

Golf Event Management Services & Products



With a history of producing well executed and memorable golf tournaments and events, Miami Golf Tournament Services has earned its reputation as “simply the best”.

We believe our strongest asset, and client benefit is that we become strategic partners with them. Listening to their needs and understanding the environment in which they operate is fundamental in this process.

Of greatest interest is to clearly define their event objectives, and to work closely with them to accomplish those objectives. Branding, event marketing and enhancing sponsor value are typically amongst these.



Pre Event

- Establishment of Sponsorship Categories, Values and Benefits
- Assistance in developing both print and electronic collateral
- Tracking of sponsorship revenues and prospects Sponsor acquisition
- Creating the sponsor and golfer on course experience
- Assistance in establishing the goals and method of operation of the Golf Committee
- Developing food and beverage menus
- Assistance in the selection and pricing of gift bags and contents, sponsor branding items and on course activities
- Volunteer organization
- Creation of a custom event web site and electronic registration

Initial Consultation

PRIOR to signing an agreement with Miami Golf Tournament Services, we will provide prospective clients with the following services at no cost;

- Initial meeting to clearly define the event objectives
- Establishment of a preliminary working budget
- Establishment of an Event Critical Path including key milestones

Upon signature of the event management agreement, services we then offer include the following:

Event Day

- Ensuring operational components are in place such as banner and hole signs, golf carts, on course cars, registration desks, registration sheets and golfer hole assignments
- Ensuring all volunteers are in place and understand their responsibilities
- Monitoring of the sponsor and golfer experience through ongoing on course interaction and review
- Management of awards activities after the event including presenter script and time line

Post Event

- Review of the venue master bill prior to presentation to client
- Creation of a financial summary of the event
- Coordination of an internal client meeting to analyze the successes of the event and areas of future opportunity
- Creation of action plans for sponsor feed back and to help ensure future sponsorship retention

Services and Products At A Glance

Services

Defining event objectives and creation of an achievement strategy

Sponsorship category and value creation

Budget creation

Critical Path creation

Golf committee meeting attendance

Branding enhancement for client and sponsors

Collateral creation

Products

Raffle prizes

Hole in One Insurance

Awards

Silent and Live Auctions

Custom web site and
electronic event
registration creation

Gift bags and embroidered
gift bag items



Cigar Rollers

Cold Towels

Photographer

Custom hole signs

Client and sponsor
branding items

On course signage
and banners

What Others Say

"A great partner to work with"

Susan Trytek
Senior Manager
Partner Marketing
Oracle Corporation

"You have a contract for life"

Howard Lipman
Executive Vice President
Florida International University

"Professional, strategic thinkers
that get it done"

Carrie Ruiz
Director of Golf Sales
Doral Golf Resort & Spa

"They have been a critical part of
the success of our events"

Robert Cardenas
Vice President, Finance
Fox Pan American Sports

"They helped us create our
best tournaments ever"

Ramon E. Mas Canosa
Jorge Mas Canosa Freedom Foundation

"There are specific goals and objectives of each of our clients. We stay focused on achieving those goals and on creating a memorable event for sponsors and guests".

Joseph M. Gill
Managing Partner
Miami Golf
Tournament Services

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