

## Go Golf Event Planning & Coordinating – Banquet/Gala Options

Go Golf Events facilitates and manages all the necessary arrangements associated with your event — from venue selection and registration through to the banquet and even, silent and live auction items. Your event will be an immediate success because of the time and effort we will put into making your event run flawlessly. Our team of event specialists offers a combined 250 years of event, marketing and industry experience and an outstanding level of service. Put your events in the capable, confident and experienced hands of our “Go Golf” Events management team.

### Go Golf Event Management Options:

1. The complete package covers absolutely everything, from booking the venue and guest registration to live auctions and distinctive fundraising. Whether you are a non-profit, a charity, a school or a community centre, we will increase your fundraising efforts and provide you with an unforgettable event.
2. Imagine just showing up to your corporate event, after attending a minimal number of status meetings, and simply enjoying your own event. Anyone working with “Go Golf” can do this because we look after everything to provide you with a stress-free planning and execution process. So start looking forward to spending your event networking and having FUN.
3. Want to have your event this year but you just don’t have the time to spend on it? Go Golf will do the back end, pre-event planning and preparation for you. You take over on event day and Go Golf will be there only to assist with your event...the glory is yours!
4. You’ve spent months planning your event and now you want to enjoy the day. Let us take care of the event day activities and put all your plans seamlessly into action. Event day can be your reward for hours of hard work.
5. Gathering prizes and arranging sponsorships can be the most time consuming and difficult aspect of an event. We take this aspect of event planning out of your hands and make it hassle-free.
6. If you want to customize your event we will customize the pricing for you. Simply tell us what you want and we’ll send you a tailored quote.

## *“Go Golf” Event Management*

*Our value-added services include a Past Event Audit, a Committee liaison, meeting facilitation, agendas, minute taking, and administration. These services are included in most of our packages.*

### ● The Questions you want to ask:

- Audit and Analysis
- Pre-Event Planning
- Budget
- Registration Management
- Event Documentation
- Event Program
- Volunteer Management
- On-Course Activities
- Prizes/Raffle/Committee Gifts/Volunteer Gifts
- Silent Auction
- Live Auction
- Food & Beverage
- Sponsorship
- Signage
- Photography
- Merchandise
- Exit Report
- Sponsorship Only

### The Services Provided

- Event Audit & Analysis – for every event, whether you choose our Management Team... or not

We provide an in-depth look at your past events. We analyze costs, donations, funds raised, feedback and time spent by internal staff to determine where your event can save money and free up valuable staff hours. We will also take a look at how we can make your event more unique and more memorable.

## *“Go Golf” Event Management*

### ■ Pre-Event Planning

- Select and secure a venue that will suit all of your needs.
- Handle all event negotiations including price and services provided.
- Select a date and start time.
- Select a format for the event
- Develop an event itinerary that will outline the program and agenda
- Assist in selecting a charity of choice to distribute surplus event funds. (If required)
- Review all event functions with event staff.
- Communicate all event schedules and information with event staff in order to have the facility ready to accommodate your event.
- Promote your event on web sites with a listing on event calendars to help increase player participation.

### ■ Budget

- Plan an event within your budget.
- Our staff will work with you to prepare an event budget that will outline all related expenses and identify the necessary revenue centers.
- Produce and distribute a final event account that will list all expenses and revenues.
- Collect all monies for deposit into a specified bank account and provide you or your event director with regular updates on enrollment status, if so desired. **(We recommend that all monies go directly to you, directly into your bank account for security and ease of tracking. We recommend that all credit card payments be processed directly through your office, again, for security, costs, and controls.)**
- Provide event exit report detailing the monies raised and a budget analysis.

### ■ Registration Management

- Design and produce event registration program that will serve to promote the event, provide a list of available sponsorships, list the event itinerary and provide a registration form or information on how to register. (Copying or printing cost not included in any package price)
- Provide a registration process via your website, or, set up a website specifically for your events.

### ■ Manage the sale of raffle tickets and other related event fundraising.

## *“Go Golf” Event Management*

### ■ Event Documentation

- Produce registration forms, alphabetical registration lists, table assignment cards, and any other administration forms required.

### ■ Event Program

- Design and produce an event brochure/program for distribution on event day outlining agenda, format, promotions, sponsor names, event rules, event regulations, contest information and any other relevant event information. Does not include printing (additional)

### ■ Volunteer Management

- Train all volunteers.
- Produce and distribute volunteer assignments.
- Manage all event volunteers on event day.

### ■ Event Activities

- Organize standard participant contests such as raffles, 50/50 draws, mystery draws and contests.
- Develop unique participant contests if required. (Material costs extra and to be approved by client)
- Promote, set up and manage all event promotions.
- Organize insurance for large ticket raffles, contests, and activities, such as an indoor million dollar putting contest, or a scratch and win contest(s). (Not for third party sponsors)

### ■ Prizes/ Gifts

- Go Event can research and select items for event awards, prizes or trophies to be distributed to sponsors and contest winners. Research, select and package items for arrival gift packages that can include the event and/or sponsor logo(s). Awards presentation set up. (Includes banquet/room set up, microphone/podium set up, and arrangement of event prizes and/or recognition awards)

### ■ Silent Auction and/or Live Auction

- Hold a silent auction to raise additional funds for the event event/chosen charity.
- Silent and live auction management. (Includes item set up & breakdown, announcements, purchase transactions, and other associated auction items)
  - Live Auction Management
    - Distribution of information prior to event
    - Bid Cards
    - Interactive Audience Management

## *“Go Golf” Event Management*

### ● Food & Beverage

- Make the necessary food and beverage arrangements within the budget guidelines. We can either secure food and beverage through the venue or use an outside vendor.
- Coordinate food and beverage set up.

### ● Signage

- Organize all event signage including sponsor signs, sponsor recognition signs, banners, and any other signs needed. (Design and printing costs additional)
- Set up, placement and pick up of all event signage including registration signs & banners, sponsor signs, sponsor recognition signs & banners.

### ● Photography

- Coordinate event photography needs.
- Slide show of event photographs running throughout the banquet.

### ● Merchandise

- Develop and manage event merchandise. (Purchasing and printing/embroidering costs additional)

### ● Post Event

- Complete wrap up, clean up, and close of day

### ● Exit Report

- Provide a mailing list of all participants to use for future player recruitment and thank you letters.
- Provide an event exit report detailing event analysis.

## *“Go Golf” Event Management*

### ■ Sponsorship

- Through the sale of sponsorships we can help generate the revenue necessary to fund the event. We will work directly with you to:
  - Review your event budget and identify the funding necessary to cover all event expenses and fund your targeted charity donation.
  - Design and produce a complete line of sponsorship packages.
  - Develop sponsorship strategies and packages for presentation to local and regional businesses.
  - Identify and produce a list of local and regional businesses that would be targeted for sponsorship opportunities.
  - Support your committee with materials for all sponsorship opportunities.
  - Support all sponsors and sponsor benefits
  - Assist with securing items for silent and live auction.

Go Golf Event Management  
Thanks you for the Opportunity  
To Assist your Event  
In the Capacity that best suits you  
Warm Regards  
Dawn Donahue

Event costs not covered by this document include, but are not limited to, MC (personality), live auction, prizes/tee gifts, food and beverage, event course charge, event carts, design & printing of signage and brochures (some event day documentation is included), event/banquet equipment rental/AV (if not included in event course charge), scoring, merchandise screen printing and/or embroidering and cost of merchandise, advertising and printing.

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