



# **KELVIN TREMAIN MEMORIAL EDUCATION TRUST**

## **Charity Golf and Dinner Event**

**Special guest Steve Williams – Caddie to Tiger Woods**

### **BACKGROUND**

#### The Nature of Our Special Event

A three-pronged Special Event - Charity Golf Tournament, and Gala Dinner combined with a Celebrity Auction of Sporting Memorabilia. It was designed to raise funds to increase the capital available for the Kelvin Tremain Memorial Education Trust.

The germ of our Special Event arose from a casual conversation in March 2001 between one of our trustees, Bob Knappstein, and fellow Taradale Rotarian Kevyn Moore. Previously in 1992 and 1997 Kevyn had organised two successful sporting dinners to raise funds for the Trust. Bob remarked that the Trust needed more working capital to provide student grants and suggested another dinner. He added that he knew Tiger Woods's caddie's sister, who lived in Taradale, and the idea was born of capitalising on the Tiger's appearance in the New Zealand Open in January 2002. The idea grew into a plan to combine a golf tournament with a dinner and sporting memorabilia auction.

Steve Williams was co-operative from the outset. He agreed to active participation, including caddying for one hole for each team and being the guest speaker at the dinner. He would also try to bring some of Tiger Woods's memorabilia from the N.Z Open to auction. His only request was to have half the proceeds from the sale of these memorabilia for his own charity. A major catch was that the only available day, 15 January, was in the middle of the Christmas holiday period when many families would be away.

Serious planning started in August. Marketing, organisation and funding had to be done by December. Thanks to the leadership and planning of Kevyn Moore, the selling power of David Nichol, and the enthusiastic participation of many members of the Rotary Club of Taradale, this was achieved!

### **ORGANISATION**

The event was organized by

- Inviting Steve Williams
  - By meeting Steve in Napier. ( He was here for car racing at Meeanee)
  - By agreeing a format for golf and evening
  - By arranging Tiger Woods memorabilia for auction
  - By an organising committee
- o Sub committee for golf
  - o Sub committee for evening function
- Committee met weekly from 14 August 2000
  - By excellent communication

- o Committee minutes & decisions
- o With sponsors
- o With suppliers
- o With teams entered and table purchasers
- By attention to detail
  - o Everybody knew what was happening/to expect

**Comment:**

Scrupulous and detailed organisation, based on experience and administrative skill, were the keys to the success of the exercise. The chairman Kevyn Moore was responsible for this. He had had experience organising major sporting events combined with high-class dinners both in Scotland and Hawke's Bay.

The committee comprised the trustees together with hand-picked members of the Rotary Club of Taradale. Later one or two other key people with specialized roles were added, such as the president of the Napier Golf Club

By the first committee meeting, a comprehensive outline of the format of the two sections of the day was issued setting out a list of the tasks to be allocated. An organising committee for each section was then decided, and a week later a list of specific duties and responsibilities was distributed so that the whole structure was clear to all committee members.

**Summary of the key elements of the plan**

**Confirmation of date, venues, and Steve Williams's availability.**

- Golf Tournament
  - 1. Organising committee
  - 2. Liaison with Napier Golf Club at Waiohiki
  - 3. Deciding the kind of Tournament; team and individual stableford; men, women, seniors, juniors
  - 4. Special prizes and sponsors; Hole-in-one sponsors
  - 5. Refreshments
  - 6. Approach to celebrities - sporting and other.
- Dinner and Auction
  - 1. Organising committee
  - 2. Hall decoration, hire of tables, chairs, linen, crockery, etc
  - 3. Meal & refreshments
  - 4. M.C; Auctioneers
  - 5. Sporting memorabilia; Raffles
  - 6. Spotters and Money collectors
- Copies of a fact sheet had been prepared giving details of the sponsorship packages available as well as an explanation of the work and aims of the Trust. The link between the Golf and Dinner was clearly set out.
- A Detailed Draft Budget (Conservative)
- Estimated Income Total   \$100,000
  - Expenditure Total   \$ 65,000
  - Surplus Total         \$ 35,000

**General**

A key element in the organisation was the policy to take full advantage of several sources of

goodwill in the community. This covered many aspects including Steve Williams himself, the key to the whole operation, who gave his services for free, except requiring that half the money raised from auctioning Tiger Woods memorabilia go to his Trust for Junior Golfers in NZ. Others included the Tremain family, (Simon was a most successful auctioneer). Others were those who donated sporting memorabilia - some very valuable; the Napier Golf Club Board who donated full use of their excellent facilities at no cost, various sporting personalities (e.g. Sir Brian Lochore who gave the vote of thanks at short notice); numerous sponsors who took tables or accessed pub charities on our behalf; sports teams who helped provide a labour force to set up and clean up the hall in return for small donations - and so on.

This public goodwill was most evident during the auction when the willing bidders were exceedingly generous assisting us reach the goal of helping increasing the capital of the Educational Trust.

The net effect was to provide high quality service and facilities at minimum cost thus ensuring the venture's success.

## MARKETING

The event was marketed by

- Mailing/e-mailing/ personal delivery of the attached to a large range of businesses in Hawke's Bay.
- By personal follow up after receipt of sponsors package.
- By emphasising the aims of the Trust.
- By emphasising that every golfer would meet and have a chance to be assisted by Steve Williams.
- By offering value for money sponsorship packages
  - Excellent Publicity.
  - Enjoyable event to entertain customers.
  - Exclusivity by only having one industry sector sponsor in each category.
  - Keeping sponsors fully informed before, during and after the event.
- Media publicity
  - Press releases
  - Newspaper advertisements
  - Newspaper articles

### Comment:

Potential sponsors were approached personally, and this was accompanied by some newspaper advertising and articles included in the sports section of the local newspaper. The personal approach proved most successful. Information sheets were provided to ensure that all parties were fully informed of the details and obligations of the sponsorship as well as the wider benefits and opportunities. It was most important to communicate clearly to avoid misunderstandings and preserve goodwill. The event gave businessmen a chance to thank customers or staff for past loyalties.

As each table involved ten people, each sale had a tenfold benefit. This meant that numbers built rapidly. The major sponsors were vital but responded most enthusiastically. The net result was that advertising costs were minimal. The "H.B.Today" sports editor included articles updating the progress of developments, with major coverage of the actual event. The Community Notices of the two local radio networks were utilised. and the Hawke's Bay Mail Service agreed to include brief messages in their roster of ink impressions to cancel mail. This gave nationwide coverage. Ordinary newspaper advertising was used but only to a limited extent.

**Our marketing was obviously successful with the golf fully booked and well over four hundred guests at the dinner.**

### Sponsorship Packages

- **Platinum Sponsor: \$ 15,000** excl GST
  - This package confers naming rights to the sponsor for both the Charity Golf Tournament and the Gala Dinner & Celebrity Auction.
  - The sponsor can erect signage and banners at both venues and at the practice area.
  - The Trust will call the events by the platinum sponsors corporate name in all publicity.
  - We expect considerable media attention and will have a special media liaison person to ensure the sponsors interests are looked after.
  - This sponsor may enter 2 teams in the golf tournament. Each team is made up of 4 players.
  - We will be inviting other celebrities to join us and one of them may join each team if the sponsor so wishes.
  - **Steve Williams will join each team as caddie for one hole**
  - This package also entitles the sponsor to 2 tables of 10 people for the Gala Dinner & Celebrity Auction.
  - If celebrities join you for golf they will also join you at your tables for the evening.
  - As well as a banner in the hall your company name/logo will be displayed on your dinner tables.
  - **Steve Williams**, who is the guest speaker at this function, **will join you as your guest.**
  
- **Gold Sponsors: \$3,000** excl GST
  - Each gold sponsor will have their company name associated with an event.
  - The sponsor may erect signage to this effect and in the practice area.
  - These events will include, as examples, longest drive men & women, straightest drive men & women, drive nearest the pin men & women, team target, best individual score men & women, best team score.
  - Each sponsor can enter 1 team of 4 in the Charity Golf Tournament.
  - We will be inviting other celebrities to join us, and each sponsor may have a celebrity as one member of the team if they wish.
  - **Steve Williams will join each team as caddie for one hole.**
  - Each sponsor is entitled to 1 table of 10 people for the Gala Dinner & Celebrity Auction.
  - If a celebrity joins you for golf they will also join you at your table.
  - The sponsors company name/logo will be displayed on your table.
  - All sponsors names will be associated with all publicity. We will have a media liaison person to ensure your interests are looked after.
  
- **Supporter Sponsors: \$1,500** excl GST
  - Each support sponsor will have their company name associated with one hole.
  - Signage may be placed by the appropriate tee.
  - Each sponsor may enter 1 team of 4 people in the Charity Golf Tournament,
  - **Steve Williams will join each team as caddie for one hole.**
  - Each sponsor is entitled to 1 table of 10 people for the Gala Dinner & Celebrity Auction.
  - The sponsors company name/logo will be displayed on your table.
  
- **Table Sponsors: \$1,200** excl GST
  - Each table sponsor is entitled to 1 table of 10 people for the Gala Dinner & Celebrity Auction.
  - The sponsors company name/logo will be displayed on your table.
  
- **Entrant Sponsors: \$300** excl GST
  - Each entrant sponsor may enter 1 team of 4 people in the Charity Golf Tournament.
  - Individual entries will be accepted for the Charity Golf Tournament at \$75 excl GST per person. Individual tickets to the Gala Dinner & Celebrity Auction will be
  - \$120 excl GST.

NOTE: Above packages are all inclusive. There will be no other costs on sponsors other than spirits (if required) on the dinner table or afterwards.

## FINANCIAL PERFORMANCE

The main point about our financial performance, as detailed below, is that our final result far exceeded, indeed doubled, our anticipated figure.

There were three or four main reasons for this:

- The three events were enthusiastically supported and equally enthusiastically received
- Expenses were kept to a minimum with a huge voluntary input both by Taradale Rotary Club members and by members of other clubs and organisations involved i.e. the Napier Golf Club and staff.
- The auction of sporting memorabilia was supported far beyond expectations in terms of the value and number of items, and the enthusiasm of the bidding. The Tiger Woods items no doubt helped.
- Interestingly the liquor costs were much lower than anticipated. Usually "free Drinks" is an invitation to excess but on this occasion the guests were most restrained. The atmosphere was no less happy and relaxed.

#### **Summary of financial outcome**

- A full statement of Income and Receipts is provided.
- The initial budget on 5 August 2001 was based on

**Total income    \$96,500**

**Total expenses \$66,500**

**Surplus                \$30,000**

The position at 11 March 2002 was

**Total income                \$106,053**

**Total expenses              \$ 42,045**

**Surplus                        \$ 64,008**

- **There have been some minor adjustments since with GST refunds still to come, but a realistic summary of the final outcome is that our anticipated \$30,000 surplus was doubled to \$60,000, only \$10,000 of that coming from increased income.**
- The lessons to be learned from this exercise come from a number of ingredients.

These include :

- Recognizing and taking quick advantage of an opportunity
- Experienced and detailed planning
- Selection of personnel
- Clear guidelines with all personnel fully briefed from the outset
- Commitment and enthusiasm
- Minimum expenditure and strict financial control
- Willing co-operation
- An inspiring cause

**The main point of the whole undertaking is that generations of local students will benefit for many years to come. Both ends and means could not be faulted.**

## **IMPACT ON THE "SPIRIT" OF HAWKE'S BAY**

Hawkes' Bay people hold the memory of Kel Tremain in high regard. The chance to celebrate his sporting, business and community contributions was accepted by large numbers of sporting and business people. The "feel good" factor was evident before, during and after the event. This can be measured by the large numbers who asked when the event would be repeated, and finally by the fact the \$60,000 profit has increased the capital value of the Kel Tremain Memorial Educational Trust fund from \$85,000 to \$145,000 (70%). This demonstrates how much the public were attracted to the event and prepared to support it

Both the Golf and the Dinner brought together a wide cross-section of Hawke's Bay and NZ sports people, along with their partners and friends. Two things contributed; the name and memory of Kel Tremain, and the presence of Steve Williams.

The event was a unique addition to the Christmas holiday list of events.

**Finally, the real impact will be the fact so many more Hawke's Bay students will now benefit from the distributions the Trustees will now be able to make. Since its inception, nearly \$90,000 has been distributed to assist students in need meet the costs of their continuing education. With this event, the rate of distribution will increase by 60-70% meaning the numbers being assisted each year will increase by the same amount.**