



FORE Wishes Golf Outing Planning Guide

Golf Outings are a great way to gather friends, family and co-workers together for a fun day of golf and networking while raising money for Make-A-Wish Foundation® of Illinois. Make-A-Wish is honored to share our FORE Wishes Event Kit with your organization and Adopt-A-Wish^o in honor of your golf outing.

Will Grundy Petrochemical has hosted a golf outing benefiting the Make-A-Wish Foundation of Illinois for the past 9 years. Last year's outing raised over \$44,000 and their cumulative donation is an incredible \$335,000. Their generosity continues as they agreed to share many of their Golf Outing planning materials referenced throughout this guide.

EVENT ORGANIZER NOTES & DELIVERABLES	HELPFUL RESOURCES:
12-9 Months in Advance	
<p>Brainstorm event ideas Opportunity to explore various golf outing formats as well as fun activities (purchasing mulligan's, speed hole, closest to the pin) and other ideas that can be included at your outing as well as general information on successful event planning.</p>	<p>Golf Tournament Formats</p>
<p>Form an event planning committee Recruit an event chair and appropriate committee such as Corporate Relations/Sponsorships, Logistics and Promotions Chairs</p>	<p>Building the Event Committee</p>
<p>Plan your event</p> <ol style="list-style-type: none"> 1. Select a golf course, date and time. 2. Decide on tournament format. 3. Determine additional activities such as: dinner, raffles and auctions. 	<p>Illinois Golf Courses</p> <p>Tip: Golf Courses usually book out a year or more in advance</p>
<p>Adopt-A-Wish^o</p> <ol style="list-style-type: none"> 1. Determine how many wishes you would like to adopt through your outing. The FORE Wishes program provides guidance to reach the fundraising goal of \$5,000 for each wish adopted. 2. Contact your Make-A-Wish Development Representative to discuss opportunities to integrate a wish child into your outing to highlight the wish/donor connection. 	<p>Making Green on the Greens</p>



<p>Working the Budget</p> <ol style="list-style-type: none"> 1. Research costs and expected revenue for the event as well as target market. 2. Determine entry fee for golfers. 3. Plan on raising funds in advance of expense deadlines. 	<p>Example 1: Will Grundy 2005 Budget</p>
<p>Request Event Approval Print out, complete & return Event Proposal and License Agreement Form & Projected Budget Template. Fax form to 312-943-9813, Attn: Make-A-Wish Development Staff Contact</p>	<p>Special Event Proposal and License Agreement</p>
<p>Receive event approval and authorization letters from the Make-A-Wish Foundation.</p>	<p>Sample MAW Event Approval Letter Sample MAW Event Authorization Letter</p>
<p>Secure a location Book golf course and any other facilities that you may require. You may be required to sign a contract with the golf course.</p>	
<p>9-6 Months in Advance</p>	
<p>Establish procedures for handling money <i>Remember:</i> Continuous checking of donors and participants who work for organizations with matching gifts programs will raise the overall donation total.</p> <p>Utilize tools and forms provided in the Fundraising Event CD to accept In-Kind donations and payments.</p>	<p>Money Matters Matching Companies Helpful Event Resources: Financial Forms</p>
<p>Develop sponsorship proposal and secure sponsorships</p> <ol style="list-style-type: none"> 1. Target who you will solicit and what you have to offer them. 2. Each solicit should include some form of recognition and perhaps event participation. 3. Check with Make-A-Wish Staff Contact prior to solicitation to ensure that Make-A-Wish is not currently soliciting them for another event or wish activity. 4. Contact your targeted sponsors. 	<p>Golf Sponsorship Success</p>
<p>Develop promotional Plan (remember to forward all promotional materials to Make-A-Wish for approval)</p>	<p>Picture Perfect Promotion</p>

<ol style="list-style-type: none"> 1. Make-A-Wish provides the Make-A-Wish flyers, solicitation letter templates and other items on the Fundraising Event CD. 2. Additional items which may be helpful to create and promote your event are: posters, banners, press releases etc. 3. Have a planned schedule of marketing and promotional activities that will create awareness and interest in the event. 4. Email your Make-A-Wish staff contacts to post your golf outing on the www.wishes.org website. Please include all details as well as if participation is open to the public. 	<p>Make-A-Wish Information</p>
<p>Apply for any required licenses (ex. raffle, liquor) Each local government has its own procedures for these licenses. Contact your County government for more information, request raffle application and then send to Make-A-Wish Development Staff Contact for approval</p>	<p>Raffle & Auctions</p>
<p>Develop required event forms Create logs for ticket sales, registration forms, pledges, donations, volunteers etc.</p>	
<p>6-3 Months in Advance</p>	
<p>Finalize golf outing activities</p>	<p>Serving Golfers Like a Pro</p>
<p>Participant List Create a list of participants and invitations. Invitation information should include: tournament name, title sponsor, fundraising goal, date and time, event chair contact information, entry fee, entry deadline, prizes, contest, handicap, foursome preferences and shirt size.</p>	<p>Example 3: Will Grundy Invitation Letter</p>
<p>Finalize food and refreshments Contact your event facilities for this information. You may need to sign an additional contract for catering.</p>	
<p>Send out invitation packets</p> <ol style="list-style-type: none"> 1. Invitation letter 2. Pre-Entry Form allows for early registration and reserves golfer's spot. Provides event planners with a heightened degree of confidence and informs golfer on where to send funds. 3. Event Schedule 4. Entry Form includes detailed description of sponsorship levels, option of dinner package, and table prize donations. 	<p>Example 4: Will Grundy Event Schedule</p> <p>Example 5: Will Grundy Entry & Sponsorship Form</p>

<p>Promote your event</p> <ol style="list-style-type: none"> 1. Contact media, distribute flyers, and send out solicitation letters. 2. Display any signs, banners, flyers, posters according to promotions plan developed earlier. 	<p>Picture Perfect Promotion</p> <p>Helpful Event Resources: Make-A-Wish Information</p>
<p>Order arrival and reception packages</p> <ol style="list-style-type: none"> 1. Event planners sometimes provide golfers with gifts which might include a sleeve of balls, tee packs, towel and a hat. This might also be a good opportunity for sponsors to give away products. 2. Contact Make-A-Wish with golfer tally and arrange to pick up your FORE Wishes auction item and golfer gifts. 	
<p>Locate volunteers</p> <p>Contact friends, family and co-workers to assist with any preparation, day-of and post event needs. If you would like a Make-A-Wish representative to speak at your event or require additional volunteers from the foundation, please contact your Make-A-Wish Development Staff contact.</p>	<p>Tip: 1 volunteer per 36 golfers is a good staffing measure</p>
<p>1 Month in Advance</p>	
<p>Develop Detailed Day-of-Event Logistics Plan</p> <p>Items to include may be: Foursome player names, player tee times, food and refreshments, set-up, clean-up, entertainment, etc.</p>	
<p>Cross reference money received with players registration</p> <p>Make any calls necessary to collect payments in advance. Confirm final number of golfers and pairings.</p>	
<p>Mail confirmation letters</p> <p>Mailed to participants upon receipt of check and completed entry form.</p>	<p>Example 6: Will Grundy Confirmation Letter</p>
<p>Prepare printed materials</p> <p>Provided to participants on the day of the outing that recognizes sponsors and thanks volunteers. This could be a golf outing program, banners, signs, sponsor signs.</p>	<p>FORE Wishes Golf Outing Brochure</p>
<p>1 Week in Advance</p>	

<p>Call volunteers and confirm participation responsibilities and times</p>	
<p>Finalize all details Guest speakers, special participants, as well as sponsors and items for the raffle and silent/or live auctions.</p>	
<p>Event Day</p>	
<p>Have money & change box ready for volunteers.</p>	
<p>Display sponsor signs Properly recognized sponsors are crucial and entice sponsors to donate the following year. Take photos and send sponsors a thank you note post event. Make sure to have a sign at each sponsored tee and green.</p>	
<p>Set up registration desk & prize tables Be sure to have plenty of room to accommodate lots of golfers at one time. Staff area with plenty of volunteers to assist process. Arrange prizes, raffle and auction items.</p>	
<p>Wish the golfers luck & enjoy the outing</p>	
<p>Awards ceremony Announce winners of tournament and award them prizes. Take a picture of the winning foursome.</p>	
<p>Clean-up site</p>	
<p>Post Tournament</p>	
<p>Collect Funds and Send to Make-A-Wish within 30 days of event Send to Make-A-Wish Foundation of Illinois, 640 N. La Salle, Suite 280, Chicago, IL 60610</p>	<p>Helpful Event Resources: Financial Forms</p>
<p>Wrap-Up 1. To sponsors and participants. Send them photos if you have them and thank you notes. 2. Plan a recognition event for committee planners and volunteers.</p>	
<p>Evaluate Evaluate your tournament success. Contact golfers and discuss their thoughts of the event including the format, location, course and program of events. Keep this information handy for your next meeting.</p>	



Key Tips to Remember

- Sponsorship is one of the best ways to underwrite the costs of the event and ensure that the event proceeds go directly to benefiting wish children!
- Make-A-Wish Foundation **cannot** receive cash or coins in the mail.
- **Any questions, call your Make-A-Wish Development Staff Contact**

Golf Tournament Formats

One of the most important elements in planning a successful tournament is deciding upon a tournament format and rules of play for the event. Listed below are few suggestions from the pros to get you started.

Scramble

This may be the best option for larger groups because of the ability to keep play moving. The scramble format generally consists of 4 or 2 person teams. Each member hits a tee shot. Then, the best tee shot is selected and all team members play a shot from that point. The 2nd shot is made and then the best shot is selected again. This process is continued until the ball is holed. The winner is the team with the lowest 18-hole score. The scramble format is most popular at events because it is team oriented, and is a low pressure game that all skill levels can participate in and enjoy the event.

Step Aside – This format is a variation of the scramble and requires that whoever hits the previous “best” shot (excluding putts) may not hit.

Best Ball

A popular team event, the best ball format works for various sizes of groups. This format also accounts for speed concerns as it allows players to have an individual score, but if one individual is having a bad score they can pick-up and move on. This format is a 4 or 2 person team event in which the best score(s) per hole are recorded. The winner is the team with the lowest net score. (A net score is a player’s total score minus his/her handicap)

Flags

Each player uses full handicap and is issued a flag with their name. Player will place the flag when his or her total number of strokes is made. For example, the course is par 72 and the player’s handicap is 9 – the total number of shots he or she would make is 81. The player places the flag where he or she takes the 81st shot. The player whose flag is closest to the 18th pin wins.

Individual Events

This format allows participants to play their own ball and have an individual score. The individual format generally works best for smaller groups and better players. Winners are



the players with the best gross score. In this format it is important to establish which scoring system will be used for the event.

One Putt Limit

A “speed-of-play” trick (and a great way to keep golfers happy) is to tell all teams that there is a “one putt limit” on each hole. This means that the teams only take one putt, no matter how far away they are after that putt. The next putt is always good. They still count 2 putts if they do not make the first one, they do not take the time to line up and sink it.

HELPFUL HINT: Speed of play is essential to a favorable impression of a golf outing. Aim for the golf portion of the event to be completed in around 4 hours. While the ideal number of participants for a “shotgun start” is 88, longer courses can accommodate more players. This divides the foursomes evenly throughout the course, avoiding congestion that may affect the speed of play. Its is far better to charge more per person and limit the number of participants, then to have slow play leave poor impression in everyone’s mind.

Making Green on the Greens!

Incorporating Make-A-Wish into your golf outing is a great opportunity to fund a wish by bringing together corporate and individual support through sponsorships and participants. Sponsors and golfers alike will experience immense satisfaction that their participation and contribution far transcends the value of a typical day on the greens.

Adopt-A-Wish^o Fundraising Suggestions

The average cash cost of a wish is \$5,000. For each \$5,000 committed, your organization can underwrite the specific wish of a child in Illinois. If requested, you can choose a wish child’s story that appeal to your organization and the golfers. At the event, Make-A-Wish will share the wish child’s story and present a plaque. When possible, a wish family will be present as well to share their story. There are various ways to reach this goal including:

- Hosting contest holes such as hole-in-one, speed hole, betting hole and others will raise in additional \$2,000.
- Increase golfer registration fee by \$20. 100 golfers will raise \$2,000.
- Offer each sponsor opportunity to contribute additional \$100. 10 participants will raise an additional \$1,000.
- Offer unique sponsorship as an “Adopt-A-Wish Hole” Sponsor. Sponsor makes a \$5,000 contribution to Foundation and is given extra special acknowledgement including special signage to be displayed at the hole of the age of the child whose wish was granted. Ex: A 7-year old boy’s wish on the 7th hole.
- Sell raffle tickets and host silent auction – You can add \$1,500 or more to your outings donation!
- Sell Three Mulligan’s for \$20 - Selling to 50 golfers will raise \$1,000



Contest & Betting Holes

Special contests are a great way to create more excitement on the course while raising funds for Make-A-Wish.

Casino Hole: Pick a medium length par three. Put a ten foot circle around the hole and allow players to bet up to \$20. If their ball comes to rest in the circle, they win double their bet. If their ball comes to rest anywhere on the green, they get their money back. If they miss the green all together, the money raised goes towards adopting-a-wish.

Mulligan's: Sell three mulligan's for \$20 each which can be used to retake any shot. This lowers the team score and prevents someone from feeling badly about a missed shot that hurts their team score. Selling Mulligan's can raise an additional \$500 - \$1,500 for a typical outing.

Another fun way to use Mulligan's is to provide the golfers with a helium filled balloon for each Mulligan they purchase. These balloons are then tied to the golf carts and popped as each Mulligan is used. Not only does this provide a fun visual, but also allows the other golfers to look around at other teams and see how many Mulligan's they have purchased or how many they have left. ****Have a special prize for the best foursome that does not use their mulligan's.****

Speed Hole: This is a great contest to find out which team has the fastest and most innovative thinkers when it comes to golf. The objective is to get the ball in the hole in the fastest possible time. [Please review Example 2: Will Grundy Speed Hole Contest](#)

Silly String: A fun way to raise money and provide teams with the ability to post low scores is to sell a 48 inch string and small scissors for \$20 – with a maximum of one string per team. Teams can then use a portion of the string to make their putts good by the distance needed to the edge of the hole for the ball. The result is that the team scores tend to average 5-7 strokes lower than they do at comparable events where the string trick is not used. Remember: golfers must cut off the length of string used with each put.

Insured Contests

These contests are very exciting and add much drama to the game because of the large prizes (A New Car or a \$1,000,000). You will want to contact an insurance agent and purchase insurance for the contest. Often an insurance policy will require additional volunteers to “watch” the contest to visually confirm a winning shot.

Million Dollar Shootout: A shoot-out will create incredible excitement before, during and after your golf tournament. To qualify, players must purchase raffle tickets or chances to qualify in some manner such as putting, closest to the pin, longest drive, etc. The goal is to select no more than five qualifiers to shoot for the dough. Each qualifier receives one chance from a pre-determined measured distance to make a hole-in-one for the grand



prize, generally \$1,000,000. If not hole in one is made, a consolation prize can be awarded for the closest to the pin. Make sure you use a hole close to the clubhouse for the finals so your contestants and other golfers can be spectators.

Golf Sponsorship Success

Sponsorship is *one of the very best ways* to ensure the financial success for your fundraising event. Sponsorship is requesting the financial support of the local community, clients and vendors to help participate in the event. It is an excellent alternate form of advertising for many companies. The sponsor may provide you with a check prior to the event, provide in-kind goods or services at the event, or pay a third-party vendor directly for goods or services provided at the event. In return for their support, sponsors names and/or products are visibly placed in conjunction with the event.

A good goal is to determine the various costs of the event (ex: musical entertainment, beverage service, audio/visual, printed materials etc...) and set a goal to secure that amount in sponsorship fees. This ensures that all revenue from the fundraiser directly benefits wish children. Key golf outing sponsorships are as include:

Title Sponsors: This sponsor pays the highest dollar amount and receives the most public exposure. Their name would appear on all golf marketing materials, playing spots, tee sponsor signs, reception signs and other applicable areas.

Hole Sponsors: One of the best ways to raise funds for your event is to offer sponsors the opportunity to sponsor a hole and be recognized at each tee or green for doing so. Each sponsor is charged a set rate to cover the signage at the hole, plus a donation to the event. A sign or flag can be placed at each tee or green recognizing the sponsor for that hole. Sponsorship flags are a great way to recognize the sponsors and present them with their flag after the event.

Food & Beverage Sponsors: A successful event is one that leaves the golfers happy with the day of golf, the donations they made, and the food and drinks they enjoyed. To minimize the expenditures and allow more profit from an event, these food and drink items can often become a great opportunity for a sponsor. Sponsors will get a great opportunity to advertise their products to those in attendance as well as helping to significantly minimize the expenses for the day.

For additional use of a beverage sponsor, include signage at the outdoor beverage locations that golfers are sure to frequent throughout the day. Placing a representative on the tee of the 9th hole will not only be another way to recognize the beverage sponsor, but will also give golfers a refreshing pick-me-up at the halfway point in their game. Be



creative when thinking about other potential sponsorship opportunities such as sponsoring reception, dinner, raffle or the driving range.

Sponsorship Guidelines

- The Foundation seeks donations from several areas of the community and corporate business' to fulfill children's wishes, therefore, we are unable to solicit for fundraising opportunities or provide sponsors for your event.
- The Make-A-Wish Foundation can act as a resource for developing a strong sponsorship strategy to suit your needs.
- Clearly explain your relationship with Make-A-Wish. The event you are generously hosting is to benefit Make-A-Wish, but it is not being produced by Make-A-Wish.
- Sponsorship gifts are only tax-deductible if the entire amount is directed to Make-A-Wish or split between another recognized charitable 501(c)(3) organization.
- If any of the money is used toward the production of the event, the gift is no longer tax-deductible for the corporation as a charitable donation.

Step-By Step Guide to Successful Sponsorship Promotion

Step 1: Develop Your Sponsorship Package

Prepare an information packet which includes a description of the event, target audience, number of participants, date and promotion strategy. Please refer to [Example 5: Will Grundy Entry & Sponsorship Packet](#) as well as sample sponsorship packet on the Fundraising Event CD for great examples.

Knowing the costs of your event will help create sponsorship levels

- Set dollar levels to pay for specific items (food and beverage, t-shirts, music, printed materials, etc...)
- For each sponsorship level, provide specific benefits that the sponsor will receive (ex: recognition in all advertisements, on day of event, on back of t-shirts etc...)
- Structure the benefits in such a way that they higher the sponsorship dollar amount, the greater the sponsor recognition.
- State your needs clearly (ex: lunch for 200 including drinks and dessert at \$10/peson = \$2,000).

Step 2: Identify Potential Sponsors

Find the Connection and Market the event to the business you are approaching. Identify the benefit the business can receive from sponsoring the event. For example, imagine you are hosting a basketball tournament and will approach a sporting goods store:



- Point out to the storeowner that the majority of the people in your event are sports enthusiasts
- The store could promote their basketball department at the event
- Explain that so many new customers will be exposed to the store's name and that they might consider making an announcement during half-time or having a table display with store goods.

Potential Sponsors can be found in:

- The community you live in
- The business community to whom you have ties (Hint: Check your local Chamber of Commerce for businesses you might consider approaching for sponsorship.)
- Charity truly does start at home and you might be surprised at the amount of support you get from familiar faces.

Step 3: Contacting Sponsors

It may seem awkward at first, but remember that your fundraising event is a good opportunity for the potential sponsor to align with a good cause while creating awareness for their product or service.

Call and ask for an appointment to present your sponsorship opportunities. Make sure to have with you:

- Plans for promotion
- Make-A-Wish Foundation information
- Marketing materials including flyers, ads, posters, t-shirts where their names and logos can be placed

Drop Off Materials: For organizations that are interested, but do not have time to speak with you; prepare a packet of materials that contains the details of events and sponsorship opportunities. Follow-up with a phone call or note.

Tips for Successful Event Sponsorship

- Let potential sponsor know of any confirmed sponsors. Often there is a bandwagon effect.
- When you get to "closing the deal," be specific as to payment details or provision of in-kind goods and services. Provide them with a Sponsorship Invoice confirming their support.
- It's never too early to start! Organizations need to incorporate event sponsorships into their budgets, so contacting potential sponsors as early as possible will increase your chances for success.
- Write a thank-you letter after the event and meet with them post-event to get their feedback.



Serving Your Golfers like a Pro

There are several key elements to hosting a successful tournament for your golf participants. First, make sure you provide ample notice to your golfers for participation and registration. Invitations should be mailed at least two months prior to the event. The invitations are a great way to let your golfers know about the relationship with Make-A-Wish and the goal to Adopt-A-Wish® on the day of the golf outing. Invitations packets should include: tournament name, title sponsor, fundraising goal, date and time, event chair contact information, entry fee, entry deadline, prizes, contest, handicap, foursome preferences and shirt size.

Please review:

[Example 3: Will Grundy Invitation Letter](#)

[Example 4: Will Grundy Event Schedule](#)

[Example 5: Will Grundy Entry & Sponsorship Form](#)

[Example 6: Will Grundy Confirmation Letter](#)

Preparation for the golfers' arrival is a critical success factor in the golfers' impression of the whole outing.

1. Make sure there are enough bag attendants to keep things moving quickly.
2. Have a smiling coordinator with outing information welcoming and directing golfers to the registration table.
3. Make sure the registration table is fully staffed. Plan on having one volunteer per 36 golfers.
4. Be sure to have someone selling Mulligan tickets and door prize tickets next to the registration desk, working the crowd, not sitting behind the table.
5. Prizes: Have a display table nearby with all the skill, contest, tournament and auction items on display
6. Have a photographer on hand to work the crowd and take candid shots.
7. Make sure the tournament starts on time!!



EXAMPLE 1: Will Grundy 2005 Golf Outing Budget

<u>REVENUE</u>	<u>COST</u>
34 GOLF/DINNER PACKAGE @ \$700 Each	\$23,800.00
8 PLATINUM CORPORATE SPONSORS @ 2,000 Each	\$16,000.00
6 GOLD CORPORATE SPONSORS @ 1,000 Each	\$6,000.00
5 SILVER CORPORATE SPONSORS @ \$500 Each	\$2,500.00
5 BRONZE CORPORATE SPONSORS @ \$250 Each	\$1,250.00
13 HOLE SPONSORS @ \$125 Each	\$1,625.00
14 DINNER ONLY PACKAGE @ \$75 Each	\$1,050.00
BEVERAGE DONATIONS \$600 to be coming from Insulco	\$600.00
TABLE PRIZE DONATIONS	\$400.00
Hole in One money \$212 coming	\$212.00
<u>TOTAL REVENUE</u>	\$53,437.00

<u>GOLF COURSE EXPENSE</u>	<u>COST</u>
126 GOLFERS @ \$46.73 Each	\$5,887.98
144 DINNERS @ 28.42 Each	\$4,092.48
BEVERAGES ON COURSE	\$2,036.00
126 Lunch @ \$5.50 ea.	\$693.00
Deposit for golf course	-\$500.00
<u>TOTAL COURSE EXPENSE</u>	\$12,209.46

<u>PROFESSIONAL FEES AND COSTS</u>	<u>COST</u>
182 TABLE PRIZES	\$3,168.00
3 GIFT CERTIFICATES (DOOR PRIZES)	\$1,650.00
4 TEAM SCRAMBLE WINNER (\$25/PERSON)	\$100.00
BANNER AND HOLE SIGNS	\$554.00
Sir Speedy raffle tickets	\$86.10
<u>TOTAL FEES AND COSTS</u>	\$5,558.10
<u>TOTAL EXPENSES</u>	\$17,767.56
<u>NET PROFIT</u>	\$35,669.44

RAFFLE TICKET DONATIONS (BEST BUY GIFT CERT.)	\$3,762.00
50/50 RAFFLE TICKETS	\$243.00
CASH DONATED FROM GAMES AND GIVE BACKS	\$2,284.00
TABLE WISH BOWL DONATIONS	\$691.00
CHECK ISSUED TO MAKE-A-WISH FOUNDATION	\$42,000.00



EXAMPLE 2: Will Grundy Speed Hole Contest

STARCON "Speed Hole #5"

The speed hole is an event sponsored by **STARCON INTERNATIONAL**. The purpose of this even is to find out which team has the fastest and most innovative thinkers when it comes to golf!

Your objective, *if you're competitive enough to accept this challenge*, is to get the ball in the hole in the fastest possible time.

FORMAT:

1. Tee up four balls at the front of the tee-box equally spaced across the teeing area
2. As a team, decide who will be the driver of the ball
3. As a team, decide where the other three players will be positioned on the hole.
Example: one player 175 yards out on the left side of the fairway, another player 230 yards out on the right side of the fairway, and the last player at the green ready to putt the ball out.
4. The driver will address the ball. When the first ball is hit, the stopwatch will start.
5. The driver then starts hitting drives. If he hits the first tee shot and decides he doesn't like that shot he hits a second.
6. The other three players will then play the ball until it is holed out. Once it's holed, a person at the green will immediately radio Mike, who will then record the team's time and score. The team score does go toward your total.

NOTE!

Once the second shot has been hit in the fairway, that ball must be played out. If someone other than the driver hits the ball out of bounds, the team is eliminated from the time portion and will be given a score of six (6) on the hole.

***A minimum donation of \$20 per team is requested.
100% of the proceeds raised on this team will go to
benefit Make-A-Wish.***

\$200 cash prize will be awarded to the fastest team!





EXAMPLE 3: Will Grundy Invitation Letter

May 24, 2005

«Title» «First Name» «Last Name»
«Company»
«Address1»
«City», «State» «Postal Code»

Dear <<Title>> <<Last Name>>

Once again, the Will Grundy Petrochemical companies are sponsoring the 9th Annual “Will-Grundy Petrochemical Open” benefiting the Make-A-Wish Foundation⁰ of Illinois. This year’s event will take place on Friday, August 19, 2005, with a 4-person scramble format.

We realize you have a choice where you contribute your charity dollars and hope you will continue to participate and support this great cause. The people who benefit from the *Make-A-Wish Foundation* still need our help.

Last year’s event, thanks to your participation, exceeded our expectations by raising \$44,000 for the *Make-A-Wish Foundation*. This enabled six deserving children with life threatening illnesses to have their individual wishes granted. Our goal is to match or surpass that figure at this year’s outing. Over the past eight years we have donated a total of \$261,000. All of you should be very proud of yourselves.

As in the past, the outing will be at Carriage Green Country Club in Darien, IL with a 4-person scramble format. It will begin with an 11:00 a.m. shotgun start with cocktail hour at 5:00p.m., dinner at 6:30 p.m. and the awards ceremony following immediately.

Please take the time to fax (815-478-3956) in the pre-entry form as soon as possible. You may then complete the entry form and mail back to us with your check **no later than July 8th, 2005**. We will once again, have “Wish Bowls” at each table to enable individuals to donate if they so desire. If you cannot make the outing or dinner and wish to donate a monetary contribution, you may do so by mailing the entry form with check to the address indicated.

You will remember that last year we held a raffle in lieu of door prizes, and our profit from the raffle was over \$800! We have decided to once again sell raffle tickets, and with your efforts to help in promoting them, we hope to double this amount in 2005!

There is limit of forty (40) foursomes for this year’s Open. All responses will be handled on a first come, first serve basis with preferences going to Corporate Sponsors and Special Event Sponsors. If you are unable to attend the golf outing during the day, remember that you can attend only the dinner. See the entry form for more details.

Refer any questions to Larry Heaton at (815) 838-2413 or 478-4615 ext. 514 or Tom Tatro (815) 478-4615 ext. 617.

Sincerely,

Larry Heaton & Tom Tatro
Co-Chairmen

Enclosure(s)



EXAMPLE 4: Will Grundy Event Schedule

9th ANNUAL WILL-GRUNDY PETROCHEMICAL OPEN

Benefiting



Friday, August 19, 2005

Carriage Green Country Club
8700 Carriage Greens Drive
Darien, IL
Telephone No.: (630) 985-3400 Office
Telephone No.: (630) 985-3730 Pro Shop

FORMAT: FOUR-PERSON BEST BALL SCRAMBLE

Shotgun Start: 11:00a.m. SHARP

EVENT SCHEDULE

GOLF REGISTRATION	9:30 a.m. – 11:00 a.m.
PUTTING CONTEST (Optional 3 putts for \$5.00)	9:30 a.m. – 5:00 p.m.
LUNCH (Brat/B beverage)	On Turn From 9th to 10th Hole
CLOSET-TO-PIN-HOLES	
LONG DRIVE HOLES	
SPEED HOLE CONTEST – (\$20 per team)	

RAFFLE

* Beverage Carts on Course	
* Cocktail Hour:	4:30 p.m. – 6:30 p.m.
* Dinner:	6:30 p.m. – 8:00 p.m.
* Awards/Prizes:	8:00 p.m. – 10:00 p.m.

***** FOR QUESTIONS OR COMMENTS CONTACT *****

LARRY HEATON (815) 838-2413 OR 478-4615 ext. 514
TOM TATRO (815) 478-4615 ext. 617



EXAMPLE 5: Entry & Sponsorship Form

9TH ANNUAL WILL-GRUNDY PETROCHEMICAL OPEN
benefiting



COMPANY NAME: _____
COMPANY REPRESENTATIVE: _____
TELEPHONE NUMBER: _____

1. Golf/Dinner Package: No. of Foursomes: _____

Cost: \$175.00/Person - \$700.00/Foursome

Cost Includes: Golf with cart, lunch, refreshments on the course, special hole events, dinner with four hour open bar. Table/door prizes and lots of fun.

2. Dinner Only Package: No. of People: _____

Cost: \$75.00/Person

Cost Includes: Dinner with four-hour open bar, table/door prizes and lots of fun.

3. Platinum Corporate Sponsor: Yes _____ No _____

Cost: \$2,000.00

Cost Includes: Company name featured on all pre-outing flyers, mailings, invitations, advertisements and name on your own individual banner displayed at the registration table and dinner and awards ceremony. You can then take the banner and display it at your place of business.

4. Gold Corporate Sponsor: Yes _____ No _____

Cost: \$1,000.00

Cost Includes: Company name features on all pre-outing flyers, mailings, invitations, advertisements and name on your own individual banner displayed at the registration table and dinner and awards ceremony. You can then take the banner and display it at your place of business.

5. Silver Corporate Sponsor: Yes _____ No _____

Cost: \$500.00

Cost Includes: Company name featured on all pre-outing flyers, mailings, invitations, advertisements and name on a special banner displayed at the registration table and dinner and awards ceremony.

6. Bronze Corporate Sponsor: Yes _____ No _____

Cost: \$250.00



Cost Includes: Company name featured on all pre-outing flyers, mailings, invitations, advertisements and name on a special banner displayed at the registration table and dinner and awards ceremony.

7. **Beverage Cart Sponsor:** Yes _____ No _____

Cost: Approximately \$1,200.00 (you can co-sponsor if you wish)

Cost Includes: Company sign on both beverage carts and special mention at awards ceremony and in the printed program.

8. **Special Hole Event:** Yes _____ No _____

Cost: \$200.00 – Per Event
 *(Do not include this with your entry fee, please bring the \$200 with you that day)

Long Drive Hole _____
 Closet to Pin Hole _____
 Putting Contest _____

Cost Includes: Company sign posted at hole and special mention at awards ceremony and in program. * (You will present award at ceremony)

9. **Hole Sponsor:** Yes _____ No _____
 If yes, how many _____

Cost: \$125.00/Hole

Cost Includes: Company sign posted at a tee box (sign supplied by golf committee)

10. **Table Prize Donations:** Yes _____ No _____ QTY. _____

Cost: Table Prize – Value should be \$25.00 or more.
 If you do not wish to bring prizes, you may donate a monetary amount and we will purchase gifts.

PLATINUM CORPORATE SPONSOR:	\$ 2,000.00 x _____	=	\$ _____
GOLD CORPORATE SPONSOR:	\$ 1,000.00 x _____	=	\$ _____
SILVER CORPORATE SPONSOR:	\$ 500.00 x _____	=	\$ _____
BRONZE CORPORATE SPONSOR:	\$ 250.00 x _____	=	\$ _____
HOLE SPONSOR:	\$ 125.00 x _____	=	\$ _____
GOLF/DINNER:	\$ 700.00 x _____	=	\$ _____
DINNER ONLY PACKAGE:	\$ 75.00 x _____	=	\$ _____
TABLE PRIZE MONEY			\$ _____
	TOTAL:		\$ _____

MAKE CHECKS PAYABLE TO: WILL-GRUNDY PETROCHEMICAL OPEN
PLEASE RETURN PAYMENT ALONG WITH THIS FORM NO LATER THAN JULY 8, 2005 TO:

STARCON INTERNATIONAL, INC.
ATTENTION: GOLF OUTING/LARRY HEATON
260 MARKET PLACE
MANHATTAN, IL 60442

All spots will be filled on a first-come, first-served basis. Any questions should be directed to Larry Heaton at (815) 838-2413 or (815) 478-4615, ext. 514, and Tom Tatro (815) 478-4615 ext. 617.



EXAMPLE 6: Will Grundy Confirmation Letter

August 9, 2005

Re: 2005 Will-Grundy Petrochemical Open – Friday, August 19th

Dear Mr. Smith,

We are delighted that you and your guests are joining us for the **9TH ANNUAL WILL-GRUNDY PETROCHEMICAL OPEN GOLF OUTING** benefiting the *Make-A-Wish Foundation^o of Illinois* on August 19th, 2005, at the **Carriage Green Country Club** in Darien, IL.

Registration begins **promptly** at 9:30 a.m. in front of the Pro Shop. At this time, you will receive hole-starting arrangements, rules, event schedules and scorecards. The putting contest begins after your party signs in and throughout the day.

Our scramble Golf event will begin **promptly** at 11:00 a.m. The cocktail hour will begin at 4:30 p.m. with dinner at 6:30 p.m. Prizes and awards will be presented following dinner.

Golf, lunch and dinner tickets are not required.

We look forward to seeing you and your guests on August 19th and having a fun day! Should you have any questions, please do not hesitate to contact Larry Heaton at (815) 838-2413 or Tom Tatro at (815) 478-4615 ext. 617.

Sincerely,

Larry Heaton & Tom Tatro
Co-Chairmen

Enclosure