



CHAPTER 391

Tuolumne County, California

VIETNAM VETERANS OF AMERICA

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Vietnam Veterans Golf Tournament looking for sponsors & players

The 8th Annual Vietnam Veterans Golf Tournament scheduled for August 21 at Mountain Springs Golf Course, is looking for sponsors and they want to increase the number of players. They are offering a \$10,000 prize for the person who gets a hole-in-one.

To achieve this end, according to John Marrs, chair of the Golf Tournament Committee, they have created a whole new marketing plan. The major change is the Sponsor Program. It includes a lot more recognition and advertising. The Committee has already sent out 250 letters to previous sponsors and potential new ones with an explanation of the program.

The major change is the sponsor levels have changed and are now called Gold, Silver, and Bronze. They are only offering one Gold Sponsorship at \$2,000 and it includes having the Golf Tournament named for the Sponsor. This has never been done before, but it will garner a lot more attention to that Sponsor as it will appear on all of their printed materials. Also, it will be placed on the Tournament Banner which will be posted at the Golf Course about three weeks

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before the event. The Gold Sponsor also receives four tee or green signs, golf and dinner for a four-some, a large banner ad on the web site created just for the tournament, and a full page ad on the back cover of the Tournament Program, which is also new this year.

The Silver Level is at \$1,000 and includes two tee or green signs and there will be 36 possible sponsorships at this level. Their sponsorship includes a banner ad on the web site, golf and dinner for a team of four, and a half-page ad in the program.

The Bronze Level, at \$125, will include a tee or green sponsor sign and a banner ad on the sponsor page of the web site as well as a quarter-page ad in the program.

All the sponsors receive recognition at the check-in table which is usually a banner. The committee plans to also put out a press release announcing sponsors. The Gold Level will, of course, be in every release as their name will be at the top.\

The Vietnam Veterans of America, Inc., Chapter 391, is also putting out a newsletter with the first issue published May 1. The Golf Committee is also offering an advertising package to go along with the sponsorship. The Gold will be offered a 12-month full page insertion contract for a reduced price of \$200 with the 13th ad free. The Silver gets a half-page 12-month contract for a reduced price of \$70 with the 13th ad free. The Bronze will be offered a Business Card for \$40 or a Economy size for a reduced price of \$20 with the 13th ad free.

Last year, they only had 57 players. This year, they want a minimum of 100 players and to help that happen, the committee plans to award the 100th player and his team a \$100 gift certificate at a premium restaurant.

\ They are also doing away with the standard trophies. They feel everyone has enough of those. They will be giving away gift certificates to the Pro Shop. Depending on the total number of players they receive, the prizes for 1st, 2nd, and 3rd will be \$250, \$150, and \$100. The Committee is hoping that this will be incentive for more people to sign up early. The reason for the gift certificates is that if a golfer receives cash, his amateur standing is changed to professional.

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According to Marris, volunteers have already started visiting those that received letters and others during this month and they hope to have all their sponsors in place by the first of July. “The sooner they sign up, the more advertising they will receive before the event,” he said.

To sign up, you may contact Marris at 532-2052 or by email at J.Marris@ATT.com, or Dick Southern at Southern@Lodelink.com, George Eldridge at George@Eldridge.net, Bob Law at Gransur@AOL.net, and Joe Garcia at JoeLottaPuttz@ATT.net. You can also sign up on their web site at www.VietnamVeterans391.org/golf-home.html.