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## *The Magnolia Minute*

### **Welcome to the Magnolia Minute!**

Welcome to the inaugural Magnolia Minute Newsletter. We aim to keep you informed about the latest trends in charity golf tournament and event fundraising, inspiring stories from our clients and new product offerings. The Magnolia Minute is not just about us; it is about you! Your feedback, suggestions and engagement will help shape future content for you to produce extraordinary events while exceeding your fundraising goals so you can change people's lives. Now, if we can have a **Minute** of your time!

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### **ANNOUNCEMENT!**

#### **We have a new website!**

Our team has spent endless hours to bring you a new and improved website. You can now find information, with the click of a button, on any of the following sectors: Golf Tournaments, LED Screen Rentals, Sporting Clay Tournaments, Product Orders, Signage, and SO MUCH MORE!

[Click Here to Visit the NEW Website](#)

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### **Golf Tournament Tip of the Month**



### **Increase Registration Fundraising**

Think about how your golf tournament is built for a minute. Most tournaments sell sponsorships and teams and those are sold to one person and/or company. That person (captain) then brings 3 or 4 guest to complete their team. This results in over 65% of your tournament golfers playing free golf. These golfers want to support your cause and the registration table is perfect way for you to realize additional tournament revenue.

### **The Player Package**

Instead of selling mulligans, raffle tickets and entry into tournament contests separately, package these into one simple purchase for your golfers. These packages can sell for as little as \$40 per golfer up to over \$100 per golfer. On average we see 75% of golfers at charity golf tournaments purchase these packages. Example Player Package can include: 2 Mulligans, 10 to 20 Raffle Tickets and a entry into your putting contest.

### **Raffle Tickets**

Increase the number of raffle tickets you offer inside your Player Package. A quick shot of serotonin is released when your golfers are handed a long strand of tickets giving them the optimistic chance of winning a prize! Display your raffle prizes on the registration table with bowls for the golfers to go all in for one prize or scatter their tickets for a chance to win multiple prizes.

### **Contests**

Add a fun contest to your player package that creates additional excitement during the tournament. Here are a few examples... Forward Tee: on one hole the golfer can move to the forward tee for their drive (not allowed on closest to the pin or long

drive). Putting Contest: this can be an individual contest or team contest during the round. Air Canon Closest To The Pin: A pin flag is set up on a par 5 in the middle of the fairway. Each golfer gets one shot from Magnolia's Air Canon to see who can get closest to the pin from 300 yards away!

Your golfers want to support your organization. Using The Player Package strategy will give them a simple and quick way to give while creating excitement throughout your entire tournament. Check out our [BLOG](#) for additional charity golf tournament fundraising strategies.

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## Our Favorite Product of the Month



### Bourbon Decanter

One of our favorite products of the month is this custom bourbon decanter.

Bulldogs Battling Breast Cancer ordered this decanter set for the top level sponsors of their golf tournament. They were a HUGE hit!

This beautiful decanter set comes in a customizable cedar box and includes one decanter and two bourbon glasses.

Whether you chose to display the decanter or put it to use, it will always be a wonderful conversation piece that will bring awareness to your brand!

[Inquire about Bourbon Decanter!](#)

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## Featured Golf Tournament



The 100 Black Men of Atlanta, Inc. is hosting its 31st Annual tournament presented by Georgia Power at The River Club on August 22, 2023! This premier event benefits the organization's Project Success initiative which improved the quality of life by supporting and enhancing educational and economic opportunities, particularly for African-American youth in the Atlanta community. In addition to the tournament, a Ladies Golf Clinic which is presented by AutoNation is offered for ladies to network while they work on their golf game!

[Learn more about the upcoming 100 Black Men of Atlanta Golf Tournament](#)





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