



## BOARD COMMITTEE "CHARTER" WORKSHEET and 2017 OBJECTIVES

Today's Date: January 1, 2017

Name of Committee: Halloween Golf Open

Chairperson: Ross Burke

Vice Chairpersons: Jesse Martinez, Cindy Staley and Robert Stanfield

Allied Liaison: Keri Burns

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

### 2017 GOALS

- 1) Conduct on Friday, October 27, 2017 at Omni Orlando Resort at ChampionsGate.
- 2) Achieve goals of a minimum of 128 paid golfers at \$245 per player / \$980 per foursome (Power Packs included as part of registration fee: Power Drive, 2 Mulligans, 12" Miracle String, and 1 Raffle Ticket) and an overall net goal of \$37,590.
- 3) Refine 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).
- 4) Maintain Hole Sponsorship Structure: 8 Hole Sponsors (Alcohol) at \$600 each (revised for 2017), 9 Hole Sponsors (Non-Alcohol) at \$350 each, 1 Putting Contest Sponsor (Alcohol) at \$600 (revised for 2017), and 1 Driving Range Sponsor at \$350.
- 5) Hole Sponsors will have printed signage on the course and their company logo on the GPS system in each cart (if applicable).
- 6) Maintain Hole Sponsor Appreciation Sign featuring all day-of-event sponsors.
- 7) Maintain the day of event Hole Sponsor concierge program, to support the needs of each Hole Sponsor.
- 8) Continue to promote "Halloween theming" to Hole Sponsors. To enhance the activity, encourage each sponsor to serve a food item at their hole.
- 9) Conduct contest for "Best Themed Hole, Best Food and Beverage" and "Best Costume" with \$100 cash prize for each.

Thank you for your continued support!

- 10) Maintain the integrity of the golf outing by reserving 10 lodging foursomes.
- 11) Maintain VIP Member priority registration.
- 12) Maintain Online Auction to support event (Goal: \$4,000).
- 13) Conduct a brief luncheon following golf to distribute winner trophies and announce Pumpkin Raffle winner.
- 14) Maintain a live auction of 2 – 3 items during the luncheon.
- 15) Revise the “Helicopter Ball Drop” raffle to a “Pumpkin Raffle” at \$5 per ticket (Goal: 300 tickets = \$1,500) and \$500 sponsorship fee. Pre-sell tickets at CFHLA activities and on CFHLA website.
- 16) To enhance event, post large Staff photographs signs on the driving range.
- 17) Refine 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 2018 event.

Thank you for your continued support!