

## LeaderBoard St. Louis

Powered By:



## LeaderBoard STL Plus+™ Event Solutions Comprehensive Corporate and Fundraising Event Management

### ABOUT LEADERBOARD ST. LOUIS:

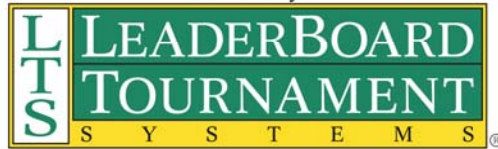
Golf outings and tournaments provide charities and corporations a captive environment through which they can interact with targeted consumers, conduct business, showcase their benefits, and most importantly raise money. LeaderBoard St. Louis has the expertise to help make events easier to manage, more entertaining professional and memorable, sponsorable, and more profitable.

### LeaderBoard STL Plus+™ Golf Tournament Management Services

- Administrative Support
- Auction Services
- Audio-Visual Services
- Banquet/Awards Presentation
- Contract Negotiations
- Course Evaluation, Selection & Negotiation
- Creative Graphical Elements and Presentations
- Event Management
- Full Consultation Services
- Gifts & Prizes – Sourcing, Selection, Purchasing
- *inTouch*™ Social Media Event Marketing Services
- LeaderBoard St. Louis Professional Golf Services
- Management of all Volunteers
- Marketing & Promotions
- Photography
- Promotional Items
- Registration Support
- Signage
- Sponsorship Analysis, Development & Fulfillment
- Spouse/Guest Alternate Activities
- Website Design and Integration

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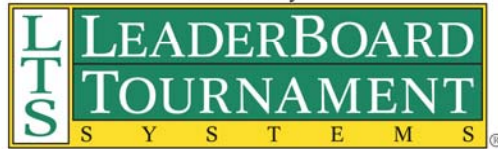
### LeaderBoard STL Plus+™ Golf Tournament Management Services

#### Pre-Event Planning:

- Golf course evaluation, selection, and negotiation
- Overall management of golf event as Tournament Director including banquet and logistics with golf course
- Develop annual golf tournament budget, spreadsheets, formats, and agendas
- Aid in formation of the golf committee
- Manage all committee meetings and hold members accountable for their roles
- Analysis of existing sponsorship structure and implementation of updated sponsorship opportunities
- Meet with potential sponsors to explain and evaluate exposure opportunities
- Graphic design of Tournament Invitation, Save-the-Date card, and Golf Brochure
- Design of custom 90-day website and online registration tool specifically for event
- Handle all incoming sign-ups and registration (online and offline process)
- Email all invitees and track RSVP's
- Eliminate as many budget line items as possible through donations and LeaderBoard St. Louis partners
- Solicit vendors or in-kind donations for all tournament/event needs (hole-in-one, trophies, prizes, etc.)
- Use of *inTouch*™ Social Media Event Marketing Services to promote event and solicit golfers
- Management of pairings, tournament format, on-course games & competitions
- Help obtain raffle and auction items based on in-kind and provided budget
- Obtain and organize all photography & audio-visual needs
- Work with local and national media as determined
- Organize the design and production of all on-course signage
- Development and design of raffle system and printing of raffle ticket (if applicable)
- Obtain, organize, and handle celebrity participants
- Design and printing of full-color custom Cart Signs and Scorecards with sponsorship logos
- Graphic design and implementation of multimedia event program

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### LeaderBoard STL Plus+™ Golf Tournament Management Services

#### Day of Event:

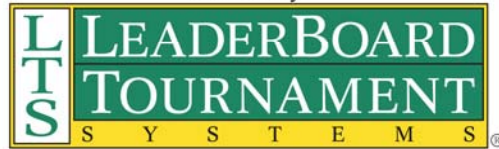
- On-site management on the day of the event (2-3 LeaderBoard Staff)
- Distribution of all necessary reports and forms
- Set up, management, and tear down of all A/V equipment including computers, high lumens projector, LCD television, and large, theater-style screen with drape kit
- Support for registration and distribution golfer gifts
- Display of scrolling tee times and hole tee assignments on flat screen LCD TV with continuous sponsorship exposure
- Organize all activities and signage on the course
- Candid on-course photography
- Manage awards banquet and live program
- Execute raffle, silent auction & live auction
- Score the event using the fast, 100% accurate, and live LeaderBoard scoring system
- “Big Screen” multimedia A/V support with sponsorship exposure including:
  - Digital slideshow of photos taken throughout the day
  - Speaker identification and points of discussion
  - Display of any presentation from organization and/or sponsors
  - Live Auction System
  - Contest winners recognition and announcement of additional awards
  - PGA-style scrolling LeaderBoard and results
- Emcee the event as requested

#### Post-Event Follow Up:

- Review all course expenditures and event budget
- Develop thank you/tax letter for sponsors and donors
- Develop and send thank you email to participants
- Hard copy of results and pictures presented to organization on CD
- Pictures posted for purchase on LeaderBoard photo site to benefit the organization
- Development and production of post-event marketing video
- Display event winners, contest winners, and photo's on customized website
- Attend follow up meetings, debriefings, and highlight deliverables
- Develop survey for participants and sponsors
- Set timeline, agenda, and goals for following year's event

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### LeaderBoard STL Plus+™ Golf Tournament Management Services

#### What LeaderBoard provides that other event planners don't...

- LeaderBoard St. Louis Professional Golf Services (\$3,000 value)
  - All related graphical design work
  - Managing all multimedia productions at event
  - Rental of all relevant A/V equipment
  - Custom, full-color cart signs with sponsorship logos
  - Custom, full-color scorecards with sponsorship logos
  - Scrolling tee assignments with sponsorship recognition
  - Candid on-course photography
  - Fast, 100% accurate and live scannable scoring with “Big Screen” scrolling presentation of scores
  - Unique sponsorship opportunities including Trivia System, Pin Flags, and Raffle System
- *inTouch*™ Social Media Event Marketing Services (\$2,500 value)
  - Discussion of clients event agenda and needs
  - Development of social media strategy
  - Creation and implementation of relevant social media accounts
  - Organization and development of marketing database
  - Write and develop press release announcing event with a call to action
  - Optimized distribution of press release on Internet and social media sites
  - Development and production of post-event marketing video