



GOLF COMMITTEE AGENDA

DATE: February 13, 2019

TIME: 10:00 am – 11:00 pm

LOCATION: The Inn at Christmas Place

- I. Welcome/Call to Order, *Co-Chair, Ray Ogle*
- II. Record of Attendance – Sign In Sheet
- III. Confidentiality Agreements
- IV. New Business
 - i. 2019 Tournament Date
 - ii. Tournament Format – Ray Ogle
 - iii. Save the Date card approval
 - iv. Trade Show – PFHTA Golf Committee Booth - 3/6/19 @ SCC
 1. New Marketing
 2. Contest and/or Drawing & Giveaway
 3. Booth Schedule
 - v. Golf worksheet and Sponsorship Opportunities review
- V. Old/Unfinished Business
- VI. Next Meeting:
- VII. Adjournment



PFHTA 22nd Annual Benefit Golf Tournament
Tracking Worksheet - Confidential

	Major Sponsors		Amount	Contact	Confirm	Total Invoiced	Total Received
1	Title Sponsor	S&D Coffee & Tea (trade)	\$12,500	Bobby	Yes	Send 2nd Q	
2	Platinum Sponsor	Reinhart Foodservice (\$2,500 trade)	\$10,000	Ray			
3	Gold Sponsor	Sysco	TRADE	Ray	Yes	n/a	n/a
4	Silver Sponsor	Pirates Voyage (2018 Celebration)	\$5,000	Melanie	Yes		
5	Bronze Sponsor 1	Mobile Brochure/ BDS	\$2,500	Carol			
6	Bronze Sponsor 2	IMEG	\$2,500	Barbie/Christie			
7	Bronze Sponsor 3	Riverstone Resort & Spa	\$2,500	Ray			
8	Bronze Sponsor 4	Metro Knox Airport Authority/TYS 1	\$2,500	Melanie			
9	Bronze Sponsor 5	Dollywood	\$2,500	Christie/Carol			
10	Beverage Sponsor	Pepsi (Payment & Product)	\$1,500	Ray			
11	Golf Ball Sponsor	Eagles Ridge Resort	\$2,000	Tom			
12	Million Dollar Shootout	Barnes Insurance	TRADE	Ray			
# of Teams - 15 included w/sponsorship / Potential Revenue			\$43,500			\$ -	\$ -
	Non Player Sponsors (\$2,000 threshold for team inclusion)		Amount	Contact	Confirm	Total Invoiced	Total Received
1	Golfer Foursome Photo Sp	Old Forge Distillery	\$1,500	Donna			
2	Golfer Goody Bag Sponsor	Rafting in the Smokies (Trade: \$600)	\$900	Christie			
3	Golf ScoreCard Sponsor	Titanic Museum Attraction	\$1,250	Chris			
4	Beverage Cart Sponsor	Reserve Direct	\$1,250	Christie			
5	1 Closest to Pin Contest (\$	National Quartet Convention	\$1,250	Christie			
6	Putting Contest Sponsor	Xplorie	\$500	Christie			
7	Driving Range Sponsor	Buddy's Barbque	\$500	Christie			
8	Golf Ball Drop Co-Sponsor	Blalock & Local Goat	\$750	Ray	Yes Blalock Co/Waiting on Local Goat		
9	Media Sponsor	WVLT- TV / Kyle Grainger	Trade/Team&Membership	Christie			
1	Exclusive Hole Sponsor	Arley Johnson	\$500	Ray			
2	Exclusive Hole Sponsor	Auntie Belham's Cabin Rentals	\$500	Pam			
3	Exclusive Hole Sponsor	Cadillac of Knoxville	\$500	Pam			
4	Exclusive Hole Sponsor	Comfort/Quality Inns	\$500	Carol			
5	Exclusive Hole Sponsor	Hollywood Wax Museum	\$500	Eric			
6	Exclusive Hole Sponsor	Margaritaville Island Hotel	\$500	Christie	YES	needs invoiced	
7	Exclusive Hole Sponsor	PF Chamber of Commerce	\$500	Melanie			
8	Exclusive Hole Sponsor	Pigeon Forge.com	\$500	Eric			
9	Exclusive Hole Sponsor	Sevierville Chamber of Commerce	\$500	Ray			
10	Exclusive Hole Sponsor	Smoky Mtn Outdoors	\$500	Christie			
11	Exclusive Hole Sponsor		\$500				
12	Exclusive Hole Sponsor		\$500				
(Only WVLT Team) Non - Player Potential Revenue			\$13,900			\$ -	\$ -
	PARTNER PACKAGES	PFHTA PARTNERS \$1000					
	(includes 2019 Membership)		Amount	Contact	Confirm	Total Invoiced	Total Received
1	PFHTA Partner Package	Anakeesta	\$1,000	Christie			
2	PFHTA Partner Package	Blalock Companies	\$1,000	Tom			
3	PFHTA Partner Package	Best Read Guide	\$1,000	Christie			
4	PFHTA Partner Package	Bohan Agency	\$1,000	Ray			
5	PFHTA Partner Package	Buddy's Bar-b-que	\$1,000	Christie/Ken			
6	PFHTA Partner Package	Bush's Visitors Center	\$1,000	Christie/Mark			
7	PFHTA Partner Package	Citizens National Bank	\$1,000	Ray			
8	PFHTA Partner Package	Coca Cola	\$1,000	Ray			
9	PFHTA Partner Package	Comfort Inn & Suites-D wood lane	\$1,000	Carol			
10	PFHTA Partner Package	Country Tonite	\$1,000	Ray			
11	PFHTA Partner Package	Diverse Concepts	\$1,000	Amy			

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12	PFHTA Partner Package	First Tenn Bank	\$1,000	Greg			
13	PFHTA Partner Package	Five Star Foods	\$1,000	Ray			
14	PFHTA Partner Package	Guest Supply/Hospitality	\$1,000	Christie			
15	PFHTA Partner Package	*Hatfield & McCoy Dinner Feud	\$1,000	Mark			
16	PFHTA Partner Package	Hearthside Cabin Rentals	\$1,000	Christie			
17	PFHTA Partner Package	Inn at Christmas Place (may not field)	\$1,000	Ray			
18	PFHTA Partner Package	*Joseph Construction (up from team)	\$1,000	Ray			
19	PFHTA Partner Package	Johnson Family Restaurants/Bennet	\$1,000	Eric			
20	PFHTA Partner Package	Laundry Systems of Tennessee	\$1,000	Christie			
21	PFHTA Partner Package	Lincoln Memorial University	\$1,000	Christie			
22	PFHTA Partner Package	Log Cabin Pancake House	\$1,000	Christie			
23	PFHTA Partner Package	Mainstay Suites/Pine Mtn.	\$1,000	Greg			
24	PFHTA Partner Package	Majority Opinion Research	\$1,000	Ray			
25	PFHTA Partner Package	Old Mill Square	\$1,000	Donna			
26	PFHTA Partner Package	*Paula Deen's Lumberjack Feud	\$1,000	Christie			
27	PFHTA Partner Package	Publix	\$1,000	Christie			
28	PFHTA Partner Package	Quality Inn & Suites	\$1,000	Carol			
29	PFHTA Partner Package	Quality Plumbing and Mechanical	\$1,000	Christie			
30	PFHTA Partner Package	Ripley's Aquarium	\$1,000	Karl/Ray			
31	PFHTA Partner Package	Sevier County Bank	\$1,000	Ray			
32	PFHTA Partner Package	Shular Hospitality	\$1,000	Christie			
33	PFHTA Partner Package	SmartBank	\$1,000	Ray			
34	PFHTA Partner Package	Tennessee State Bank	\$1,000	Christie			
35	PFHTA Partner Package	The Inn on the River	\$1,000	Barbie			
36	PFHTA Partner Package	The Island at Pigeon Forge	\$1,000	Ray/CB			
37	PFHTA Partner Package	The Ramsey Hotel	\$1,000	Karl			
38	PFHTA Partner Package	The Thomas Group	trade	Ray/Eric			
39	PFHTA Partner Package	TnHTA	\$1,000	Christie			
40	PFHTA Partner Package	USDM	\$1,000	Ray	YES	needs invoiced, waiting on new logo/info	
41	PFHTA Partner Package	US Foods	\$1,000	Christie/Ken			
42	PFHTA Partner Package	Walters State Community College 1	\$1,000	Christie			
43	PFHTA Partner Package	What-to-do/Sunny Day	\$1,000	Gregory			
44	PFHTA Partner Package	Willowbrook Lodge	\$1,000	Christie/Ken			
		<u>Goal: 45 Partners</u>	<i>Partner Potential Revenue</i>	\$41,000			

FOURSOME PACKAGES		Amount	Contact	Confirm	Total Invoiced	Total Received
1	Foursome/Team Packag	Dan Estes Team #1	\$600	Christie		
2	Foursome/Team Packag	Daryl Goodman	\$600	Christie		
3	Foursome/Team Packag	Ripken Experience	\$600	Christie		
4	Foursome/Team Packag	Oaktenn	\$600	Christie		
5	Foursome/Team Packag	Margaritaville Island Hotel	\$600	Christie		
6	Foursome/Team Packag	Collier Family Restaurants	\$600	Christie		
7	Foursome/Team Packag	Foothills Bank & Trust	\$600	Christie		
8	Foursome/Team Packag	Hilton Garden Inn	\$600	Christie		
9	Foursome/Team Packag	Hampton Inn Pigeon Forge	\$600	Christie		
10	Foursome/Team Packag	PFHS GOLF TEAM ?	donated	Christie		
11	Foursome/Team Packag	*Smoky Mountain Title	\$600	Christie		
12	Foursome/Team Packag	SCUD	\$600	Christie		
13	Foursome/Team Package		\$150	Christie		
		<u>Goal: Teams to Partners</u>	<i>Teams Potential Revenue</i>	\$6,750	\$ -	\$ -

22nd Annual PFHTA Benefit Golf Tournament

August 15, 2019 - Sevierville Golf Club



Presented by S&D Coffee & Tea

SPONSORSHIP OPPORTUNITIES

Title Sponsorship Package - (S&D Coffee & Tea)

- Sponsor logo and link through will be placed on PFHTA official website www.PFHospitality.org and golf page(s) as our Title Sponsor
- Shared event naming rights along with PFHTA Benefit Golf Tournament as Title Sponsor and will be referred to as such in all printed and electronic collateral
- Sponsor logo inclusion with PFHTA on all banners, tee/hole signs and event collateral
- Sponsor logo on 300 premium quality products that will be given to each player/participant
- Two (2) foursome packages (8 players)
- 2020 Membership in PFHTA
- Sponsor logo on all PFHTA, Facebook, emails, golf collateral, and website
- Opportunity to provide/distribute product give-a-ways and sampling throughout the event
- Two (2) Exclusive Hole sponsorship w/sign recognition throughout the course
- Special recognition of your company golf awards ceremony & throughout event
- Company recognition in press releases and PR opportunities
- Company signage displayed in areas of high visibility at Pavilion & at the Turn
- 11 Sponsor Golf Cart Clings
- Sponsorship of Longest Drive and Longest Putt Skills Contest with sponsor name announcement and hole sign
- Right of first refusal on package for 2020

Platinum Sponsorship Package - (Reinhart)

- Sponsor logo and link through will be placed on PFHTA official website www.PFHospitality.org and golf page(s) as our Gold Sponsor
- Sponsor logo on all printed and electronic collateral
- Two (2) foursome packages (8 players)
- 2020 Membership in PFHTA
- Sponsor logo on all PFHTA, Facebook, emails, golf collateral, and web site
- Opportunity to distribute product give-a-ways and sampling throughout the event
- Exclusive Hole sponsorship w/sign recognition throughout the course
- Special recognition of your company golf awards ceremony & throughout event
- Company recognition in press releases and PR opportunities
- Company signage displayed in areas of high visibility at Pavilion & at the Turn
- 8 Sponsor Golf Cart Clings
- Right of first refusal for package in 2020



Gold Sponsorship Package - (SYSCO)

- Sponsor logo and link through will be placed on PFHTA official website www.PFHospitality.org and golf page(s) as our Gold Sponsor
- Sponsor logo on all printed and electronic collateral
- One (1) foursome packages (4 players)
- 2020 Membership in PFHTA
- Sponsor logo on all PFHTA, Facebook, emails, golf collateral, and web site
- Exclusive Hole sponsorship w/sign recognition throughout the course
- Opportunity to distribute product give-a-ways and sampling throughout the event
- Special recognition of your company golf awards ceremony & throughout event
- Company recognition in press releases and PR opportunities
- Company signage displayed in areas of high visibility at pavilion & at the turn
- 7 Sponsor Golf Cart Clings
- Right of first refusal for package in 2020

Silver Sponsorship Package – (Pirate’s Voyage)

- Sponsor logo and link through will be placed on PFHTA official website www.PFHospitality.org and golf page(s) as our Silver Sponsor
- Sponsor logo on all printed and electronic collateral
- One (1) foursome packages (4 players)
- 2020 Membership in PFHTA
- Sponsor logo on all PFHTA, Facebook, emails, golf collateral, and website
- Exclusive Hole sponsorship w/sign recognition throughout the course
- Opportunity to distribute product give-a-ways and sampling throughout the event
- Special recognition of your company golf awards ceremony & throughout event
- Company recognition in press releases and PR opportunities
- Signage at pavilion
- 6 Sponsor Golf Cart Clings
- Right of first refusal in 2020

Bronze Sponsorship Package - \$2,500 (BDS,IMEG,RiverStone,Dollywood,MKAA) multiple available

- Sponsor logo and link through will be placed on PFHTA official website www.PFHospitality.org and golf page(s) as Bronze Sponsor
- Sponsor logo on all printed and electronic collateral
- One (1) foursome packages (4 players)
- 2020 Membership in PFHTA
- Special recognition of your company golf awards ceremony & throughout event
- Company recognition in press releases and PR opportunities
- Signage at pavilion
- 5 Sponsor Golf Cart Clings
- Right of first refusal in 2020

Beverage Sponsorship Package - (Pepsi)

- Sponsor logo and link will be placed on PFHTA official website and golf page(s)
- Sponsor logo on all printed and electronic golf collateral
- One (1) foursome team package (4 Players)
- 2020 Membership in PFHTA
- Opportunity to provide exclusive product(s) to event/players
- Signage at pavilion
- 5 Sponsor Golf Cart Clings
- Right of first refusal in 2020



Golf Ball Sponsorship - (Eagles Ridge)

- Company name or logo on 900 Golf balls issued to the players
- Sponsor logo and link will be placed on PFHTA official website and golf page(s)
- Sponsor logo on all printed and electronic golf collateral
- One (1) foursome team package (4 Players)
- 2020 Membership in PFHTA
- Opportunity to provide exclusive product(s) to event/players
- Signage at pavilion
- 5 Sponsor Golf Cart Clings
- Right of first refusal in 2020

PFHTA Partner Package - \$1,000 (45 available)

- Sponsor logo on printed and electronic golf collateral
- 2020 Membership in PFHTA
- Signage with Logo at Pavilion Area
- 18x24 Signage along cart path
- Premium Gifts (4)
- One Foursome Team Package
- 4 mulligans (1 per player)
- 8 drink tickets (2 per player)
- Range balls
- Breakfast, lunch and dinner
- Goody bags for all players
- Foursome Photograph

Foursome Team Package - \$600

- 4 mulligans (1 per player)
- 8 drink tickets (2 per player)
- Range balls
- Breakfast, lunch and dinner
- Gift and Goody Bag
- Foursome Photographs

NON-PLAYER: SPONSORSHIP OPPORTUNITIES

\$1,000,000 Shoot-out Sponsorship - (Barnes Insurance Agency)

- Qualifying at Hole 6, Top 5 qualifiers shoot for \$1,000,000
- Exposure two golf flights: Morning and Afternoon
- Logo on PFHTA website golf page & various tournament collateral
- Hole-in-One opportunities with one winner each flight, each location

Golfer Foursome Photo Sponsorship - (Old Forge Distillery)

- Company Logo or name on sign that golf teams stand behind for team photos
- Exposure two golf flights: Morning and Afternoon
- Logo on PFHTA website golf page & various tournament collateral
- Right of first refusal in 2020

Golfer Goody Bag Sponsorship - (RTIS)

- Provide 300 Goody Bags with your Logo to be distributed to each player
- Exposure two golf flights: Morning and Afternoon
- Logo on PFHTA website golf page & various tournament collateral
- Right of first refusal in 2020

Golf Scorecard Sponsorship - (TITANIC)

- Company logo or name on every Score Card
- Exposure two golf flights: Morning and Afternoon
- Logo on PFHTA website golf page & various tournament collateral
- Company name or logo on signage at pavilion
- 5 Sponsor Golf Cart Clings
- Right of first refusal in 2020

Beverage Cart Sponsorship - (Reserve Direct)

- Company logo or name on both (2) Carts
- Exposure two golf flights: Morning and Afternoon
- Logo on PFHTA website golf page & various tournament collateral
- Company name or logo on signage at pavilion
- 2 Sponsor Golf Cart Clings
- Right of first refusal in 2020

Closest to the Pin - \$1250 (NQC)

- Sign on the green and in pavilion area
- Can have representative at the hole
- Exposure two golf flights: Morning and Afternoon
- Logo on PFHTA website golf page
- One winner each flight \$500 cash (from sponsorship fee above)
- Right of first refusal in 2020

Golf Ball Drop Co-Sponsorship with Blalock Companies -\$750 (Local Goat)

- Numbered tickets are sold for golf balls with corresponding numbers
- Numbered golf balls are dropped by helicopter over a specific hole & the ball closest to hole wins \$500 (Ticket Sales begin annually in February and continue through tournament)
- Exposure two golf flights: Morning and Afternoon
- Logo on every ticket
- Logo on PFHTA website golf page
- Right of first refusal in 2020

Putting Contest Sponsorship - \$500 (Xplorie)

- Company name or logo on Sign at the hole and tee adjacent to pavilion where meals are served
- Can have representative at hole
- Exposure two golf flights: Morning and Afternoon
- Logo on PFHTA website golf page
- Right of first refusal in 2020

Driving Range Sponsorship - \$500 (Buddy's)

- Company name or logo & Representative at Driving Range adjacent to pavilion where meals are served
- Can have representative at hole
- Right of first refusal in 2020

Exclusive Hole Sponsorship - \$500 (10+ available)

- Sponsor company logo or name on a tee and or green sign during the golf tournament
- Can have representative at hole
- Exposure two golf flights: Morning and Afternoon
- Logo on PFHTA website
- Right of first refusal in 2020

Partial Hole Sponsorships - \$300 (not available until July)

- Sponsor sign at hole with co-sponsor
- Exposure two golf flights: Morning and Afternoon

For More Info:

Contact a 2019 PFHTA Golf Tournament Committee Member Today!

Co-Chair – Eric Bradley eb@freetouristguide.com

Co-Chair – Ray Ogle ray@innatchristmasplace.com

Committee Members:

Carol Agee cagee@dollywood.com
Stephanie Bean stephanie.bean@smartbank.com
Melanie Clifford melanie.clifford@marriott.com
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Rich Wilson rich@obergatlinburg.com
Dan Wolfe wolfe.dan@knox.sysco.com
Jimbo Whaley jimbo@hearthsidecabinrentals.com

Other Ways You Can Help:

Silent Auction or Door Prizes – Contact: Melanie Clifford or Kyle Grainger

Volunteer – Contact: Barbie Perillo or Stephanie Bean

Questions? Contact: PFHTA Coordinator: Christie Balog, christieb@pfhospitality.org or 865.428.6414

