



TRAVELERS CHAMPIONSHIP

HOW DO I DETERMINE MY INTERNAL POINTS OF CONTACT?

Successful PGA TOUR sponsors appoint an organized, personable and reliable person to manage the day-to-day responsibilities of the sponsorship. As they will also be interacting with your guests before, during and after the event, it is important that this point person has experience interfacing with clients and prospects. This person will also be responsible for interfacing with the tournament regarding logistical elements of the sponsorship such as food, beverage and décor. In some cases, it might make more sense to create a team of multiple point people. If you create a team, it is important to clearly define roles and responsibilities immediately.

When selecting your point person or team, it is important to consider the following items:

- Organizational skills
- Past performance
- Client relationships
- Experience
- Current workload
- Personality

SAMPLE POINT PERSON RESPONSIBILITIES

Pre-Tournament

- Creating the guest list
- Tracking the status of invitations
- Ordering gifts
- Logistical elements of the venue
- Crafting the schedule of events
- Ticket distribution

On-Site

- Managing and entertaining guests
- Managing last minute opportunities and challenges in the hospitality tent
- Distributing gifts

Post-Tournament

- Follow-up with attendees
- Internal analysis

“Organization drives all aspects of the event, from planning to implementation and everything in between.”

-Automotive Company

CASE STUDY

There is no one way to determine who will lead your sponsorship. Aggregating survey results revealed that the majority of PGA TOUR sponsors appoint internal leads from their marketing or communications departments. However, not all leads worked in marketing or communications. A manufacturing company creates a diverse team to manage their sponsorships. The sponsorship work is divided amongst five people based on their area of work, their proximity to the tournament site and their relationships with clients. The whole team is responsible for the day-to-day sponsorship management; in addition to the tasks leading up to the event, the team is in charge of on-site activation and post-event follow-up.

