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April 2024

Vol. 1 Issue 8



## *The Magnolia Minute*

As golf tournament planning is in full swing, you might find yourself struggling with securing sponsors. This edition of the Magnolia Minute will equip you with invaluable tips on expanding your sponsorships and introducing creative 'outside the box' sponsorship levels. Dive in and discover innovative ways to elevate your golf tournament fundraising.

Now, can we have a **minute** of your time?

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## Golf Tournament Tip of the Month



## Outside The Box Sponsorship Ideas

Hosting a charity golf tournament is an amazing way to raise funds for a good cause but also an opportunity to engage sponsors in meaningful ways. While traditional gold, silver, bronze sponsorship packages often include signage and mentions during the tournament, implementing outside the box sponsorship ideas will create memorable experiences and attract a wider range of sponsors.

### The Hazard Sponsorship

No one wants to be in the sand traps, water or out-of-bounds while playing golf. Everyone is looking for them to avoid. This creates a unique sponsorship opportunity by strategically placing creative signage close to the hazards throughout the golf course. Have some fun with your signage, for example: “Your trip to the beach is sponsored by” or “The lake that just swallowed your golf ball is sponsored by”.

## **The Beach Sponsorship**

If the golf course allows it, the beach sponsor will be the talk of your tournament. Pick a sand trap that is not in play so your sponsor can safely set up an activation. They can bring beach chairs, umbrellas, margaritas, and music playing their favorite Buffet songs. Each team can spend a few minutes with the sponsor “on the beach” during the tournament.

## **The Weather Sponsorship**

This is a tongue-in-cheek sponsorship level that creates fun for your sponsor no matter what the weather conditions are at your tournament. Create signage for your sponsor as the weather sponsor and display at registration, on the course and at the awards ceremony. Allow your sponsor the opportunity to address the players during the welcome announcements and the awards ceremony as they are responsible for the rainy day or beautiful sunshine.

## **The Cart Path Sponsorship**

The cart path sponsor gives your sponsor the opportunity to tell their company story throughout the entire tournament. Large outdoor 2' x 4' stickers are placed strategically on the cart path allowing the sponsor to tell their story with different messages on each sticker. This unique sponsorship is an eye catcher for all golfers during the tournament as they drive over each sticker.

Standing out in a sea of charity golf tournaments requires innovation, especially with your sponsorship structures. To truly engage sponsors and maximize fundraising potential, crafting unique sponsorship levels tailored to your charity's brand is paramount. Check out our most recent Blog post [HERE](#) for more creative sponsorship ideas.

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## Featured Product



## The All-New YETI Rambler Ice Bucket

Introducing the latest addition to the YETI family: the Rambler Ice Bucket. Crafted with YETI's signature durability and innovative design, this ice bucket is engineered to keep drinks colder for longer, ensuring your beverages stay refreshingly chilled throughout any occasion.

Magnolia offers personalized engraving services, allowing you to add a touch of distinction to your ice bucket. From company logos to individual names, the possibilities are endless. This customization transforms the ice bucket into a



memorable keepsake, perfect for commemorating special events or showcasing brand identity.

One particularly exciting application of the YETI Rambler Ice Bucket is as a prize or gift for golf tournaments or corporate clients. Its rugged construction ensures it can withstand the rigors of outdoor events, while its customizable design adds a touch of sophistication. Whether awarded as a prize for tournament winners or gifted to valued clients, the YETI Rambler Ice Bucket is sure to leave a lasting impression.

[Click Here to Inquire About Custom YETI's](#)

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## **Atlanta Event Spotlight**

**Dr. Miles H. Mason, Jr. Memorial Golf Tournament**



Gwinnett Medical Center Foundation at Northside Gwinnett & Duluth's 24th Annual Dr. Miles H. Mason, Jr. Memorial Golf Tournament is scheduled for Tuesday, April 30th at River Club in Suwanee. This year's tournament benefits the sports programs and the Northside Hospital – Duluth Concussion Institute. With the most advanced technology and a team of highly skilled experts from across the country, the Concussion Institute is helping Atlanta athletes return to both the field and the classroom as quickly and as safely as possible.

The Dr. Miles H. Mason, Jr. Memorial Golf Tournament uses an LED Screen for enhancing sponsorship visibility and team photos. This special feature ensures that each group gets to see their name in bright lights and have a team photo to cherish for years to come!

"We have had the pleasure of working with Magnolia Golf Group for the past several years and have had the best experience each time. The Leaderboard that they put up is top notch and is always noticed by the golfers as a plus at our tournament. Thank you to Brian Riggins and his exceptional team for all they do for us."

Dr. Miles H. Mason, Jr. Memorial Golf Tournament Information

## Nashville Event Spotlight

### Slawburger Festival



TN—The Slawburger Festival is an annual event held in Downtown Fayetteville, TN. It celebrates the unique culinary tradition of the "Slawburger," a burger born in Fayetteville in 1923 at Honey's Restaurant. A Slawburger consists of an all-beef patty topped with a sweet and tangy mustard-based slaw and served on a bun.



The Slawburger Festival has seamlessly integrated Magnolia's LED Screens to enhance the experience of attendees and optimize the event's operations.

Throughout the day, the screens play a dynamic sequence that not only acknowledges sponsors but also presents a detailed run of show for the day's activities. One of the highlights of the festival is the adrenaline-pumping "Slawburger Eating Competition," made even more thrilling with a 10-minute countdown displayed prominently on the LED screens. Moreover, the festival organizers have leveraged the LED screens to provide a live stream of the concert, which adds an immersive element to the event. By setting up cameras strategically close to the main stage, attendees who might not be able to get up close can still enjoy the performances in real-time, enriching their festival experience.

“Being approached by Magnolia was a game-changer for our event. Initially, the idea of incorporating a big screen hadn't crossed our minds, but after experiencing the impact firsthand in the first year, it's safe to say that Magnolia's services have become an indispensable part of our annual agenda. Their contribution not only enhanced the event's overall experience but also played a pivotal role in boosting our sponsorship engagement by over 25% this year.

Working with Magnolia was an absolute pleasure. Their professionalism, adaptability, and creativity surpassed our expectations. They seamlessly integrated with our team, making collaboration effortless. Their willingness to accommodate our needs and their innovative approach to problem-solving were truly commendable.

Without hesitation, we wholeheartedly recommend Magnolia to anyone seeking to elevate their event experience. Their exceptional service and undeniable impact are sure to leave a lasting impression.”

-Aimee Byrd, Executive Director of Fayetteville Main Street

[Full Schedule for The 2024 Slawburger Festival](#)

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We encourage you to **BOOK NOW** as our fall calendar is quickly filling up. We look forward to an AMAZING year with you as our partner!

[Click Here to Book Your Next Event with Magnolia](#)



*The Magnolia Minute*

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