




# Boost Revenue & Engagement with a Well-Planned Golf Tournament

# Agenda

- Golf Tournament event page
  - Adding photo galleries, videos, maps, & more
- Registration
  - Fee items
  - Additional items
  - Discounts
  - Custom fields
- Sponsorships
  - Sponsorship Levels
- Tournament invitations




 **2022 Golf Tournament** 

The Kalamazoo Area Chamber will present its **24th Annual Golf Outing**. This public event has been one of the premier chamber events that include not only members of the chamber and area residents, but also dignitaries and key community leaders from Kalamazoo and the surrounding communities. All are welcome to attend this fun event!

Event includes a post-game steak dinner, hot dog luncheon at the turn, pre-game continental breakfast with shrimp cocktails and Bloody Mary bar, warm donuts from the donut truck, chances to WIN many fabulous prizes!


To become a sponsor, please contact [info@kalamazoochamber.com](mailto:info@kalamazoochamber.com) or call (123) 456-7890


Presented by The Kalamazoo Downtown Partnership




**GOLF TOURNAMENT**  
KALAMAZOO AREA CHAMBER  
SEPTEMBER 30TH  
[kalamazoochamber.com](http://kalamazoochamber.com)  
Kalamazoo Chamber Golf Tournament

[Set a Reminder](#)

 Video

 Golf Steak Festive...

 Date and Time

# Event Information

- Tournament start/end time
- Reminder email
  - Customize when guests will receive reminder
- Limit Attendee Count
  - Waiting List
- Limit Attendees per Registration
  - Teams

The screenshot shows the 'Events' management interface in the Chambermaster Memberzone. The left sidebar contains a navigation menu with options like Dashboard, Members, Groups, Communication, Events, Jobs, Advertising, MarketSpace, News Releases, Info Request, Billing, Reports, Cloud Drive, Form Builder, eCommerce, Project/Task, Setup, Account, Training, Support Help/Wiki, and Linked Account. The main content area is titled 'Events' and has tabs for Calendar, General, Fees, Sponsors, Advanced, Guest List, Account, Files, and Tasks. The 'General' tab is selected, showing the '2023 Golf Tournament' details. At the top right of the event page are buttons for 'Save', 'Cancel', 'Preview Event Page', and 'Delete Event'. Below these is the 'Event Information' section, which includes fields for Title, Time Zone, Start Date/Time, End Date/Time, Reminder Date/Time, Recurrence, Approval Status, Display Status, Limit Attendee Count To, Enable waiting list, and Limit Attendees per Registration. The 'Description' field contains the text: 'The Kalamazoo Area Chamber will present its 24th Annual Golf Tournament. This public event has been one of the premier chamber'. Below the description is a 'Location Description' field with a map image showing the tournament location. The bottom right corner of the page features the Chambermaster and Memberzone logos.

Search Help...

Events

Calendar General Fees Sponsors Advanced Guest List Account Files Tasks

2023 Golf Tournament

Save Cancel Preview Event Page Delete Event

Event Information

Title: 2023 Golf Tournament

Time Zone: (GMT-05:00) Eastern Time ☐ Show/Select from all time zones

Start Date/Time: 7/29/2023 10:00 AM ☐ All Day Event

End Date/Time: 7/29/2023 4:00 PM ☐ same as start date

Reminder Date/Time: 7/27/2023 10:00 AM ☒ Send automatic reminder to all registered attendees (reminder last sent: 4/22/23 10:00 AM)

Recurrence: None

Approval Status: Approved Professional Development Hours:

Display Status: Approved Continuing Education Units:

Limit Attendee Count To: 14 (current attendee count: 14)

Enable waiting list: ☒

Limit Attendees per Registration:

Description: [advanced edit](#)

The Kalamazoo Area Chamber will present its 24th Annual Golf Tournament. This public event has been one of the premier chamber

Location Description: [advanced edit](#)

chambermaster memberzone

# Event Description

- General event information
- Tournament format
  - Shotgun start
  - Scramble
- Contest & Games information
  - Great for bringing in extra revenue
- Include other options to get involved
  - Marketing opportunities
  - Volunteer opportunities
  - Sponsorship

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**Players of all skill levels are welcome to attend this fun event!**

Golfers will make new business connections during this fun day on the links. This is our chamber's biggest fundraising event of the year so come show your support!

The event includes a post-game steak dinner, hot dog luncheon at the turn, pre-game continental breakfast with shrimp cocktails and Bloody Mary bar, warm donuts from the donut truck, and chances to WIN many fabulous prizes!

**Not a golfer? No problem!**

There are plenty of ways to get involved-no golf skills are required!

**Sponsorship Opportunities**

Gain exposure for your business with one of many sponsorship opportunities priced to fit every budget, starting at \$150. Opportunities are limited and will fill up quickly.

**Marketing Opportunities**

Showcase your company's services to local business leaders and gain new customers by donating a raffle prize. Donors will be promoted through event signage and recognized from the podium.

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Get involved and make new connections by volunteering. Assignments will range from golfer registration to monitoring special contests.

**Registration opens on January 30, 2023.**

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# Location Description

- Map of golf course
- Parking information
- Shotgun start
  - Map of team start locations
- Location of contests and games on course



# Date/Time Description

- Tournament's agenda
  - Link agenda [PDF](#)
- Add a [Countdown Clock](#)
- Date registration opens
- Last day to register





# Fee Description

- What's included with registration?
- Package information
  - Marketing
  - Sponsorship
- Discounts available
- Items available to purchase at event
- Refund policy information

## \$ Fees/Admission

- \$125 per member
- \$200 per non-member
- \$400 per team (no more than 4 players per team, one player must be a member)



Click [here](#) for information on all the extras available for purchase during our tournament!

Interested in **Sponsorship packages** or **Marketing packages**?



# Placement Options

- Visibility
  - Internal: staff only
  - Public Events Calendar: public webpage
  - Display in MIC: members-only area
  - Featured Events
- Event Category
- KB: Define Event Categories

 **Placement Options** 

**Visibility:** ☒ Internal Event Calendar  
☒ Display on Public Events Calendar  
☒ Display on Member Information Center Calendar  
☒ Display on Featured Events [▶ edit featured events](#)

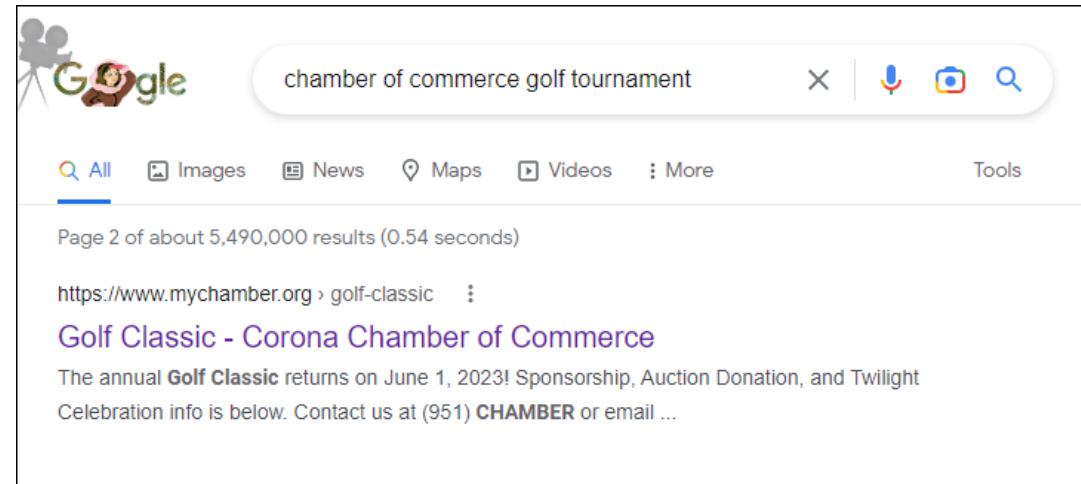
**Event Category:** [▶ edit categories](#)

<input type="checkbox"/> Arts & Culture	<input type="checkbox"/> Business Leadership	<input type="checkbox"/> Chamber101
<input type="checkbox"/> Clubs & Organizations	<input type="checkbox"/> Clubs/Organizations	<input checked="" type="checkbox"/> Community
<input type="checkbox"/> Continuing Education	<input type="checkbox"/> Entertainment	<input type="checkbox"/> Festivals & Celebrations
<input type="checkbox"/> Government	<input type="checkbox"/> Holiday & Seasonal	<input checked="" type="checkbox"/> Just For Fun
<input type="checkbox"/> Members Only	<input checked="" type="checkbox"/> Recreation & Sports	<input type="checkbox"/> Schools
<input type="checkbox"/> Technology		



# Meta & Search Descriptions

- Meta Search Description
  - Search engine results, social media posts, etc.
  - Useful to improve click-through-rate
- Search Description
  - Teaser text on event search results on your website




# Photos & Images

- Search Results Icon
  - Follow size recommendations
- Event Header Photo
  - Follow size recommendations
- Main Event Photo
- [Image](#) gallery
- YouTube [video](#) link
  - Drone footage of previous tournament
- [Map](#) image


**Photos & Images**

Search Results Icon:





Click the 'Plus' button to select or upload an image to display as the search results icon for this event. You can even crop it!


Event Header Photo:



Click the 'Plus' button to select or upload an event header image that will be displayed only on websites with v4 public modules. Min Image size recommended: 1200 x 225

Image Type	Image	Action
Main Event Photo	 <p><a href="#">Kalamazoo Chamber Golf Tournament</a></p>	<a href="#">Change Image</a> <a href="#">Remove Image</a>
Gallery Photo	 <p><a href="#">click image to enlarge</a></p>	<a href="#">Change Image</a> <a href="#">Remove Image</a>

# Photos & Images



Search Results Icon

2022 Golf Tournament


Event Header Photo

The Kalamazoo Area Chamber will present its **24th Annual Golf Outing**. This public event has been one of the premier chamber events that include not only members of the chamber and area residents, but also dignitaries and key community leaders from Kalamazoo and the surrounding communities. All are welcome to attend this fun event!


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Main Event Photo



Kalamazoo Chamber Golf Tournament

Set a Reminder

Video

 chambermaster  
 memberzone

# Event Registration Fees

- Maximum quantity available
  - Set limit if using small golf course
- Number of attendee names allowed per fee
  - Teams
  - Golf cart rentals
- Registration
  - Flexible pricing for Member and non-member

Event Registration Fees

Event Registration Fee Options Available for this Event

Drag fees in the order you want them to appear on the registration form.

<div>check all</div> <div>clear all</div>	Display Name	Description	Public	Eligibility	Amount
<div>⋮</div> <input type="checkbox"/>	<a href="#">Golf Event Registration (Members Only)</a>	Individual fee for annual golf event for members.	<input checked="" type="checkbox"/>	Members	\$125.00
<div>⋮</div> <input type="checkbox"/>	<a href="#">Golf Event Registration (Non-members Only)</a>	Fee for non-members for annual golf event	<input checked="" type="checkbox"/>	NonMems	\$200.00
<div>⋮</div> <input type="checkbox"/>	<a href="#">Golf Event Team Registration</a>	Team fee for annual golf event (no more than 4 players per team, one player must be a member).	<input checked="" type="checkbox"/>	Any	\$400.00

Remove Selected Fee Items

Assign Fee Items

# Additional Fee Items

- Additional Fee Items
  - Golf Cart Rental fees
  - Tournament merchandise
  - Buckets of balls
  - Mulligans
  - Tees and balls
  - Drink tickets
  - Entry to contests/games
  - Raffle tickets

Additional Fee Items

Additional Fee Items Available for this Event

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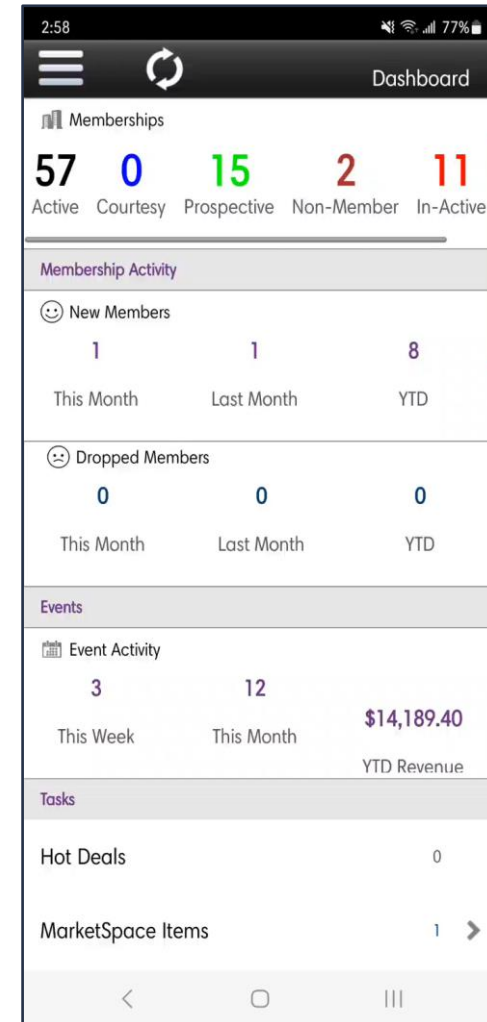
<a href="#">check all</a> <a href="#">clear all</a>	Display Name	Description	Public	Eligibility	Amount
<input type="checkbox"/>	<a href="#">Golf Cart Rental</a>	Golf cart rental fee.	<input checked="" type="checkbox"/>	Any	\$25.00
<input type="checkbox"/>	<a href="#">Golf Event Sponsorship</a>	Golf event hole sponsorship.	<input checked="" type="checkbox"/>	Any	\$500.00
<input type="checkbox"/>	<a href="#">Golf Event T-Shirt for Non-Members</a>	T-Shirt for annual golf event for non-members.	<input checked="" type="checkbox"/>	NonMems	\$29.00
<input type="checkbox"/>	<a href="#">Golf Event T-Shirt with Members Name</a>	T-Shirt for annual golf event with member's name included on back.	<input checked="" type="checkbox"/>	Members	\$20.00

[Remove Selected Fee Items](#)

Assign Fee Items

# Point of Sale Module with StaffApp

- Provides full feature check-out solution
  - Mobile card reader compatible
- Sell additional items at tournament
  - Mulligans
  - Drink tickets
  - Contest/game entry
  - Raffle tickets
  - Tees
- Automatic transactions created on member's account
  - Sell items to non-members, too!





# Sponsorships

- Can customize and offer a variety of sponsorships
  - Tournament sponsors
  - Hole sponsors
  - Drink cart sponsors
  - Putting Green sponsors
  - Driving Range sponsors
  - Lunch/Reception sponsor
  - Contest/game sponsors
  - Scorecard sponsors
  - Reception sponsor




# Sponsor Web Display Options

- Display sponsor logos
  - Event page
  - Registration page
- Logo links to sponsor's website
  - Can charge fee for this service
- Choose sort order
  - Defaults to alphabetical order

Sponsor Web Display Options

Click the Sponsor name in the List of Sponsors above to edit the Sponsor Web Display Options.

Image Type	Image	Action
Sponsor Logo <span>i</span>		<div>▶ Change Image</div> <div>▶ Remove Image</div>

Logo Link URL:  globe icon

Logo Placement: i  dropdown arrow

Sponsorship Level:  dropdown arrow

Edit Sponsorship Levels


Logo Sort Order:  dropdown arrow

Save

Cancel

# Sponsorship Levels

- Customize sponsorship levels specifically for golf tournament
- Display sponsorship level or not
- Examples:
  - Award sponsor
  - Goody bag sponsor
  - Score card sponsor
  - Breakfast/Lunch sponsor
  - Mulligan sponsor
  - Cart path sponsor
  - Tee box sponsor



## 2024 Golf Tournament

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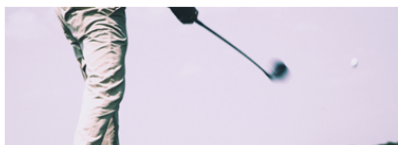
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Registration opens January 30, 2024.





**GOLF TOURNAMENT**  
BROUGHT TO YOU BY THE  
KALAMAZOO AREA CHAMBER

SPRING 2023


info@kalamazoochamber.com

Register >>

Set a Reminder

### Event Sponsors

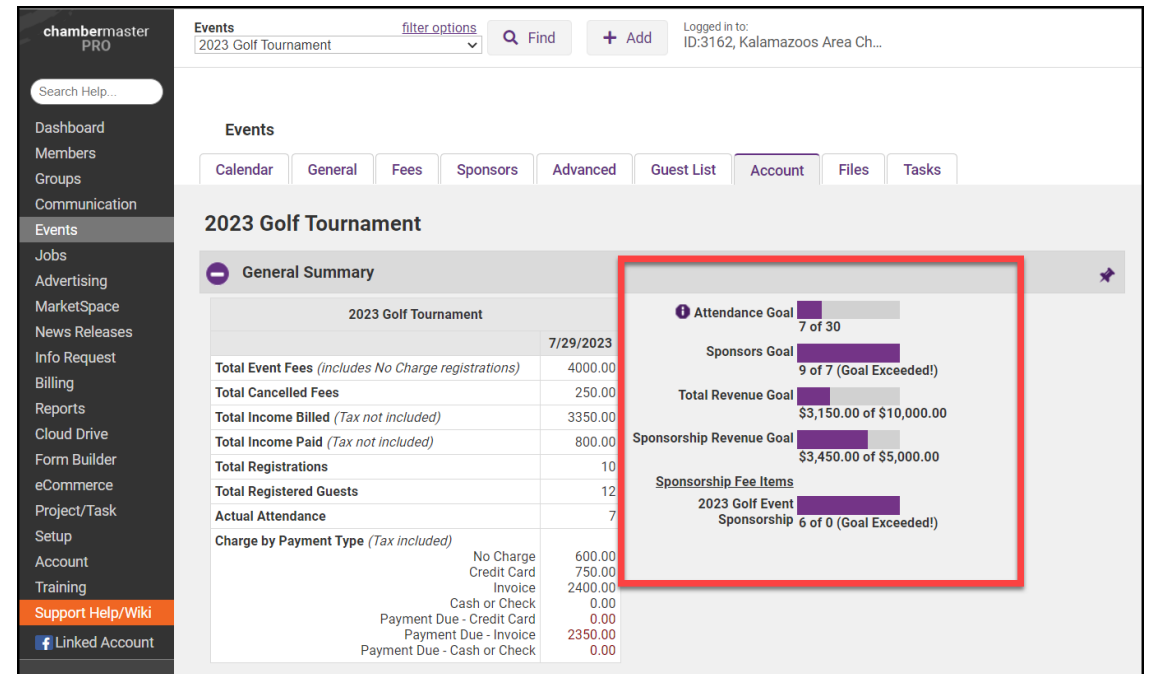
Putting Green Sponsor



**OUTDOOR GEAR  
UNLIMITED**

# Goals

- Stay on track
  - Is my golf tournament bringing in enough revenue?
- Goals are internal only
  - Monitor attendance, sponsors, total revenue
- Add fundraising thermometer to Event Page




# Registration Instructions & Confirmation Message

- Registration instructions
  - Appear above of every new registration
    - Include specific info about event
    - Additional instructions for registration
    - Important links
    - Rain delay information
- Confirmation message
  - Displayed after check-out process complete

Registration Instructions

**Please arrive 30 minutes prior to your tee time.**  
**The tournament will be held rain or shine! Arrive dressed and ready to play.**  
**Refer to the Country Club's Dress Code for more information.**

**Contests & Prizes**  
Hole-in-One Prizes  
Long Drive Contest  
Closest to the Pin Contest  
Putting Contest



# Tournament Invitations

- Created and sent from Guest List tab
- Information automatically pulled in from General tab
- Customize invitation or send as-is
- Event modules manages RSVPs
  - Prevent sending invitation to registered guests
- KB: Send Event Invitations

Send an Email  
2022 Golf Tournament Registrants

Email To: 50 Invitations [view list](#)

From: Elizabeth Diephouse (administrator@mailinator.com)

Subject: Get ready for the 2022 Golf Tournament!

Invitation Text:

**YOU'RE INVITED!**

**2022 Golf Tournament**  
December 2, 2022

[Register](#)

**GOLF TOURNAMENT**  
KALAMAZOO AREA CHAMBER

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☒ Include carbon copy to sender.

[Send Email Now](#) [Send Email Later](#) [Cancel](#)

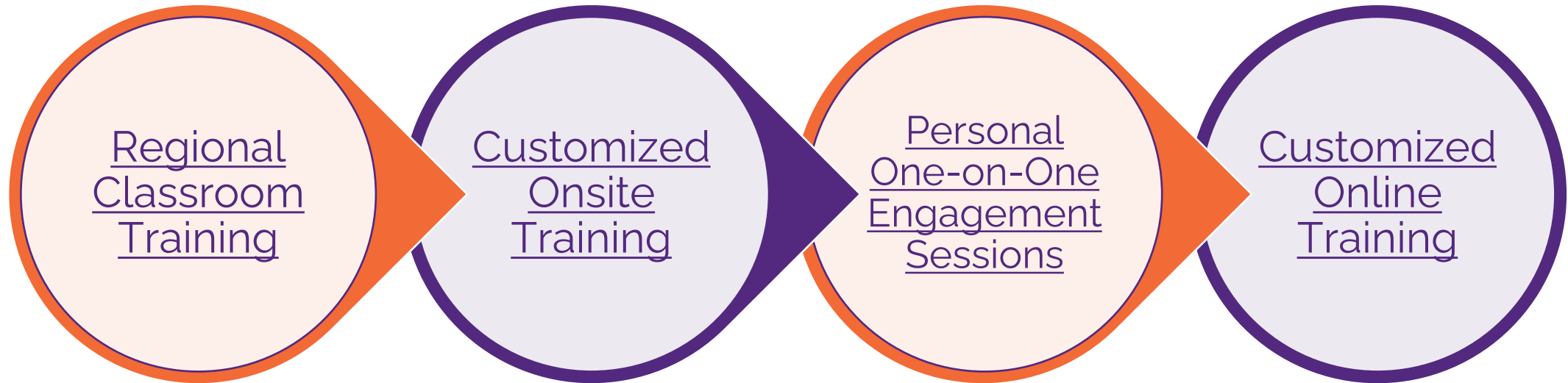


# Training Resources



# Expanded Training Offerings

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# Questions?