

# ProOStar Sports Agency

## Golf Tournament Management SUMMARY

### EXECUTIVE SUMMARY

Working with ProOStar, LLC (“ProOStar”) not only saves time and money, it puts the administrative, facilitation and logistical tasks associated with the event in the hands of an experienced, well connected company. From pre-tournament planning through post tournament on-site activities, ProOStar provides a single-source/one phone call solution to facilitate and manage the entire golf event.

Understanding your goals and objectives are essential. Remember, this is your event and it’s our job to make you look good! Our goal is to exceed your personal and/or business objectives and expectations.



### THE PROOSTAR “FOUR QUARTER” APPROACH

ProOStar utilizes a unique “Four Quarter” approach to meet and exceed even the highest expectations and the successful execution of the golf tournament. We realize, the game’s not over until after the Fourth Quarter and we’re there for you moving the chains every step of the way. Our approach consists of:

- Pre-Tournament Activities
- Prior Tournament Day Activities
- Tournament Day Activities (including the 19<sup>th</sup> hole)
- Post-Tournament Day Activities

### 1<sup>ST</sup> QUARTER ACTION - PRE-TOURNAMENT ACTIVITIES

1. ProOStar will take on the responsibilities of securing the golf course venue(s) (with client input) and all administrative/coordination details with the venues prior-to and throughout event day.
2. ProOStar will visit the venue 90 days prior to tournament date. The purpose of the visit is to confirm each venue’s logistical layout and facilities to support the planned event agenda/schedule of activities.
3. ProOStar will develop a budget defining the costs associated with the tournaments and define it down to the per-player cost. This cost projection will include, but not be limited to:
  - ✓ Greens Fees
  - ✓ Catering (Pre & Post)
  - ✓ Contest Prizes
  - ✓ Event Day Goodie Bags
  - ✓ Hole-in-One Insurance
  - ✓ Tournament Banners and Signage
  - ✓ ProOStar Management Fees
  - ✓ Distinct Name Badges
  - ✓ Photographer
  - ✓ Sponsor Signage
  - ✓ Brochure Design, Printing & Mailing
  - ✓ Volunteer Pre-Event gathering and gratuities
  - ✓ Equipment rentals
  - ✓ Revenue Generation Outline

4. ProOStar consults with the client on invitation and program design and any other pertinent information to be printed for distribution purposes – via mail or email. ProOStar will design or assist in designing all the materials based on direction and feedback from you. Information on the Invitation typically includes:

- Ø Date
- Ø Time
- Ø Phone Numbers
- Ø E-mail Addresses
- Ø Web Site Address
- Ø Registration
- Ø Sponsorship and Player Fees
- Ø Dress Code
- Ø Tournament Overview
- Ø Venue
- Ø Address
- Ø Contest
- Ø Sponsor Names
- Ø Non Golfer Options (Meal)
- Ø Agenda (Pre & Post Tournament)
- Ø Hotel and Transportation

5. ProOStar will coordinate on mailing/e-mailing the Invitations on or before 90 days prior to Tournament date.

6. ProOStar will develop a custom website ([www.prostaronline.com/your\\_tourney\\_name.htm](http://www.prostaronline.com/your_tourney_name.htm)) exclusively for your Event. Each custom website can have its own unique website extension to reflect the client's name. Information on the website typically includes:

- Ø ProOStar/Client Event and Tournament Information
- Ø Downloadable Invitation and/or Program
- Ø Interactive Map & Directions
- Ø Celebrities Attending
- Ø Contact Names/Phone/E-mail Addresses
- Ø Updated Pairings
- Ø Local Hotel Listings and Links
- Ø Transportation Information
- Ø Sponsors & Sponsorship Packages
- Ø Registration Page to include Online Registration and Credit Card Payment Capabilities
- Ø Photos of Contest and Winning Team Prizes

7. ProOStar will coordinate with all sponsors and special players/guests once secured by either ProOStar or our client on items such as:

- Ø Special Requests
- Ø Player Names
- Ø Logos for Signage/Banner/Website
- Ø Signage/Banner Layouts
- Ø Tee Box Preference
- Ø Potential Items to be Shipped for Gift Distribution

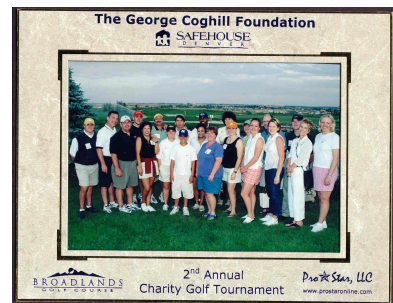
8. ProOStar and ProOStar/Client to define team & contest prizes along with welcome appreciation gifts. If requested, ProOStar will facilitate selection, design, purchasing and shipping of all items. ProOStar is able to provide a wide variety of golf apparel and alternative items through various vendors in the golf industry. All customization (embroidery/screen printing) will be facilitated by ProOStar and approved by ProOStar, our client or a respective Sponsor before production or purchase. ProOStar will track all shipping and delivery timelines.



9. If applicable, ProOStar will make Hole-in-One insurance and/or Million Dollar Shootout arrangements and arrange for the winning prize(s) to be on the golf course during the day of the event.

10. ProOStar will arrange all contests during the event: Longest Drive, Closest to Pin, Longest Putt and/or alternative options – TBD by ProOStar/Client.
11. ProOStar will facilitate and coordinate a Putting and/or Chipping Contest before/after the tournament if requested by ProOStar/Client.
12. If requested, ProOStar will coordinate all Transportation and Hotel requirements. Typically we are able to negotiate complimentary lodging for celebrities and client guests in exchange for sponsorship packages, thus reducing the event costs to our client dramatically.
13. Potential Skills Challenge or Golf Clinic activities/events will be coordinated by ProOStar with ProOStar/Client involvement and direction.
14. ProOStar will coordinate and/or order all sponsor signs and banners no later than 14 days prior to the event. Customization of each sign and/or banner (Logos, Colors & Special Messages) will be facilitated by ProOStar and approved by ProOStar, our client or a respective Sponsor before production and purchase.
15. Prior to Event Day, ProOStar will cause to be produced a customized Rules & Information Sheet outlining contest holes, format of play, ancillary activities and tee boxes in which to play from - for placement in golf carts.
16. Consult with ProOStar/Client on tournament contests, day of activities, registration process and potential volunteer utilization on tournament day.
17. Prepare and disseminate Press Releases and generate publicity and interest in the event. In addition, we will work to arrange for select media interviews for you at strategic intervals leading up to the event.
18. If local volunteers will be utilized and depending upon the size and nature of the event, ProOStar will coordinate a pre-day gathering with any volunteers associated with the event to coordinate responsibilities and activities associated with event day. ProOStar will invoke and publish a volunteer schedule for tournament day requirements/needs: Registration, HIO Attesting, Auction Facilitation, etc.

19. Post Tournament Agenda – Coordinate with ProOStar/Client.
20. Behind-the-Scenes tracking and coordination typically includes:
  - ☑ Registration/Pairings
  - ☑ Revenue Status
  - ☑ Expenses
  - ☑ Event Project Plan – Tasks and Responsibilities



21. Miscellaneous features and services to consider for incorporation into the event:
  - ☑ Professional Scoring System
  - ☑ PGA Professional or Entertainer
  - ☑ Silent or Live Auction
  - ☑ Raffle

- ☑ Sponsor 'Thank You' Gifts – Presented after Event during Awards

## 2<sup>ND</sup> QUARTER ACTION - TOURNAMENT EVE ACTIVITIES

1. ProOStar will arrive a minimum of one day prior to each event day to reconfirm and coordinate with the golf course event director regarding logistics of registration, rental clubs, catering, contests, special requests, cart rules and other particulars associated with tournament day.
2. Other services prior to tournament day include:
  - Ø Confirm all ordered and shipped items are on-site
    - Ø Contest & Winning Team Prizes (confirm quantity and customization – secure in locked location)
    - Ø Welcome Gift Items – apparel and other misc. items (confirm quantity and separate by size)
    - Ø Signage and Banners (confirm all sponsor customization and mark signage accordingly for Tee Box)
    - Ø Hole-in-One Insurance Signage (confirm yardage and hole assigned)
    - Ø Confirm arrangements for Hole-in-One Prize(s) (if applicable) to be delivered from Vendor
3. Prepare all signage and banners for posting on golf course.
4. Confirm Registration Area Logistics
5. Prepare Pre and Post Tournament Catering and Awards Location(s)
6. Prepare Pre-Tournament Contests – if needed
7. Pre-Package all Welcome Gifts for easy distribution during registration.



## 3<sup>RD</sup> QUARTER ACTION - TOURNAMENT DAY ACTIVITIES

The day of the event is where all coordination, facilitation and marketing come together. It is also the day where our primary goal is to see to it that the client enjoys himself and is completely insulated from any stress or inevitable issues that arise. Along with the continued facilitation and management of the day's event, our efforts on tournament day will also be focused on raising additional revenue and/or providing memorable entertainment for your guests – TBD by ProOStar/Client.

### Pre-Registration/Set-Up – Three (3) Hours Prior to Registration

- Ø Coordinate Set-up of Registration Tables with Venue Staff
- Ø Distribute and assign wireless communication devices to Staff
- Ø Layout of Registration Table Materials - Pairing Sheets, Raffle Tickets, Pens, etc.
- Ø Confirm Coordination & Distribution of all Tournament Signage and Banners

- Ø Coordinate Pre and/or Post activities and set-up (reception and post gathering meeting room)
- Ø Coordinate with Catering on Continental Breakfast/Lunch/Dinner
- Ø Prepare/Set-Up for Putting Contests and Million Dollar Shootout
- Ø Review Staff Assignments – Pre, During and Post Tournament

### Registration and Pre-Tournament Contests

ProOStar will have a minimum of two (2) professionals on site for your event. Given the size of the event, it may be necessary to have ProOStar/Client volunteers to welcome guests, provide assistance and direction during registration and assist during the tournament contests/activities. Our staff will be providing the following services during this period:

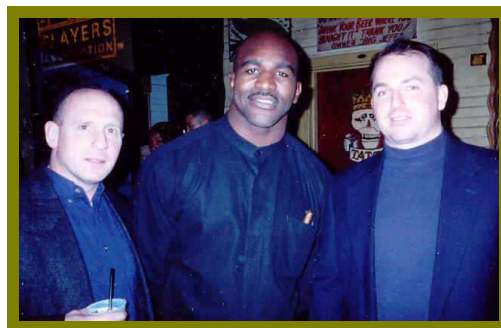
- Ø Welcome Guests/Players – Provide Direction
- Ø Facilitate Announcements
- Ø Managing the Registration Tables
- Ø Facilitating the Pre-Tournament Contests
- Ø Accommodating golfers and arranging for golf instruction on Driving Range
- Ø Coordinating with Golf Course Event Director on miscellaneous issues (Rental Clubs, Rules, Opening Remarks, Pairing Changes, etc.)

### During the Tournament

- Ø Continuous, uninterrupted client and guest service for players on course
- Ø Attesting Hole-in-One Contest(s) if requested – (volunteer assistance)
  - Ø ProOStar's staff travels the course constantly catering to the needs of you and your guests!
- Ø Prepare for Post Activities and Awards – One (1) ProOStar professional will depart his or her responsibility early to confirm catering arrangements, rearrange banners/signage and layout tournament contest and team prizes at designated awards area. This individual will also provide direction to the awards area as golfers finish their round.

### "19<sup>th</sup> Hole" Activities

- Ø Scoring Coordination
- Ø Assist Hosting Activities (MC, Tournament Winners, Contest Winners)
- Ø Tournament Survey Card Distribution and Collection – Player & Tournament Feedback
- Ø Assist with Raffle/Auction and any potential post-tournament contests/finals



## 4<sup>TH</sup> QUARTER ACTION – POST TOURNAMENT ACTIVITIES

Often overlooked, we take pride in our post-tournament activities which are provided as a client service to you. These items include:

- Ø Preparation of personalized "Thank You" notes from our client to
  - Ø Celebrity Guests
  - Ø Sponsors
  - Ø Paid Foursomes

- Ø Provide our client with a full and complete accounting of all income and expenses pertaining to the event.
- Ø Coordinate and facilitate any charitable donation(s)
- Ø Distribute any tournament photographs not delivered at the 19<sup>th</sup> Hole
- Ø Disseminate Press Releases and generate publicity accentuating how great the event that you hosted was for all involved!



## PROOSTAR MANAGEMENT FEES

Management fees for ProOStar are based upon the size of the event and services provided, however our general fee schedule and options are as follows:

### Full Tournament Management

- Ø \$ 4500.00 – Fixed Tournament Services.
- Ø \$ 2000.00 - Retainer to confirm/lock date(s) and allow commencement of ProOStar services.
- Ø \$ 1000.00 - Pre-Payment 30 Days Prior to Tournament – for Services Rendered
- Ø Final Billing to conclude a few days after event – Less Retainer Fee & Pre-Payment
  
- Ø Alternatively, ProOStar occasionally operates with a lower fixed fee, plus a percentage-of-money-raised agreement, typically in the area of \$3,000 + 15%.
  
- Ø Reasonable and actual Travel, Transportation and Hotel Expenses if event is outside of Colorado.
  
- Ø ProOStar reserves the right to raise service billing based on additional services requested, in which case any such adjustment must be in writing and agreed upon in advance by both parties.

### Miscellaneous Notes

- Ø Rainouts will be rescheduled on an agreed upon date.
  
- Ø If, by chance, the respective Tournament(s) is cancelled, ProOStar will work out a mutually satisfactory arrangement with you for services rendered.

