMMITTEE “CHARTER” WORKSHEET AND 2021 OBJECTIVES

Today’s Date: December 8, 2020

Name of Committee: St. Patrick’s Day Golf Open

Chairperson: Sean McCarron

Vice Chairperson: Keith Hess and Kristin Lindsay

Allied Relations Liaison: TBD

Charter (reason for being): To provide an enjoyable networking / marketing / camaraderie opportunity for Lodging and Allied members and to secure non-dues revenue.

2021 GOALS

- 1) Conduct on Tuesday, March 16, 2021 at Hawk’s Landing Golf Club at Orlando World Center Marriott.
- 2) Achieve goal of a minimum of 132 paid golfers and overall net goal of \$38,290
- 3) Maintain players fee to \$245 per player / \$980 per foursome (Power packs included – 1 power drive, 2 mulligans, 12” of miracle string, 1 raffle ticket, and 1 grenade throw).
- 4) Maintain Corporate Sponsorship to one sponsor for \$10,000 or two corporate sponsors for \$5,000 each (Includes 2 complimentary foursomes for \$10,000 sponsor or 1 complimentary foursome for each \$5,000 sponsor, one Alcohol Hole Sponsorship, presentation before golf outing and during lunch, additional hole sponsor signs placed throughout course and company logo on each slide of the luncheon PowerPoint).
- 5) Maintain Hole Sponsorships: 8 Hole Sponsors (Alcohol) at \$600 (revised for 2017) each, 9 Hole Sponsors (Non-Alcohol) at \$350 each, 1 Putting Contest Sponsor (Alcohol) at \$600 (revised for 2017), and 1 Breakfast Sponsor (sponsor to serve breakfast to golfers) at \$350.
- 6) Each hole sponsor to receive printed signage on the course and their company logo on the GPS system in each cart (if applicable).
- 7) Maintain Hole Sponsor Appreciation Sign featuring all day-of-event sponsors.
- 8) Maintain the day of event Hole Sponsor concierge program to support the needs of each Hole Sponsor.
- 9) Continue to promote “St. Patrick’s Day theming” to Hole Sponsors. To enhance the activity, encourage each sponsor to serve a food item at their hole.
- 10) Conduct contest for “Best Themed Hole, Best Food and Beverage” and “Best Costume” with \$100 cash prize for each.
- 11) Maintain the integrity of the outing by reserving 10 lodging related foursomes.

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- 12) Maintain VIP Member priority registration.
- 13) Maintain Online Auction to support event (Goal: \$6,000)
- 14) Conduct a brief luncheon following golf to announce winners and distribute winner trophies.
- 15) Maintain a live auction of 2 – 3 items during the luncheon.
- 16) To enhance event, post large Staff photographs / Executive Committee Members signs on the driving range.
- 17) Maintain hole sponsor policy to “no more than three” hole sponsors representing a service or industry segment.
- 18) Maintain Player and Hole Sponsor Cancellation Policy.
- 19) Maintain event Alcohol Policy.
- 20) Secure site/date for 2022 event.

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