

MINI MARKETING PLAN FOUR
GOLFWEEK AMATEUR GOLF TOUR, THE D.C./METRO AREA

Molly Corey
Matt Morris
Laura Shifflet

Contents

Executive Summary.....	1
Mission Statement.....	1
Market Analysis.....	2
Internal Analysis.....	3
SWOT Analysis.....	6
Competition Analysis.....	9
Marketing Strategy.....	11
Marketing Mix.....	12
Marketing Segmentation.....	14
Potential Sponsors.....	17
Promotional Item Cost.....	21
Evaluation.....	21
Resources.....	23
Appendix.....	25

Executive Summary

The Amateur Golf Tour is a national tour that has branches in multiple parts of the United States. There was a new location for the golf tour that began last year in 2010 in the Washington, D.C./Metro Area and that tour finished with over thirty members and had twelve tournaments.

This marketing plan consists of marketing strategies for the Golfweek Amateur Tour to use to increase attendance of members and the amount of tournaments held in the D.C./Metro Area. It also states, a description of a database that can be used for the golf tour when people want to sign up to play in a tournament, research and facts about three potential companies and businesses the golf tour can use to help sponsor the events, a potential promotional item for those who sign up to play in our golf tour, and an outline of an agreement that the Golfweek Amateur Tour can follow when receiving sponsorships.

There is much more information in this marketing plan that describes the mission statement of the golf tour, who the tour is marketing to, how the tour will succeed, and the finances involved in the tour, etc. This is a great outline of how the tour can be run and what will be needed to succeed in sponsorships and registration for those who would like to play in our Amateur Golf Tour.

Mission Statement

For the Golfweek Amateur Golf Tour, our mission statement is stated below:

At the Golfweek Amateur Golf Tour, we strive to treat every amateur like a professional. We follow this motto by creating a pleasant experience for our golfers that is friendly and has fair competition, but is also played in a professional environment. Our golf tour is relaxed and is a great experience for every type of golfer that plays. We hope to build our brand as high as possible and hope to increase the amount of members each year with our multiple tours around

the country.

Market Analysis

There is a large amount of competition for the Golfweek Amateur Tour located in the Washington, D.C./Metro Area. Multiple golf tours occur in this region and have many sponsors that are national companies.

Competition in the Washington, D.C./Metro Area includes the Washington, D.C. Golf Tour, Executive Women's Golf Association, and National Fallen Firefighters Memorial Golf Tournaments. The Washington, D.C. Golf Tour is a golf tour for the average golfer. It hosts multiple golf tournaments and holds many contests for their players. The Executive Women's Golf Association (Executive Women's Golf Association, 2010) is a nonprofit membership association for women that women learn about golf, play the game, and have fun being involved in the association. The National Fallen Firefighters Memorial Golf Tournaments is a nonprofit foundation that leads a nationwide effort on remembering fallen firefighters. This foundation has over fifty regional golf tournaments (National Fallen Firefighters Foundation, 2003-2010).

Golf courses and national golf tours are also competitive in with the Amateur Golf Tour. Courses and national tours in this area include the AT&T National Golf Tournament, Heritage Hunt Golf and Country Club, Whiskey Creek Golf Club, Little Bennett Golf Course, Old Hickory Golf Club, and Lowes Island Club (Nichols, 1996-2010). The AT&T National Golf Tournament features over 120 PGA Tour professionals and due to cheap ticket prices, many people from the area, go to this event (Cooper, 2010). Having several golf courses and country clubs can be stiff competition with the Golfweek Amateur Tour because there are golf tournaments occurring at the local golf courses every few weeks. Many people who are involved in these golf courses may think it is too expensive to join the Golfweek Amateur Tour or they do

not feel that they would do well in it compared to playing at their country club or golf courses.

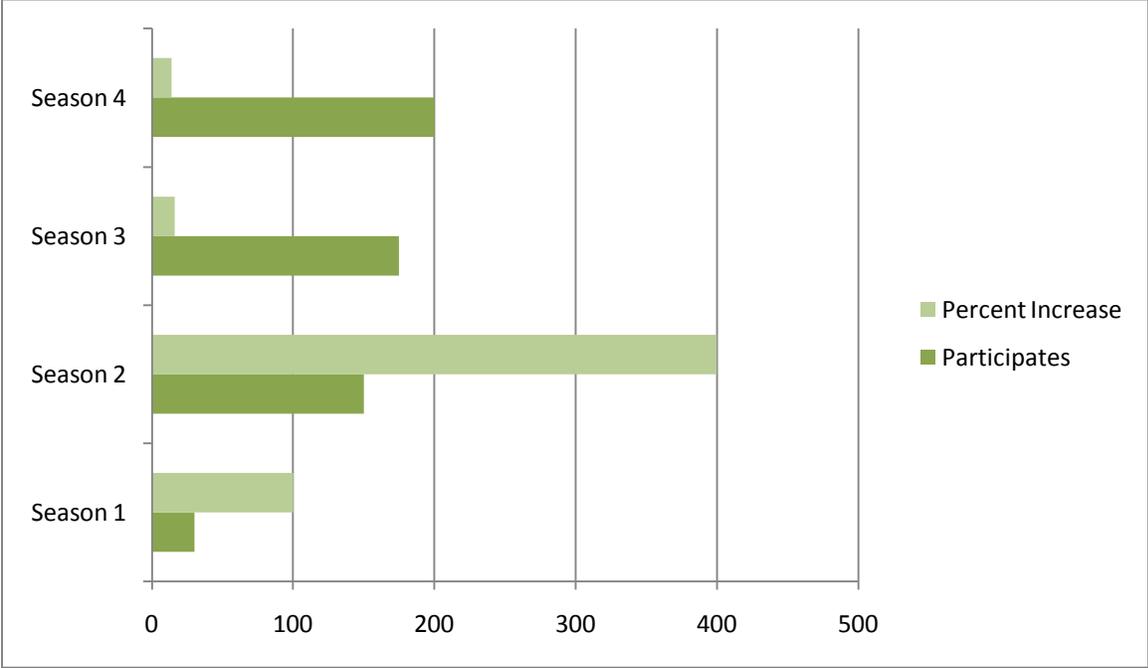
Internal Analysis

The Golfweek Amateur Tour takes a lot of pride in examining our internal breakdown to help increase revenue, awareness, brand equity, and create more competitive, friendly, and fair competition throughout the golf tours. Breaking down our internal analysis will help us uncover weaknesses and problems, that currently exist within the managing of the tour and develop new ways to eliminate the current problems as well as future problems. The Golfweek Amateur Tour offers friendly, fair, and competitive competition around the country as well as offering a professional like feel when participating in a tournament. The stroke play among golfers, from all over the country, will allow for pressure situations to arise frequently just like the professionals.

Last year, the tournament acquired thirty official members, hosted twelve tournaments, and had multiple players participate in the National Amateur Golf Tournament in Hilton Head, South Carolina with little marketing strategy plans implemented. For the upcoming 2011 season in the Washington, D.C./Metro Area, we look to acquire a minimum of 120 new local players, and a minimum of forty players participating in each of the fourteen events scheduled for the local tour by April 1, 2011. The tournament will offer many different incentives throughout the tour as well as gifts and trophies for the winners. With acquiring 120 new local members to the already established thirty official members to the 2011 tour, there will be a 400% increase from the previous season. Acquiring this increase will be very successful to the tour as well as presenting information to future potential sponsors to join the tournament and increase their awareness as well as popularity. The following chart examines the first year of the tournament

with minimum marketing strategies implemented in the acquiring of thirty members in the first year. This chart is projecting the next three years with an implemented marketing strategy.

Bar Graph illustrating Participates in 4 seasons and the Percent Increase:



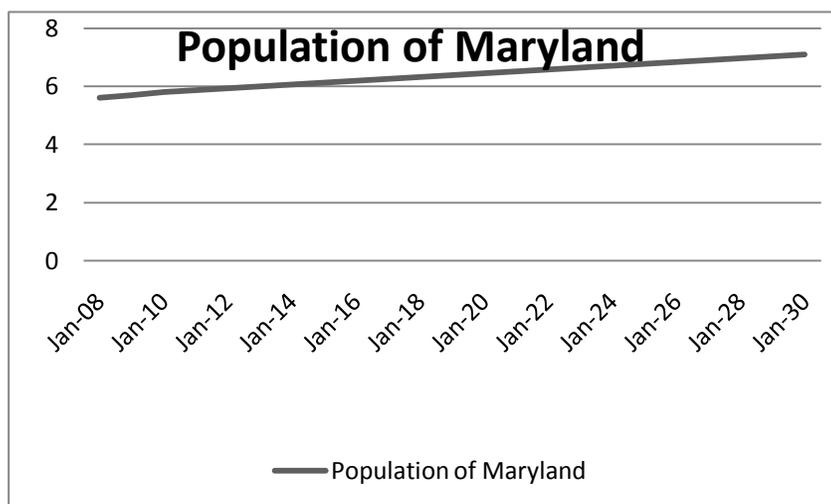
The beginning of the Golfweek Amateur Tour in the Washington D.C./Metro Area has only been managed for one year and within that year; minimum marketing strategies have been implemented. This will allow for the second season to create an effective marketing strategy to be implemented and to obtain the 120 additional golfers. One of the reasons for not having an effective marketing plan implemented in the first year of the local tour was to allow for a foundation to be created and one that could be examined and analyzed to help create an effective marketing plan for the second season as well as future seasons.

One of the crucial parts of the Golfweek Amateur Tour is examining the internal analysis to allow for a well-rounded idea of what the tour’s goals are and how to implement them to their full potential success. This upcoming season’s tour has a lot of potential strengths for both the

golfers and sponsors to be participating. The benefit to the golfers is the tournament allows them to have competitive golfing tournaments at their availability to help increase their competitive golf game. This can be beneficial to all the sponsors because the tournament will have new golfers every week getting to know the sponsors better and potentially creating business with the golfers as well as friends and family outside the tournaments and overall tour's season.

After going over the SWOT Analysis, the Golfweek Amateur Tour presents numerous strengths that outweigh the weaknesses of the Tour. This makes the Tour very appealing to the local golfers, as well as local businesses. In the first year of the tournament, without any marketing strategy developed and implemented, was able to acquire 30 members. With the goal of obtaining 120 new golfers to the tournament with this year's upcoming season, it will allow for increased revenue to be generated as well as an increase in sponsorships. A major advantage that the Golfweek Amateur Tour provides is the friendly, fair, and competitive atmosphere for the avid golfer at all ages and handicaps in which the golfer can improve his or her golf game.

Line Graph below illustrates the potential increase of members and population of Washington D.C./Metro Area: -



SWOT Analysis

Strengths:

The Golfweek Amateur Tour has many strengths to allow for the market in the Washington D.C./Metro Area to grow. The purpose of the tour is to conduct stroke-play golf tournaments for golfers of all genders, ages, and handicaps to come participate. The tour will follow the USGA rules and handicaps, as well as allowing the tournaments to benefit golf by promoting the sport and the atmosphere that the sport creates, which is a friendly, fair, and well managed competition for amateur golfers in the pursuit of excellence. The tour will allow golfers to get a feel of pressure, which is what the pros feel when golfing on the major tours around the country and the world. Golfers will get to experience the well-designed courses in the area that the GolfWeek Amateur Tour plays on a weekend basis. This allows availability of play to stay relatively high. There will be multiple chances to win many prizes such as money, gift certificates, trophies, and more.

The golfing tournaments are the main focus of the tour, but each individual tour will have sponsored, contests such as the longest drive and closest to the pins, for a more exciting experience within the tour. As the tournaments are played throughout the season, the very best golfers of the tour will have their chance to qualify in the local finals as well as the Golfweek Amateur Tour Championship located in Hilton Head, South Carolina at the end of the season. For all the golfers who participate in tournaments throughout the tour, they will have the chance to register and participate in other tournaments across the country. The Golfweek Amateur tour allows participates to choose when and what tournaments they would like to play in. This is beneficial to the golfer because if something were to come up, they could participate in another tournament. One of the most important strengths of this year's tour is the price. Each tournament

will cost the participant \$75-\$180, meaning that to participate in all fourteen tournaments it would cost \$1,200. Not only is the tour beneficial to the golfer, but it can also be beneficial to potential sponsors looking to create awareness and positive brand equity. This will be a strength for the tournament, because getting our name known will help to promote the tournament to golfers from all over the area. An increase in awareness, as well as running a successful tour, will allow for brand equity to increase, resulting in more participants for future tours in the Washington D.C./Metro Area.

Traveling expenses to each of the various tournaments could be perceived as a weakness throughout the tour, but in fact it is strength. For example, if you are a member living in the Washington D.C. Metro/Area the most northern golf course out of all the golf courses participating in the Golfweek Amateur Tour is Musket Ridge Golf Club which is approximately 57.4 miles. The most western golf course if traveling from Washington D.C. Metro/Area would be the Rock Harbor Golf Course, which would be approximately 74.2 miles. If traveling from the Washington D.C. Metro/Area to the most southern golf course participating in the golf tour would be the Blue Ridge Shadows Golf Club, which is approximately 62.1 miles. And finally, if traveling from the Washington D.C. Metro/Area to the most eastern golf course participating in the golf tour would be Hunters Oak Gold Club, which is approximately 55.9 miles. Figuring out your traveling mileage as well as expense from your current address to the various golf courses participating throughout the Tour will help you to make an educated decision on whether or not you feel this particular tournament is worth the expense.

Weaknesses:

Thought the Golfweek Amateur Tour has plenty of strengths and advantages for the avid golfer and local businesses for potential sponsoring, there are some weaknesses of the

tournament. Some of the weaknesses include golfers not being able to afford each individual tournament which leads to lower revenue earned. Another weakness is the potential sponsorships for the Golfweek Amateur Tour are limited to local businesses, which could potentially hurt the chances of acquiring a good number of golfers to the different tournaments throughout the tour. One other weakness that the Golfweek Amateur Tour could have is that competition might not be as highly competitive as golfers want it to be. For instance, the allowance of all genders, ages, and handicaps will affect the different competitive levels of competition throughout the tour's season.

Opportunities:

The Golfweek Amateur Tour has opportunities that can potentially make this season a very successful and exciting year. One of the most important and crucial opportunities that the tour presents is being able to meet and network with other golfers from around the area as well as around the country. This is an exciting opportunity that can potentially benefit any golfer who participates throughout the tour's season. Other opportunities that the Golfweek Amateur Tour has to offer are the opportunity to play against other golfers at the same competition level as yourself and help better a golfer's game throughout each tournament. Not only can the Golfweek Amateur Tour create great opportunities for the golfers who participate, but the sponsors who get involved as well. For instance, local businesses that help sponsor the tour throughout the season will get a huge increase of awareness to the local communities and the Washington D.C./Metro Area as well as establishing brand equity.

Creating these potential partnerships between the Tour and the potential sponsors will help to build and become stronger within the struggling market. Another important opportunity that the Golfweek Amateur Tour will develop is the basis of a well-established tour to increase

revenue for future seasons and the potential to expand to other areas in the Mid-Atlantic region. The last, but not final opportunity that the tour will create is the chance to review, evaluate, and implement of new developed plans to better the individual tournaments and the tour as a whole for future seasons and the chance to create a better experience for the avid golfer.

Threats:

The Golfweek Amateur Tour has threats, which every business or tour will encounter along the way to success. A potential threat that could affect the overall tour's outcome this season is the local golf market that might take away from the revenues of the individual tournaments throughout the Washington D.C./Metro Area. Another threat could be the potential businesses that we are targeting to be potential sponsors could already be sponsoring other golf tournaments or other events throughout the area and/or during that time of the year. Other potential threats that could be costly to the Golfweek Amateur Tour is professional tours being played throughout the tour's season and other sporting or current events going on in the area, for example, NASCAR, collegiate sporting events, professional sporting events, presidential rallies, and state fairs. One final threat but not last that the Golfweek Amateur Golf tournament could come across is the increase of travel expenses due to the rough economic times. For example, airline rates, regular gas and premium gas rates could rise, etc., potentially causing a threat to the amount of golfers we have participating in each of the tournaments throughout the tour's season.

Competition Analysis

With the Golfweek Amateur Tour implementing little marketing strategy to help establish a well-rounded plan to acquire a bigger turnout of members, a competitive analysis must be evaluated to ensure that our competition does not interfere with obtaining our goals and objectives fully. The competitive analysis is a way to formulate a business strategy in which the

Golfweek Amateur tour will have an affective plan to implement among its competitors. The goal of the competition analysis is to obtain information regarding whom the tour must compete against, the competitors' strategies and planned actions, how the competitors might act towards our marketing plan, and how to influence competitive behavior to the Golfweek Amateur Tour's own advantage.

First, the Golfweek Amateur Tour will have other competitors during this time of the year and these competitors will be other golf tournaments/tours going on during our tour's season. For instance, during the season there will be a Washington Metropolitan Mid-Amateur golf tournament taking place at Holly Hills Country Club, Ijamsville, MD on 5/25/2010. Not only will this tournament potential take away from our tournament, there will also be a lot of senior four-ball competitions going on throughout the state of Maryland. For example, on June 2, 2011 at Lakewood Country Club, Rockville, MD, the Washington Metropolitan Senior Four-Ball tournament will be taking place, which also could potentially hurt our numbers in terms of memberships. Other tournaments throughout the season which could potentially create problems are Delaware Four-Ball Championships, located at Chesapeake Bay Golf Club at Rising Sun, Rising Sun, MD on August 31, 2011, and Maryland Amateur Championship at Hillendale Country Club, Phoenix, MD on June 9, 2011 to June 12, 2011, and many more throughout the season.

The second is to analyze the competitions strategies and plans of action for each of the tournaments that could have a potential impact on our tour's success. A lot of the competitor tour's that will be happening during ours would be Four-Ball tournaments, which can possibly take away from golfers who decide to play four-ball instead of stroke play. This is one of competition's strategies implemented to acquire more participants because four-ball play is

easier than the traditional stroke play than the Golfweek Amateur Tour offers. Most of the other golf tournaments being played during our season will be four-ball competitions, but there will be some stroke play tournaments going on throughout our tour's season as well. These tournaments taking place have a high possibility of taking potential sponsors away from us that could hurt our chances of having successful tournaments this season and in the future.

Next, the competition analysis must analyze what our competitors might do to harm or potentially take away from the Golfweek Amateur Tour this upcoming season. Most of the Golfweek Amateur Tour will take place starting in April and going into the winter season. Many of the golf tournaments might try to influence our members to join a tournament for a day, but could be difficult to obtain due to the fact that our members are encouraged to have already paid for most of the tournaments throughout the tour season. This process will help to eliminate these particular actions from taking place throughout the tour's season.

The final part of the competition analysis is to influence the potential members to join the Golfweek Amateur Tour because the competitor's tour doesn't contain particular advantages that we offer. For example, we offer stroke play to all avid golfers looking to play in a friendly, fair, and competitive golfing atmosphere and have the chance to win incentives throughout the tour as well as a chance to participate in the Tour Finals and Tour Championship. Another advantage that we have over other competitors is the chance for any gender, age, and handicap to be a part of this great networking season. The competitor's tournaments focus on competition against the best of the best. Other competitors will offer a different type of tournament play, Four Ball, which in the golf industry is easier to play and not as fun as stroke play within our tour. The Golfweek Amateur Tour will offer much more friendly and fair atmospheric play throughout the season and all for a low affordable price.

Marketing Strategy

Marketing Objectives

For this project we have multiple objectives that need to be fulfilled in order to ensure the success of the Golfweek Amateur Golf Tour D.C./Metro area. The main objective of this project is to analyze the D.C./Metro population. Then to identify the segment of that market that can be targeted in order to recruit a minimum of one hundred and twenty new local members to the tour. In order to achieve this objective, we also must create a working database that can be used to organize the members of the Golfweek Amateur Golf Tour, D.C./Metro area. An additional objective for this project is to research three season-long business sponsors for the Golfweek Amateur Golf Tour, the D.C./Metro branch. The majority of these sponsors must be on the local or regional level and only one can be a nationwide sponsor.

Target Market

Our target market is to attract new members to the Golfweek Amateur Golf Tour D.C./Metro Area to those individuals who consider themselves an avid golfer. These are the individuals that golf more than twenty-five times a year. We will be targeting avid golfers in the D.C./Metro area who are within the region where the tour is taking place.

Our target market for possible sponsors is companies that are located within the D.C./Metro area, as well as one national company. We looked at companies that cater to individuals with similar demographics to the individuals that we are targeting for new members. Also we looked at companies that have a history of partnering with similar golf tours, because they will be more likely interested in partnering with another golf tour.

Positioning

We will be positioning the Golfweek Amateur Golf Tour, D.C./Metro area to avid golfers

that wish to experience a competitive tour atmosphere. We also will highlight the opportunities that are offered to play at numerous different high quality golf courses around the D.C./Metro area. This is especially important when highlighting the Championship that takes place at Hilton Head Golf Course in South Carolina.

Marketing Mix

Product

The Golfweek Amateur Golf Tour, the D.C./Metro area is in its second year and is a stroke-play golf tournament that is open for golfers of all ages and skill levels. The tour's goal is to promote golf by providing a friendly, fair, and well managed competitive atmosphere for amateur golfers wishing to excel. The Golfweek Amateur Golf Tour D.C./Metro area consists of fourteen events that will take place at golf courses around the D.C./Metro area from April to August 2011. The culmination of all of the Amateur Tours is the Tour Championship that takes place in Hilton Head, South Carolina (Golfweek Amateur Golf Tour, 2008).

Price

The membership fee to participate in the Golfweek Amateur Golf Tour, the D.C./Metro branch is eighty-five dollars. This fee entitles members of the Golfweek Amateur Golf Tour, the D.C./Metro area the right to participate in all of the fourteen events that are included in this tour as well as a promotional item from the National Amateur Tour. The fee to participate in each tournament ranges from eighty to ninety-five dollars per tournament. This fee also covers green fees, cart fees, and range balls for the tournament. The only other costs that may be included in participating in the Golfweek Amateur Golf Tour, the D.C./Metro branch, would be the cost of the gas needed to travel to the different golf courses.

Promotion

In order to promote the Golfweek Amateur Golf Tour, the D.C./Metro area, we must utilize various advertising outlets. The first advertising that needs to be utilized is the Internet. This source includes the use of Facebook, the official website of the Golfweek Amateur Golf Tour D.C./Metro area, and having top advertisements placed on Google. The next form of advertising that needs to be used is print media. This includes the use of advertisements in Golfweek, as well as placing ads in local newspapers and magazines. Finally, the most effective tool that can be used to promote the Golfweek Amateur Golf Tour D.C./Metro area is through word of mouth. This is based off of creating a network of amateur golfers that reaches our target market within the community.

Public Relations

Since the most effective tool for promoting the Golfweek Amateur Golf Tour D.C./Metro area is word of mouth, public relations is a key element of this marketing plan. We need to make sure that we keep a positive relationship with every member of the tour so that they are inclined to promote the event to other golfers. We plan on encouraging individuals to join the Golfweek Amateur Golf Tour D.C./Metro area by providing them with a caddy cover that would be adorned with the logo of the tour when golfers join. This would also act as a promotional tool as well because it could be used at other times allowing the logo to get exposure.

Marketing Segmentation

Geographic's

- Region- D.C./Metro Area
- Country- USA
- Density of Area- 958 people per square mile (Sperling's, 2010)

Demographics of D.C./Metro Area (Sperling's, 2010)

- Population- 5,393,160
- Age- Median Age 36.7 years old
- Gender- Male- 48.84% Female- 51.16%
- Education-
 - High School Grads- 87.18%
 - Two year College Grad- 5.13%
 - Four year College Grad- 23.53%
 - Graduate Degrees- 18.74%
- Income- Median Household Income- \$83,382
- Marital Status- Married- 56.51% Single- 43.49%
- Ethnicity-
 - White- 56.54%
 - African American- 25.67%
 - Asian- 8.55%
 - Native American- .35%
 - Other- 8.90%
 - Hispanic- 12.35%
 - Non-Hispanic- 87.65%

Demographics of Golfers- (NGF Publications, 2004)

- Age- Average age 39 Years Old
- Gender- 95% Male, 5% Female
- Education- College Graduates with varying degree levels
- Income- Average household income \$87,300

- Marital Status- Married
- Language- English
- Social Class- Upper-middle to Upper Class

Psychographics - (Tee to Green Guides)

- Lifestyle- Corporate, Luxurious, Structured, Social.
- Activities and Interest- Traveling, Home Improvements, Gardening, Cooking, Camping, Investing, and Luxury Vehicles.
- Attitudes and Beliefs based on VALS- Innovators, Achievers, and Thinkers.

Description

When evaluating the market you can divide the market of those who golf into three segments based on the frequency that an individual golfs. Avid golfers are individuals that play twenty-five or more rounds of golf per year. This group consists of sixty-nine percent male golfers and thirty-one percent female golfers. This group's average household income is around \$82,800. The average age of male golfers in this group is 56.3 years old, and the average age of female golfers in this group is 58.2 years old. Less than fifty percent of this group is employed full-time but over fifty percent have college degrees (Tee to Green Guides). Avid golfers are the group with the best chance of participating Golfweek Amateur Golf Tour D.C./Metro area.

The next group of golfers is the core golfers; these individuals play eight to twenty-four rounds per year. Seventy percent of this group consists of male golfers and thirty percent of this group consists of female golfers. The average household income for core golfers is \$79,900 per year. For male core golfers the average age is 44.5 years old and for female core golfers it is 53 years old. Seventy percent of this group are full-time employed and have college degrees (Tee to Green Guides). These golfers may be interested in participating in the Golfweek Amateur Golf

Tour D.C./Metro area but are less likely compared to avid golfers.

The final group of golfers is the occasional golfers. To be categorized as an occasional golfer, an individual must play one to seven rounds of golf per year. Sixty-five percent of occasional golfers are male and thirty-five percent of occasional golfers are female. The average household income for this group of golfers is \$77,700 per year. This group has the most employed full-time with seventy-seven percent claiming to be employed full-time (Tee to Green Guides). Occasional Golfers are least likely to be interested in participating in the Golfweek Amateur Golf Tour D.C./Metro area.

Consumer wants and needs

Our participants want to partake in a tour that provides a challenging amateur atmosphere while still having fun. They desire the opportunity to play at high end golf courses within the D.C./Metro area. Finally, they desire a competitive atmosphere that is scored fairly while providing the opportunity to improve their personal game.

Potential Sponsors

Firm Advice, Inc.

Firm Advice, Inc. is a Washington D.C. based company that provides firm advice to law firms and corporations on their personal legal staffing needs. They provide the best possible attorneys and other legal professionals to their clients. Firm Advice, Inc. is a certified Women's Business Enterprise. It is owned and managed by attorney Mary W. Legg (Firm Advice, Inc., 2009a).

Ms. Legg is an active member of the Washington D.C. law community. She has volunteered and been elected to numerous positions within the Washington D.C. law community. These positions include being a Board Member and Chair of Membership Committee of the

Washington Metropolitan area Corporate Counsel Association, being Chair of the Corporate Counsel Committee of the Corporate, Finance, and Securities Law Section of the D.C. Bar, and being Board Member and Secretary and Chair of the Career Development Committee and Working Parents Forum of the D.C. Women's Bar Association (Firm Advice, Inc., 2009a). Firm Advice, Inc. has acted as a sponsor for the 20th annual D.C. Bar Golf Tournament by sponsoring hole fourteen, the longest drive competition, and by sponsoring the trophies (D.C. Bar, 2010).

Having Firm Advice, Inc. act as a sponsor for the Golfweek Amateur Golf Tour, the D.C./Metro branch would benefit the Golfweek Amateur Tour by providing the necessary funds required to run the tour. The exposure for that the Golfweek Amateur Tour would receive by having Firm Advice, Inc. act as a sponsor would also help the tour to obtain new members. This is due to the fact that Firm Advice, Inc. clients fall in the market segment that the tour needs to target towards in order to gain new members to the tour. Also the fact that Firm Advice, Inc. is certified as a Women's Business Enterprise, could help to attract more women golfers to the Golfweek Amateur Golf Tour D.C./Metro area (Firm Advice, Inc., 2009b).

In return for sponsoring the Golfweek Amateur Golf Tour D.C./Metro area, Firm Advice, Inc. will also receive benefits. They will have the exposure of having their company's name advertised at all of the fourteen golf events that are included in the tour. This exposure could help Firm Advice, Inc. in finding new clients to provide legal advice and legal staffing. Also, Firm Advice, Inc. is currently looking to fill five positions in the D.C./Metro area. They could possibly find individuals to fill these positions by the exposure gained on the tour.

Starting Time

Starting Time, a golf sponsor from the 2010 Golfweek Amateur Golf Tour D.C./Metro area, is a training aid and golf accessory company that is located in Oceanside, California. This

national company has a full team of experts that manufacture and market golf products as well as other sports training supplies. More innovative products have been introduced for golfers and have a broader sense of use. Starting Time's products are very affordable and have the best designs for every sports enthusiast's needs (Starting Time, 2010).

Why Targeted

Starting Time is being targeted for the 2011 Golfweek Amateur Golf Tour D.C./Metro area because it is a great way for the company to display products for possible customers. Another reason this company is being targeted is because they make a variety of products for different sports. Starting Time is not just for golfers, but also for basketball, fishing, baseball, football, interior decorating, Amish clothing, and girl's dancewear. Having these multiple items sold by Starting Time will increase those playing in the tournament to purchase items for themselves or loved ones.

How It Will Benefit

Starting Time can benefit from sponsoring this tour because it will give them great advertising to those who have never heard of the company and who are need of training aids for those who like to play a variety of sports. It will also benefit from the tour because the company may be able to find endorsers for their line of products for golf accessories and training aids.

The tour will benefit from having Starting Time as a sponsor in many ways. One big benefit is that Starting Time is a national company that will state certain events they have sponsored on their website. This will give the Golfweek Amateur Golf Tour, the D.C./Metro branch major advertising and can increase the amount of golfers that want to play in the golf tour. As well as being national, those who purchase an item from Starting Time at the event will be able to market the company as well as where they were able to purchase their product.

John Deere Landscapes

John Deere Landscapes, a potential sponsor for the Golfweek Amateur Tour, is a company that approaches the landscaping industry from a whole new vantage point. The John Deere Landscapes company has over 30 years of specialized experience and training to provide the very best products, as well as business solutions for its customers. John Deere Landscapes will help any business, golf course, or landscape appearance to look professional and create a wonderful to look at venue.

Why Targeted

John Deere Landscapes is being targeted for our Golfweek Amateur Tour because it will be a great way for the company to displace products, talk to potential customers about landscaping and gardening tips, and potentially obtain landscaping jobs for businesses and/or golf courses. The John Deere Landscape company creates many different products to satisfy many different solutions, looks, and problems. They will be able to present their 30 years of professional specialized experience to everyday customers, which throughout the tour will help their business become known on a more in-depth level. The Golfweek Amateur Tour will help John Deere Landscapes to create a one-on-one communication level with potential customers to help better their business, as well as helping better the members of the tournament's business.

How It Will Benefit

John Deere Landscapes can benefit from sponsoring this upcoming tour because it will give them a very inexpensive way to advertise their products and services to a wide range of people. There will be a lot of members participating in different golf tournaments that will have questions about the various types of products John Deere Landscapes has to offer. John Deere

Landscapes can also target the golf members who like to mow their lawns, landscape as a hobby, and garden.

The Golfweek Amateur Tour can benefit any sponsor during the season due to the great exposure that John Deere Landscapes will receive from people not only in the local Washington D.C./Metro Area, but from other golfers around the country. John Deere Landscapes is already exposed, but this will help us advertise the tournament each and every season in the future as well as maintaining these members.

Promotional Item Cost

Caddy Cover (Worldwide Products, Inc, 2006-2010)

Quantity	36	144	300	600	1008
Price (Each)	\$9.56	\$9.40	\$9.20	\$9.01	\$8.46
Total Price	\$344.16	\$1,353.60	\$2,760.00	\$5,406.00	\$8,527.68

Evaluation

In order to evaluate the effectiveness of this overall marketing plan, we were able to research seven ways to evaluate the event after it has taken place to gauge if the marketing plan implemented was successful. The first step is to look at the overall sales. In order to apply this to the Golfweek Amateur Golf Tour D.C./Metro area, the number of members would need to be examined. The number should have grown in the number of members that joined the Golfweek Amateur Golf Tour D.C./Metro area from the original thirty members (Ayling, 2001-2010).

The second step is to ask the tour's clients how they heard about Golfweek Amateur Golf Tour D.C./Metro area. This could be done through the use of a simple survey or by simply asking individuals when they register for the tournament.

The third step is related to the information that the tour received from the members in step two. This step is to see if the marketing plan produces direct responses from the target market. If the marketing plan does not produce direct responses, try using strong headlines, including a clear call-to-action, and finally, use multiple methods of contact (Ayling, 2001-2010).

The fourth step to evaluate the effectiveness of the marketing plan is to access if the networking activates create new opportunities for the tour. This is where the database that we created comes into play. The database can be used to track the members of the Golfweek Amateur Golf Tour D.C./Metro area. This will show the established network that was created through the use of this marketing plan (Ayling, 2001-2010).

The fifth step is to evaluate if pur marketing plan made it easier to attract members to the Golfweek Amateur Golf Tour D.C./Metro. If the marketing plan does this, then it should attract qualified prospects, anticipate and diffuse potential concerns for prospects, be easy to use when personally selling, and finally, focus on the client needs and your points of difference. The sixth step is to check sales conversion rate. This is done by looking at the number of members in the Golfweek Amateur Golf Tour D.C./Metro area the first year and determine if closure rate has improved (Ayling, 2001-2010).

The final step to evaluating if this marketing plan is effective is to check if the results have a positive return on investment (ROI). Here you evaluate if your profits justify your expenses. Even if there is a positive return on investment there still could room for change within the marketing plan to overall improve the Golfweek Amateur Golf Tour D.C./Metro area (Ayling, 2001-2010).

Resources

- Ayling, S. (2001-2010). *7 Ways to Evaluate Your Marketing Plan*. Retrieved November 30, 2010, from WebsiteMarketingPlan.com: <http://www.websitemarketingplan.com>.
- Cooper, R. (2010). *AT&T National Golf Tournament 2010- Washington, D.C.* Retrieved November 30, 2010, from About.com: <http://dc.about.com/od/specialevents/a/ATTNational.htm>
- D.C. Bar. (2010). *Results from the 2009 D.C. Bar Golf Tournament*. Retrieved November 18, 2010, from D.C. Bar: http://www.dcbar.org/for_lawyers/events/golf.cfm
- Executive Women's Golf Association. (2010). *About Us*. Retrieved November 30, 2010, from Executive Women's Golf Association, Washington D.C. Metro Chapter: <http://www.ewgadc.org/>
- Firm Advice, Inc. (2009a). *About Us*. Retrieved November 18, 2010, from Firm Advice, Inc: Permanent and Temporary Legal Placement: <http://www.firmadvice.com/>
- Firm Advice, Inc. (2009b). *Positions Available*. Retrieved November 18, 2010, from Firm Advice, Inc: Permanent and Temporary Legal Placement: <http://www.firmadvice.com/>
- Golf Galaxy Golf Tour-Washington D.C. (2010). *Golf Tour*. Retrieved November 30, 2010, from Golf Galaxy Golf Tour-Washington D.C.: <http://www.dcgolftour.com/>
- Golfweek Amateur Golf Tour. (2008). *Golfweek Golfweek Amateur Tour Washington, D.C. Metro*. Retrieved November 24, 2010, from Golfweek Amateur Golf Tour: http://www.amateurgolftour.net/dc_tour_pages/AGTFront.asp
- National Fallen Firefighters Foundation. (2003-2010). *3rd Annual Northern Virginia NFFF Memorial Golf Tournament*. Retrieved November 30, 2010, from National Fallen Firefighters Memorial Golf Tournament: <http://golf.firehero.org/va/fairfax/>

NGF Publications. (2004). *Golfer Demographics*. Retrieved November 18, 2010, from OnCart Advertising West: <http://www.oncartwest.com/pdfs/demographics.pdf>

Sperling's. (2010, June). *Best Places to Live in Washington-Arlington-Alexandria, Cistic of Columbia Metor Area (D.C.): People*. Retrieved November 24 , 2010, from Sperling's Best Places: http://www.bestplaces.net/metro/Washington-Arlington-Alexandria-District_of_Columbia.aspx#

Starting Time. (2010). *About Starting Time*. Retrieved November 30, 2010, from Starting Time: Always a Stroke Ahead: <http://www.startingtimegolf.com/about.php>

Tee to Green Guides. (n.d.). *Golfer Demographics*. Retrieved November 18, 2010, from Tee to Green Guides: <http://teetogreenguides.com/golferdemographics.html>

Worldwide Products, Inc. (2006-2010). *Caddy Cover*. Retrieved November 30, 2010, from Worldwide-USA.com: http://www.worldwide-usa.com/caddy-cover-p-20231.html?return_url=%2Fadvanced_search_result.php%3Fkeywords%3DCaddy%2BCover%26search00%3Dproduct%26osCsid%3Dd60345ab1f032c1863ba3344432e64c2%26x%3D13%26y%3D10&item_lim=0

Appendix

Sponsorship Agreement

The following agreement is made in concern for the 2011 Golfweek Amateur Golf Tour, the D.C./Metro branch, which features twelve to thirteen events, which take place from April 2011 to August 2011. **FIRM ADVICE, INC.** hereby agrees to be a sponsor for the Golfweek Amateur Golf Tour, the D.C./Metro branch.

Sponsorship Amount \$ _____

FIRM ADVICE, INC. will receive the benefits agreed upon under the sponsorship agreement.

It is understood that the Golfweek Amateur Golf Tour, the D.C./Metro branch, is an amateur golf tournament and is subject to schedule delays, changes or cancellations due to weather conditions and that, in such an event, refunds may not occur. **FIRM ADVICE, INC.** also expressly recognizes and agrees that the Golfweek Amateur Golf Tour, the D.C./Metro branch is responsible to the Tournament Host staff and players for the proper conduct of spectators and guest, vendors and tournament volunteers. Therefore, the Golfweek Amateur Golf Tour, the D.C./Metro branch reserves the right to refuse or revoke the admittance of any person to the tournament, who acts in a disorderly or disruptive manner as determined by the Golfweek Amateur Golf Tour, the D.C./Metro branch officials, and/or may refuse or revoke the use of any other privileges contained in the Sponsorship agreement because of such conduct. In such event, **FIRM ADVICE, INC.** shall not be entitled to any refunds or return of any monies paid for the Sponsorship agreement.

FIRM ADVICE, INC. also recognizes and expressly agrees that the Sponsorship shall not be conveyed, assigned, sold or otherwise transferred for financial consideration to another person or entity without the written consent of the Golfweek Amateur Golf Tour, the D.C./Metro branch shall have the right to refuse or revoke the use of any badges, tickets or other privileges provided in the Sponsorship agreement and shall not be required to refund or return any monies paid by **FIRM ADVICE, INC.** for the Sponsorship agreement.

FIRM ADVICE, INC. agrees that persons who use the badges, tickets and/or privileges contained in the Sponsorship agreement assume the risk of personal injury or property damage resulting from being hit by a golf ball or golf club or because of other hazards reasonably associated with attendance at a golf tournament. **FIRM ADVICE, INC.** further agrees to indemnify and hold the Golfweek Amateur Golf Tour, the D.C./Metro branch and the Tournament Hosts participating staff and all associates thereof harmless of any claims or lawsuits brought against such persons and/or entities and their employees and agents for such personal injury or property damage.

FIRM ADVICE, INC. acknowledges and agrees that the Golfweek Amateur Golf Tour, the D.C./Metro branch's obligation under this agreement could be made impossible to perform if the golf tournament is cancelled, postponed or delayed as a result of weather, fire, or any other

circumstances beyond the control of the Golfweek Amateur Golf Tour, the D.C./Metro branch. In the case such event occurs **FIRM ADVICE, INC.** acknowledges that the Golfweek Amateur Golf Tour, the D.C./Metro branch is not obligated to refund amounts paid by **FIRM ADVICE, INC.** under this agreement.

This agreement becomes valid upon the affixing of a signature to this document and the receipt of the amount set forth above. It is hereby understood by both parties to this agreement that this contract shall entitle **FIRM ADVICE, INC.** to exclusive rights of sponsorship for the Golfweek Amateur Golf Tour, the D.C./Metro branch.

Company: **FIRM ADVICE, INC.** _____ Date: _____
Contact: _____
Signature of Contact _____ Title: _____
Telephone Number: (202)-861-7707 Ext: _____ Fax Number: _____
E-mail Address: mlegg@firmadvice.com _____
Mailing Address: 1020 16th Street, NW Suite 605 _____
City: Washington State: D.C. Zip Code: 20036 _____
Street Address (if different from above): _____

Sponsorship Agreement

The following agreement is made in concern for the 2011 Golfweek Amateur Golf Tour, the D.C./Metro branch, which features twelve to thirteen events, which take place from April 2011 to August 2011. **STARTING TIME** hereby agrees to be a sponsor for Golfweek Amateur Golf Tour, the D.C./Metro branch.

Sponsorship Amount \$ _____

STARTING TIME will receive the benefits agreed upon under the sponsorship agreement.

It is understood that the Golfweek Amateur Golf Tour, the D.C./Metro branch, is an amateur golf tournament and is subject to schedule delays, changes or cancellations due to weather conditions and that, in such an event, refunds may not occur. **STARTING TIME** also expressly recognizes and agrees that the Golfweek Amateur Golf Tour, the D.C./Metro branch is responsible to the Tournament Host staff and players for the proper conduct of spectators and guest, vendors and tournament volunteers. Therefore, the Golfweek Amateur Golf Tour, the D.C./Metro branch reserves the right to refuse or revoke the admittance of any person to the tournament, who acts in a disorderly or disruptive manner as determined by the Golfweek Amateur Golf Tour, the D.C./Metro branch officials, and/or may refuse or revoke the use of any other privileges contained in the Sponsorship agreement because of such conduct. In such event, **STARTING TIME** shall not be entitled to any refunds or return of any monies paid for the Sponsorship agreement.

STARTING TIME also recognizes and expressly agrees that the Sponsorship shall not be conveyed, assigned, sold or otherwise transferred for financial consideration to another person or entity without the written consent of the Golfweek Amateur Golf Tour, the D.C./Metro branch shall have the right to refuse or revoke the use of any badges, tickets or other privileges provided in the Sponsorship agreement and shall not be required to refund or return any monies paid by **STARTING TIME** for the Sponsorship agreement.

STARTING TIME agrees that persons who use the badges, tickets and/or privileges contained in the Sponsorship agreement assume the risk of personal injury or property damage resulting from being hit by a golf ball or golf club or because of other hazards reasonably associated with attendance at a golf tournament. **STARTING TIME** further agrees to indemnify and hold the Golfweek Amateur Golf Tour, the D.C./Metro branch and the Tournament Hosts participating staff and all associates thereof harmless of any claims or lawsuits brought against such persons and/or entities and their employees and agents for such personal injury or property damage.

STARTING TIME acknowledges and agrees that the Golfweek Amateur Golf Tour, the D.C./Metro branch obligation under this agreement could be made impossible to perform if the golf tournament is cancelled, postponed or delayed as a result of weather, fire, or any other circumstances beyond the control of Golfweek Amateur Golf Tour, the D.C./Metro branch. In the case such event occurs **STARTING TIME** acknowledges that the Golfweek Amateur Golf Tour, the D.C./Metro branch is not obligated to refund amounts paid by **STARTING TIME** under this

agreement.

This agreement becomes valid upon the affixing of a signature to this document and the receipt of the amount set forth above. It is hereby understood by both parties to this agreement that this contract shall entitle **STARTING TIME** to exclusive rights of sponsorship for the Golfweek Amateur Golf Tour, the D.C./Metro branch.

Company: **STARTING TIME** Date: _____
Contact: _____
Signature of Contact _____ Title: _____
Telephone Number: _____ Ext: _____ Fax Number: _____
E-mail Address: _____
Mailing Address: _____
City: _____ State: _____ Zip Code: _____
Street Address (if different from above): _____

Sponsorship Agreement

The following agreement is made in concern for the 2011 Golfweek Amateur Golf Tour, the D.C./Metro branch, which features twelve to thirteen events, which take place from April 2011 to August 2011. **JOHN DEERE LANDSCAPES** hereby agrees to be a sponsor for the 2011 Golfweek Amateur Golf Tour, the D.C./Metro branch.

Sponsorship Amount \$ _____

JOHN DEERE LANDSCAPES will receive the benefits agreed upon under the sponsorship agreement.

It is understood that the Golfweek Amateur Golf Tour, the D.C./Metro branch, is an amateur golf tournament and is subject to schedule delays, changes or cancellations due to weather conditions and that, in such an event, refunds may not occur. **JOHN DEERE LANDSCAPES** also expressly recognizes and agrees that the Golfweek Amateur Golf Tour, the D.C./Metro branch is responsible to the Tournament Host staff and players for the proper conduct of spectators and guest, vendors and tournament volunteers. Therefore, the Golfweek Amateur Golf Tour, the D.C./Metro branch reserves the right to refuse or revoke the admittance of any person to the tournament, who acts in a disorderly or disruptive manner as determined by the Golfweek Amateur Golf Tour, the D.C./Metro branch officials, and/or may refuse or revoke the use of any other privileges contained in the Sponsorship agreement because of such conduct. In such event, **JOHN DEERE LANDSCAPES** shall not be entitled to any refunds or return of any monies paid for the Sponsorship agreement.

JOHN DEERE LANDSCAPES also recognizes and expressly agrees that the Sponsorship shall not be conveyed, assigned, sold or otherwise transferred for financial consideration to another person or entity without the written consent of the Golfweek Amateur Golf Tour, the D.C./Metro branch shall have the right to refuse or revoke the use of any badges, tickets or other privileges provided in the Sponsorship agreement and shall not be required to refund or return any monies paid by **JOHN DEERE LANDSCAPES** for the Sponsorship agreement.

JOHN DEERE LANDSCAPES agrees that persons who use the badges, tickets and/or privileges contained in the Sponsorship agreement assume the risk of personal injury or property damage resulting from being hit by a golf ball or golf club or because of other hazards reasonably associated with attendance at a golf tournament. **JOHN DEERE LANDSCAPES** further agrees to indemnify and hold the Golfweek Amateur Golf Tour, the D.C./Metro branch and the Tournament Hosts participating staff and all associates thereof harmless of any claims or lawsuits brought against such persons and/or entities and their employees and agents for such personal injury or property damage.

JOHN DEERE LANDSCAPES acknowledges and agrees that the Golfweek Amateur Golf Tour, the D.C./Metro branch obligation under this agreement could be made impossible to perform if the golf tournament is cancelled, postponed or delayed as a result of weather, fire, or any other circumstances beyond the control of the Golfweek Amateur Golf Tour, the D.C./Metro

branch. In the case such event occurs **JOHN DEERE LANDSCAPES** acknowledges that the Golfweek Amateur Golf Tour, the D.C./Metro branch is not obligated to refund amounts paid by **JOHN DEERE LANDSCAPES** under this agreement.

This agreement becomes valid upon the affixing of a signature to this document and the receipt of the amount set forth above. It is hereby understood by both parties to this agreement that this contract shall entitle **JOHN DEERE LANDSCAPES** to exclusive rights of sponsorship for the Golfweek Amateur Golf Tour, the D.C./Metro branch.

Company: **JOHN DEERE LANDSCAPES** Date: _____
Contact: _____
Signature of Contact _____ Title: _____
Telephone Number: _____ Ext: _____ Fax Number: _____
E-mail Address: _____
Mailing Address: _____
City: _____ State: _____ Zip Code: _____
Street Address (if different from above): _____