



TRAVELERS CHAMPIONSHIP



WHEN DO I SEND OUT INVITATIONS?

Based on PGA TOUR sponsor survey responses, it is recommended that **the first wave of invitations is sent at least eight weeks prior to the event with a hard RSVP deadline of two to three weeks later.** This first wave will consist of those guests at the top of your target list. Once the first wave is completed, send out the second wave to the next group of guests on your target list.

After sending the first wave of invitations, it may be beneficial for the point person to follow up with the invitees through email or phone calls to encourage RSVPs or answer any questions. If a key client has not responded, consider engaging a senior executive to assist in the process.

Once you receive RSVPs, it is important to keep your guests excited and involved with your event. This can be accomplished in a variety of ways, such as through email blasts highlighting player commitments or by distributing tournament information. The tournament is happy to work with your representative to ensure they receive event information (i.e. course map, schedule, parking, contact information, etc.) to send to guests.

Examples of tournament-created email blasts are available in the Appendix of this guide (Exhibit D). Examples of tournament information are available in the Appendix of this guide (Exhibit E).

CASE STUDY

Research shows that successful PGA TOUR sponsors send out invitations in waves and engage with the guests from the moment they RSVP “yes.” Specifically, a business administration company stands out as having an advanced invitation process. They start sending out invitations three months before the tournament with a three week deadline to RSVP. Once guests respond “yes,” they receive multiple emails regarding arrival, departure, activities, special requests, dining and contact information.

SUMMARY

- Send the first wave of invitations at least 8 weeks prior to the event with a hard RSVP deadline of 2-3 weeks later
- Once you have received the first set of RSVPs, send the second wave of invitations to those next on your target list
- Follow up invitations with phone calls and emails
- Keep guests excited about the event by sending email blasts and tournament information