
LeaderBoard St. Louis

Powered By:



and

The Charitable Golf Industry

How big is charity golf?

According to the National Golf Foundation, there are more than **775,000 charity golf tournaments** held in the United States each year.

These tournaments raise over **\$2.9 million** for various charities while all the PGA tour raises around \$120 million.

Charities have discovered that golf is a tremendous fundraising opportunity, and has supplanted raffles and auctions as the number one fundraising vehicle. Many annual charity tournaments are able to raise \$100,000 or more.

The challenge facing tournament organizers will be to continue to attract full fields of golfers and sponsors to their events as competition grows by offering a more enjoyable and unique event. It will benefit organizers to recognize the golfer as their client and respond to the things that keep them happy.

Charity golf is big business!

- The number of golfers in the U.S. has remained relatively stable over the past few years.
- As more and more charities look to golf, the pool of golfers will be spread thin.
- Businessmen are often invited to 20 or 30 tournament in a season – and they will be forced to choose their favorites.
- Competition for golfers will intensify.
- Similarly, sponsorship dollars will be spread over an ever-growing group of worthy causes.

What do golfers want?

A study in Southern California conducted by tournament organizer Eric Tracy found that golfers wanted certain things from a tournament.

- Golfers want a well organized tournament with hassle-free registration that starts on time.
- Golfers want fast golf.
- Better golfers want to play their own ball.
- Golfers want to meet and greet the charity.
- Golfers want ample food and drink on the course.
- Golfers want honest and accurate scorekeeping.
- Golfers want a brief and interesting awards banquet.

LeaderBoard Tournament Systems (LTS)

LeaderBoard St. Louis helps organizations such as charities and corporations host more successful golf tournaments. What is special about the system is the innovative LTS software coupled with premium multimedia solutions which allows organizations to take ordinary activities that already occur at most events and make them easier to manage, more entertaining, sponsorable, and profitable.

By enhancing the experience for the participants and increasing the value and recognition for the sponsors, organizers will generate more revenue and portray a more professional image, while distinguishing their occasion from the thousand of other golf tournaments and fundraising events – and make their job so much easier.

LeaderBoard Scoring System (LSS)

“It is without doubt one of the most innovative improvements to tournament operations in forty years.”

Harry White, President of the Canadian Junior Golf Association

The **LeaderBoard Scoring System (LSS)** is software-based and utilizes a proprietary scannable scorecard and a multimedia presentation of pairings, results, sponsor logos, and digital photography. The scoring portion is very sophisticated and allows tournament directors to offer their participants more varied and interesting formats without concern of complicating the scoring process. It is no longer necessary to have gross scramble events that most golfers dislike simply to accommodate ease of scoring.

LSS is able to handle nearly any conceivable tournament format and incorporates:

- Unique scannable scorecards to eliminate scoring errors
- 100% accurate scoring performed in front of golfers enhances credibility
- Instantaneous results to eliminate delays in the banquet
- USGA handicaps
- Multiple day handicapping systems to eliminate sandbagging
- Course ratings and slopes
- Side games (skins and deuce pots) both gross and net for additional fundraising
- Several tiebreaking options
- Team and individual flighting to allow different skill group to compete fairly

LeaderBoard Entertainment System (LES)

The **multimedia LeaderBoard Entertainment System** is the mechanism by which the information gets presented to the participants. At registration, pairings and tee times are presented on LCD monitors, adding professionalism and eliminate confusion. At the awards banquet, candid photos of the golfers on the course and sponsorship logos are incorporated with scrolling scores on the “Big Screen” via high-quality projector. This adds entertainment value for the golfers and vastly increased recognition for the sponsors.

- Scrolling tee assignments and group pairings on LCD flat screens at registration
- Scrolling results and immediate updates on the “Big Screen” at the awards banquet
- Candid action shots of golfers interspersed with sponsorship logos on the “Big Screen”
- Option to show live feed or video on the “Big Screen”
- Live Auction and Silent Auction support on the “Big Screen”
- Support for all other portions of the awards banquet agenda including winners, recipients, and honorees

Unique Sponsorship Mechanism

- Logo presentation on scorecards and cart signs
- Logos on LCD flat screens at registration
- Logos on the “Big Screen” at banquet
- Sponsorship Through Pins
- Trivia System
- Raffle System
- Poker Raffle All-In Ticket
- Communication Website
- Screen Surround Banner
- “Tee to Green” Hole Sponsorship
- Exclusive Title Sponsorship Program

Benefits of LeaderBoard St. Louis Golf Tournament Services

GOLFERS: Experience greater entertainment and receive error-free scoring.

SPONSORS: Receive added value through unlimited exposure on the “Big Screen.”

STAFF: Raises greater revenue and receives relief from the tournament pressure.

GOLFERS

- **Fast and error-free scoring** is performed in front of the golfers and serves to enhance the overall credibility of the tournament.
- **Extensive tournament format and game options** ensure strong golfer interest including **broad player handicap options** with tools to assure fair play and eliminate sandbagging.
- Overall presentation of the day’s activities provides a **PGA-style feel** with a “wow” feel through **multimedia “Big Screen” presentations**.
- **Candid photography** of tournament day activities, shown at the banquet, increases enjoyment of the event.

SPONSORS

- **Sponsorship opportunities** are increased to provide added value to donors through greater exposure with an unlimited number of impressions per event on the “Big Screen.”
- **Pin Flag sponsorship program** allows smaller businesses to participate and receive great exposure on the course and “Big Screen.”
- **Additional sponsorship modules** are available including an **Auction system, a Raffle system, a Trivia Quiz system, a Poker Raffle All-In Ticket, a Screen Surround Banner, a Communication Website, and an Exclusive “Tee to Green” Sponsorship Program, an Exclusive Title Sponsor program**, with several others currently in development.

STAFF

- **Greater revenue is raised for the organization** through increased sponsorship opportunities.
- **Registration confusion is eliminated** through the multimedia presentation of tee times and tee assignments and the ability of LTS to make any last minute changes quickly without disruption. The process is simplified through the provision of pre-printed scorecards and golf cart signs, and the elimination of scoring responsibilities.
- **Software flexibility and constant technological improvements** ensure that the look and feel of tournaments remain fresh from year to year.

The Golfer Demographic

The golfing population in the United States is a highly sought after demographic for many advertisers. As a group, golfers are well-educated, older professionals with high incomes. There are **29.5 million golfers** in the U.S. and they spend over **\$24 billion annually** on fees and equipment alone.

- 86% are male
- 74% are over 30 years old
- 69% earn over \$50,000 per year
- 43% earn over \$75,000 per year
- 47% have college degrees
- 43% hold professional or managerial positions

How Good are They?

- Only 22% of all golfers regularly break 90
- Only 6% of all golfers regularly break 80
- The average score for men is 97 and women 114
- Handicaps average between 19 and 20
- Less than 20% maintain a handicap
- Average scores have changed very little over the years

What Does this Mean for Charity Golf?

- 80% of any given field will shoot over 90 and not have an established handicap
Solution: Establish day handicaps for the entire field.
- 20% will want to play their own ball and 80% will fear not contributing to the team
Solution: Use a modified net scramble or shamble format.
- The average disparity between men and women is 17 strokes
Solution: Set up flights to accommodate different groups or skill levels
- These problems will remain constant over time
Solution: Address them now and stand out from the crowd!

Summary:

- The average tournament golfer is a businessman or professional who enjoys golf, but also uses these outings to make business connections.
- The average tournament golfer is not great and he doesn't want to be embarrassed or worse, lose a possible client by not contributing at a critical time in the tournament.
- The better golfer looks at a typical scramble tournament as a day away from the office, but not a very enjoyable golfing experience.
- The woman in the field figures she has no chance of winning anything.

LeaderBoard St. Louis has the capabilities to help make all these people happy. Happy golfers return again and again to the tournament that stands out from the crowd!

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Feedback

"From the 'live auction' on the screen, to the dinner presentation, all of it was first class! I know that our sponsors were very impressed to see the scorecards with their logos and their name 'in lights'. After a very hot day, your presentation kept the crowd involved, which in turn, allowed us to get the auction involvement we needed to succeed. I know that the involvement of LTS LeaderBoard assisted us in our efforts to increase our donated dollars to charity."

-- Deb Walsh, Corporate Project and HR Director, Walters Golf Management, St. Louis, MO

"We appreciate all of the time and resources that you offered in making this event a memorable experience for all in attendance. It's because of partners like you that we were able to present such a successful and memorable day, plus raise in excess of \$250,000 to further the work of the Pujols Family Foundation."

-- Todd Perry, Vice President/Executive Director, Pujols Family Foundation, St. Louis, MO

"Your company and the services you provided helped to elevate our tournament to a higher level. We have had many comments regarding the rolling hole assignments, the pin flags and the scoring. All were much better in person than we could have anticipated. Looking at your pictures from your other venues does not do justice to the finished product. Just the fact that you were able to provide scoring for two golf courses and do that for the morning and afternoon was impressive...(The big screen presentation) raised the visibility of our auction items. We really appreciated the fact that you made so many changes on the day of the event."

-- Ron Johnson, Golf Director, Shop 'n Save Annual Benefit for Special Olympics, St. Louis, MO

"LeaderBoard helped make the flow of the tournament seamless, and added a professional and uniform look to the visuals and signage. The computerized system also improved the registration system. LTS graphics also added to the live auction with a professional and eye-catching visual presentation."

-- Lisa Liebschutz, Director, JCC Golf Tournament, St. Louis, MO

"Your program gave the event a visual presence that not only impressed the golfers, it clearly helped solidify our sponsors' participation in future events."

-- Mark Delhougne, Golf Tournament Director, Nurses for Newborns Foundation, St. Louis, MO

"I appreciate your attention to detail and your flexibility to be at planning meetings, as well as your professionalism and enthusiasm. LeaderBoard truly was an asset to our tournament."

-- Gerald Kubach, Tournament Organizer, Funny Bone Charity Golf Tournament, St. Louis, MO

"LeaderBoard has taken the fear out of running our golf tournament and brought the stress level way down on tournament day. The day that I made the decision to employ LeaderBoard's services was the one that I am thankful for. LeaderBoard provides complete service. I highly encourage anyone thinking about running a golf tournament for the first time and especially anyone who already has experience running a golf tournament who wants to add the 'extra' touch of professionalism to explore LeaderBoard's services."

-- Dellann Elliott, Executive Director, Chris Elliott Fund, Sammamish, WA

"What can we say? Since we added LeaderBoard in 2007, going from \$39,800 in 2006, to \$64,000 in 2007 and now to \$103,000 plus in 2008 was a team effort. LeaderBoard was a big part of changing our atmosphere to still a family, but more professional to bring back participants plus ensure our place with donors. Few get involved as you do with every aspect of the event."

-- Floyd Adelman, Paul Adelman Charity Golf Tournament, Minnetonka, MN

"Our committee sold out the unique hole program again this year for our event in April and when you consider the economic situation in the country, you know the sponsors believe in the product and realize the tremendous exposure they are receiving at our golf fundraiser."

-- **Judy Marini, Golf Coordinator, Broward College Foundation Golf Classic, Fort Lauderdale, FL**

"It has always been difficult for us to process the results in a timely fashion. Along with the complicated scoring of three different team formats on three different courses, we needed to find a way to get accurate scoring very quickly in order to host a proper awards ceremony. LeaderBoard Tournament Systems provided all this and much, much more. We are grateful for your efforts and look forward to continuing our relationship."

-- **Doug Sullivan, Pacific Northwest Golf Association**

"LeaderBoard simplifies the tedious and somewhat confusing process of scoring a golf tournament, making my job and my volunteers' jobs that much easier. The actual scoring and presentation of those results is one of the things that sets our golf events apart from any other. Therefore, it is only natural that we would want this relationship to continue. Along with this letter, I have enclosed an agreement that would continue LeaderBoard's service with the Nissan Open for another 5 years."

-- **Emily C. Dreyer, Nissan Open, Los Angeles, CA**

"LeaderBoard offered our tournament a complete package, from the pairings party to the final results. The multimedia presentation of our celebrity pairings was an awesome addition to our pairings party. Our sponsor and celebrity participants watched in awe as their photo and names were scrolled as the tee assignments were presented."

"I would highly recommend LeaderBoard Tournament Systems to any tournament organizer who is attempting to run a first class event. The staff at LeaderBoard is extremely knowledgeable and professional. The scoring system is very efficient and the multimedia presentation adds an element of excitement and creativity that is second to none."

-- **Pam Shadle, Michael Jordan Celebrity Golf Classic**

"Our plans and budget this year did not include contracting the services of LeaderBoard. However, I was convinced that LeaderBoard had to be part of Birdies for Babies and that somehow I had to secure a sponsor to cover this extra cost and still exceed my revenue goal. With this in mind we created a Platinum Sponsor level which offered corporate logo exclusivity on each and every scorecard as well as on the LeaderBoard monitors. We set its value high and were thrilled when we confirmed our Platinum Sponsor at \$7,500."

-- **Annette Hurd, Birdies for Babies**

"Our premier sponsors which include AT&T have been thrilled with the value-added features of logo inclusion on all scorecards and direct advertising on the LeaderBoard. From an organizer's perspective, our tournaments have become much less labor intensive from a scoring and golfer management perspective, allowing staff and volunteers the ability to concentrate on providing an enjoyable experience for golfers and a profitable experience for the Foundation."

-- **Michelle Scarborough-Cruz, Canadian Liver Foundation**

What will this cost?

Our goal is for our services to cost the charity **nothing!** It should be **free!**

How can you do that?

Although there is a charge for LTS, we realize that the main goal of a charity tournament is to raise money for the charity. We do not want to negatively impact that goal. Instead, **we WILL help you raise MORE money for the charity** by using our products and services. This additional revenue will be above and beyond our fees.

How can we raise more money?

Our experience is that sponsors will contribute more to an LTS event if they receive increased exposure and recognition in return. Instead of a tee sign that each golfer may see once, our “Big Screen” presentation will show the sponsors logo literally hundreds of times to the entire tournament audience, not just the golfers.

Logos are also viewed on the scorecards and cart signs, as well as the flat screen LCD at registration.

This increase exposure, like any advertising, has value to sponsors.

What is it worth?

The amount you charge for the “LeaderBoard Sponsorship” should be based on the formulation of strategic sponsorship levels. One tournament charged \$7,500 for a new sponsorship level that featured logo inclusion on the scorecards and the results screen. So, in addition, to making money by having LTS LeaderBoard at their event, they also gave their participants a great event with increased professionalism and entertainment.

Another approach is to use our STP program of pin sponsorship with logo inclusion in the results presentation. This option includes a host of sponsors and raises funds from multiple sources.

Either way, the LTS program is “**FREE**” to the charity because the sponsors pay for the service.

Summary:

LeaderBoard St. Louis will help your tournament stand out from the crowd by helping you to host a more enjoyable event for your golfers in a professional, PGA-style atmosphere. We want to help you make your event more unique and special, and, thus, more successful.

Happy golfers will return again and again, ensuring the tournament's long-term success. Best of all, it will be **FREE** to the charity and you will raise **MORE** money because sponsors will pay more when given increased value and recognition.

LeaderBoard St. Louis brings many attributes to a charity golf tournament:

- Professionalism and expertise
- Assistance and relief of pressure on organizers
- Opportunity for increased fundraising for charities
- Added enjoyment for golfers
- Increased exposure for sponsors

Try LeaderBoard St. Louis at this year's event!

"It's the experience that counts"