

BYU

ALUMNI ASSOCIATION
DENVER COLORADO CHAPTER



“Friends of BYU” Golf Tournament

Background



- **First event in 2001 under the Direction of the Colorado Management Society**
- **In 2006, The CMS and The Denver Chapter of the BYU Alumni Association joined forces to run the Golf Tournament and changed its focus from a social networking activity to a scholarship fund raiser**
- **Now in our fourth year with our fund raising focus and 8th year overall, we have contributed in excess of \$67,000 to the local scholarship replenishment fund**

Reasons for Success



- Find committee members that are passionate about cause
- Keep the tournament simple and provide quality prizes and gifts to keep the players coming back each year
- Keep the entry fee low
- Tournament field should not exceed 140 players (half from sponsors and half from online registration)
- Do not allow the tournament to become filled with gimmicks, raffles and other distractions
- Include BYUH and BYUI
- Stay focused on the primary cause of raising funds for the scholarship fund
- Remind the players of the purpose during awards ceremony and in all pre-tournament advertising
- Read letters of appreciation from scholarship recipients to tournament participants
- Keep tournament open to all “Friends of BYU”
- All tournament fliers, banners, signs should be done in high quality

Details of Tournament



- **Format is a 4-person scramble with shotgun start**
- **Sponsorship levels are as follows:**
 - Marquis Sponsor - \$3000 (includes up to 8 players)
 - Hole Sponsors with 4 players - \$1500
 - Hole Sponsorship with no players - \$1200
- **Entry Fee - \$125 per player (cost is \$80)**
 - Includes \$15 lunch and player gifts valued at \$12
- **Supertickets are available at registration table prior to event**
 - Includes 4 mulligan's
 - All proceeds go directly to scholarship fund
- **Tournament Awards**
 - Recognize top 3 teams
 - Winning team gets names on tournament plaque
 - Proximity Awards (4)
 - Hole In One Contests (4)
- **Lunch and awards ceremony follows tournament play**
- **General income and expenses**
 - Income - \$33,000 (\$24,000 from Sponsors and \$7,000 from online registrations)
 - Expenses - \$13,000
 - Net Contribution per event - \$20,000

Recognize Marquis Sponsors



2006 Marquis Sponsor – Ron Hagemeyer
(Mike Bright, BYUH Chapter Chair on left and William Neal BYUH Vice President on right)

Example of email



2007 MARQUIS SPONSOR

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OTHER SPONSORS FOR 2007

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AUTHORITY.**

 **Compass Bank**

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**BRE commercial
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Real Estate Investment Professionals

the mtn. MountainWest
SPORTS NETWORK

 **SURESCAPE**

The Financial Group
Financial Lifecycle Planning

AZTEC
CONSULTANTS, INC.

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**ADVANTAGE
GOLF**
Resources • Relationships • Results

PRESTIGE
REAL ESTATE GROUP, LLC

COUNTER culture



KOZAK & ASSOCIATES
Private Asset Management

DCP CONSULTING
D. Craig Poulsen
President

R. JOHN TANNYHILL, III, D.D.S., M.D., P.C.
TANNYHILL
ORAL & MAXILLOFACIAL SURGERY

BIG TIRES


BANK OF THE WEST

“Friends of BYU” Golf Tournament FORMAT & RULES

Tournament Format: Scramble

1. Each player in the foursome hits off the tee. The team then selects which is the best ball to play and all players make their next shot from the selected location. This process continues for each shot (including putts) until the ball is in the hole.
2. The team score on each hole is the number of strokes taken to get the ball in the hole. Please record the team score on your tournament scorecard. Return all completed scorecards to the tournament pavilion following play.
3. Each foursome must use two (2) tee shots from each player during the round. These shot designations should be recorded on your tournament scorecard.
4. Shots must be played within one club length from the location of the selected shot. Putts must be played from the exact location.
5. If your team does not have four players, you will be allowed to have one “extra player” per hole. (Meaning – one member of your team hits two shots during the play of that hole) This “extra player” designation will last the entire hole, and will then rotate to the other members of the team on each consecutive hole. The extra shots are not eligible for participation in any contest events.
6. All ties will be resolved with a scorecard playoff from hole #1.
7. Four (4) Mulligans are available to each player with the purchase of a Superticket at the registration table for \$20. Mulligans may not be used provisionally. (Meaning - when a mulligan is used, your original shot is out-of-play)

Tees:

- Men Play from the Blue Tees
- Women Play from the Red Tees

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“Friends of BYU” Golf Tournament HOLE CONTESTS

Proximity Contests for ALL participants:

- | | |
|----------|---|
| Hole #1 | Accuracy Drive Contest
iPod Nano 4GB |
| Hole #4 | Hole-In-One Contest
\$10,000 Prize |
| Hole #4 | Closest to the Pin Contest
Brand Name Putter |
| Hole #5 | Hole-In-One Contest
Cutter & Buck \$1000 shopping spree |
| Hole #11 | Longest Drive Contest
iPod Shuffle 1GB |
| Hole #13 | Hole-In-One Contest
Taylormade Tour Burner Driver and Fairway Woods |
| Hole #13 | Closest to the Pin Contest
Brand Name Putter |
| Hole #17 | Hole-In-One Contest
Taylormade Tour Burner Irons and Wedges |

Note: EXTRA SHOTS and MULLIGANS do not qualify

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Friends of BYU Tournament Sponsors

Marquis Sponsor		Kevin Beckstead www.baileysmoving.com Phone: (303) 799-1810
#1		David Farnsworth www.CompassBank.com
#2		Kevin Kormandy www.bigotires.com Phone: (303) 728-5500
#3		Spencer Bowen www.copavida.net 10005 Commons Street, Lone Tree (720) 895-FOOD
#4		Doug Rothby Email: dor@surescapereim.com
#5		Linda O'Connor www.hansenprinting.com (303) 794-8751
#6		Matt Tenney Email: matt@delattee.com Phone: (303) 713-1898
#7		Cory Thomson www.advantegolf.com (720) 482-1750
#8		Rob Coulter www.coca-cola.com
#9		Mike Bright Email: mike@bore-realestate.com www.bore.com (303) 804-9800

Friends of BYU Tournament Sponsors

#10		Jennifer Clek SweetSuccessClek@gmail.com Phone: (303) 875-9203
#11		Craig Paulsen Email: craigm@dcps.com Phone: (303) 887-5368
#12		Scott Kozak Email: skozak@kozak.com www.KozakandAssociates.com Phone: (303) 847-4045
#13		Tom McVey www.sportsauthority.com
#14		Pam Simon http://themtn.com/
#15		www.TriceJewelers.com 2520 South Colorado Blvd Denver, CO 80222 (303) 759-9661
#16		J. Craig McIlroy, CFP Email: craig.mcilroy@ifg.com (303) 793-9300
#17		www.BankoftheWest.com Phone: (303) 202-5420
#18		David Farnsworth www.CompassBank.com



Letter to all Participants



September 11, 2008

Dear Golfers,

Thank you for your participation at the annual Friends of BYU Golf Tournament. We especially appreciate the business sponsors who have so generously contributed financial support to make this event possible.

All proceeds from this tournament go directly to the BYU Scholarship Replenishment Fund. The BYU Colorado Chapter administers these funds to students who have financial hardships, and may otherwise have to delay or defer their education opportunity at BYU-Provo, BYU-Idaho and BYU-Hawaii. Because of events like this, the Replenishment Fund has increased over the years, allowing us to now help approximately 4-6 needy Colorado students each school year further their education. Your continued support of this annual event will enable us to increase the fund, and provide help for more Colorado students in need.

The students helped by the Scholarship Fund are asked to repay the grant given to them when they can, after graduation. The following is an excerpt from a thank you note received from one of our recent scholarship recipients:

"Your donations are giving me an opportunity for education. Your donations are providing a path from dependence to independence. It is difficult to express how much your donations mean to me. For now, a "thank you" is all I can give you. May the Lord bless you for your help."

Again, many thanks to our golf tournament participants and sponsors!

Sincerely,

D. Craig Poulsen
Colorado Chapter Chair
BYU Alumni Association



Tournament Sponsorship Opportunities

Marquis Sponsorship - \$3,000

- Acknowledgement in all tournament communications to participants
- Signage at club house during event
- Inclusion in advertisement page provided to every participant
- E-Mail announcement of sponsorship to all registered BYU alumni in Colorado
- Special Recognition at the tournament awards ceremony
- All unrestricted sponsorship fees will be donated to the BYU Scholarship Fund
- Covers entry fee for up to 4 participants

Hole Sponsorship with Players - \$1,500

- Signage at requested hole (first come first serve basis)
- Inclusion in advertisement page provided to every participant
- E-Mail announcement of sponsorship to all registered BYU alumni in Colorado
- Acknowledgement at the tournament awards ceremony
- All unrestricted sponsorship fees will be donated to the BYU Scholarship Fund
- Includes entry fee for up to 4 participants

Contest Sponsorship - \$1,200

- Signage at contest hole (first come first serve basis)
- Inclusion in advertisement page provided to every participant
- E-Mail announcement of sponsorship to all registered BYU alumni in Colorado
- All unrestricted sponsorship fees will be donated to the BYU Scholarship Fund
- Acknowledgement at the tournament awards ceremony

Cash or Product Donations

- Product Donations will be shared with tournament participants
- 100% of all Cash Donations will be contributed to the BYU Scholarship Fund
- All Cash or Product donations will be acknowledged at the awards ceremony



Contact information for donations and sponsorship opportunities

Bryan Hardman
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