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February 2025

Vol.2 Issue 1



The Magnolia Minute

Welcome back to the Magnolia Minute! We've missed you! We hope your year is off to a great start and that January brought you fresh motivation and momentum.

As we step into February, it's the perfect time to check in on our goals and refine our plans for the months ahead. In this issue, we're diving into a key topic for anyone organizing a golf tournament: setting realistic goals. Whether you're striving for increased participation, a seamless event, or stronger sponsorships, we've got the insights to help you stay on course.

Now... Can we have a MINUTE of your time?

Tip Of The Month

Setting Attainable Goals



At Magnolia, one of the first questions we ask new clients is, "What is your goal for the tournament?" Some share monetary goals, while others have different objectives, from increasing participation to enhancing event experience. No matter the goal, our primary mission is to help **YOU** exceed it. We've helped many clients reach their tournament objectives, and we'd love to do the same for you in 2025!

Check out some of our success stories here: [Golf Stories](#).

Aiming for Bigger Participation:

A well attended golf tournament can lead to more visibility, higher fundraising, and increased excitement. Here are some tips for increasing participation:

- **Engage Your Community:** Use social media, email campaigns, and local advertising to reach potential participants. Partnering with local businesses and organizations can help spread the word, especially if they have an interest in supporting your cause.
- **Create Team or Group Incentives:** Structure your sponsorship levels by team instead of individual registrations.

Increasing Sponsorships:

Securing sponsorships is essential for covering event costs and boosting your fundraising efforts. Here's how to increase sponsorship opportunities:

- **Offer Tiered Sponsorship Packages:** Create a variety of sponsorship levels that offer different levels of visibility and perks, such as exclusive signage, logo

placement on marketing materials, or recognition at the event. Offering more than one package gives potential sponsors options that fit their budget.

- **Create a Solid Sponsorship Committee:** A dedicated sponsorship committee can greatly expand your reach. Committee members bring their personal networks to the table, reaching out to their trusted partners, clients, and vendors. This personal touch can help secure more sponsors and participants, especially when committee members are well-entrenched in the community. Their connections and local knowledge will enable you to tap into sponsorships and support that might otherwise be overlooked.

Creating a Smoother Event:

Ensuring that your golf tournament runs smoothly is key to making a lasting impression. Here's how you can achieve this:

- **Set Clear Timelines and Milestones:** Break down the planning process into manageable steps, setting clear deadlines for each phase (e.g., securing a venue, reaching sponsorship targets, deciding player gifts, designing signage, etc.). This helps keep the planning process organized and ensures no detail is overlooked.
- **Streamline Registration and Communication:** Use online registration platforms to make it easy for participants to sign up and pay. Stay in touch with your participants through timely emails to keep them informed about the event's details, weather changes, or any last-minute updates.
- **Create a Detailed Event Day Schedule:** From registration to shotgun times, having a well-organized schedule ensures that everyone is on the same page. Make sure you have enough volunteers and staff to guide participants smoothly throughout the day.

By setting clear goals and taking these actionable steps, you'll be well on your way to creating a successful and memorable golf tournament in 2025. Remember, no matter your goals, the key is to stay focused, organized, and adaptable.

Featured Product

Pin Flags



This month, we're raising the flag—literally! Let's talk about Pin Flags. They are more than just markers on the course; they're a fantastic and affordable way to make your event stand out and extend your brand throughout your tournament.

Imagine this: your logo proudly waving in the breeze on every green. Pin Flags aren't just for show—they're an investment that keeps on giving. You can use them year after year, making them a budget-friendly choice that never goes out of style.

But wait, there's more! Why not take it up a notch by adding Pin Flags to your sponsorship levels? Co-brand them with your logo and the sponsor's logo, and you've got a win-win situation. Want to really wow your sponsors? Send them their co-branded flag after the tournament with a heartfelt thank-you note. It's a keepsake they'll treasure and a great way to show your appreciation.

The best part? Magnolia can keep your flags in your inventory, ready to fly again at your next event. Pin Flags: small, but mighty!

[Add Pin Flags to Your Next Tournament](#)

Event Spotlight

Celebrity Golf Association



The Celebrity Golf Association (CGA) brings together the worlds of sports, entertainment, and philanthropy through exclusive golf events. Their mission is to create unforgettable experiences while supporting charitable causes. From star-studded tournaments to VIP member retreats, they offer a unique platform where golf and giving back go hand-in-hand. Each event helps raise funds for important initiatives, uniting their passion for golf with a commitment to making a positive impact.

“Magnolia Golf Group was a key support to our success at the RMG Super Celebrity Shootout at TPC Louisiana on February 6th. The entire team was such a pleasure to work with throughout the planning process. Lacie Sherrill coordinated all signage requests and along with staff member Nick Le we were able to create the perfect experience for our sponsors and vendors. We couldn’t have done it without the team at Magnolia Golf Group. They have the perfect selection for any golf event; from

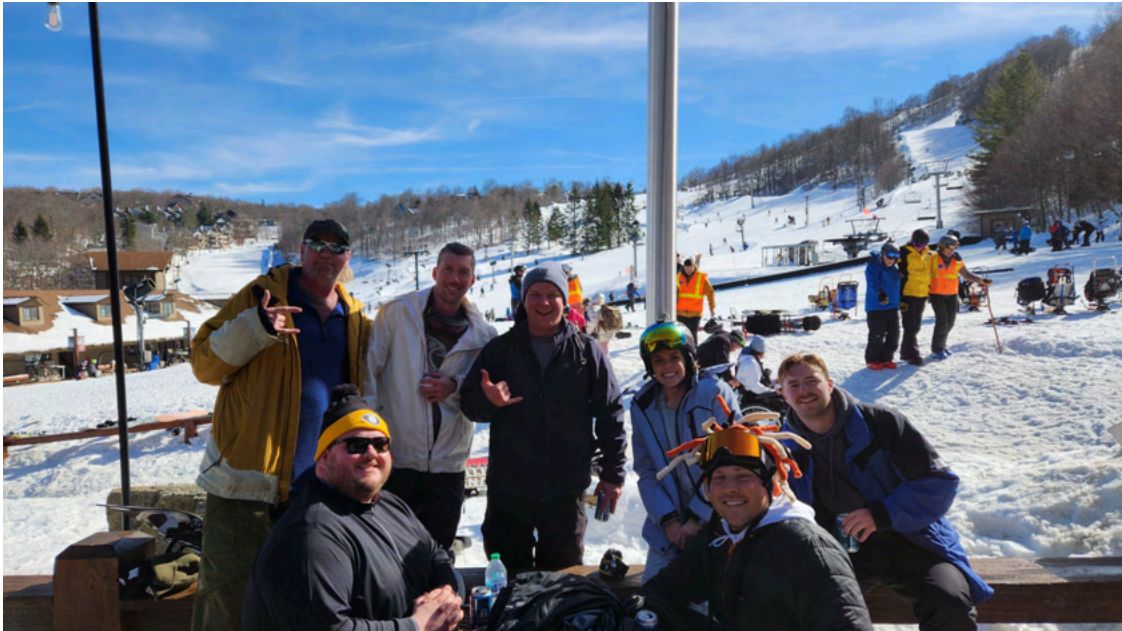
gifting to pin flags; banners and tee markers - you can find everything you need to support your event.

We will be using Magnolia for all our future events. Thank you from the CGA team!”

-Cari Schmitt, Celebrity Golf Association

[Click Here To Learn More About CGA](#)

Magnolia in Motion: What We've Been Up To Beech Mountain Staff Retreat





Our January staff retreat to Beech Mountain was nothing short of unforgettable! From the moment we arrived—greeted by piles of snow we weren’t sure we could even get through—it was an adventure. We spent our days carving up the slopes, sharing laughs, and making memories over great food and drinks.

The trip wasn’t just about skiing; it was about coming together as a team, strengthening our bond, and setting the tone for an incredible 2025 event season. With plenty of fun, teamwork, and a few wipeouts along the way, we couldn’t have asked for a better way to kick off the year!

We encourage you to **BOOK NOW** as our 2025 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](#)



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