

DEADLINES

| DEADLINE DATE | ITEM TO BE COMPLETED | DESCRIPTION |
|----------------------|-------------------------------------|---|
| NOVEMBER 2008 | | |
| November 7 | Save the Date Announcements | This will help ensure that your customers are available to participate. |
| November 24 | Pro-Am Invitations | Commitments to play generally need plenty of lead time, especially for out of town clients. Therefore, be sure to invite your important clients months in advance, and especially, prior to the holiday clutter. |
| November 28 | Corporate Logos | Logos will be used for production of signage, corporate merchandise and advertising. (See next page for specifications and directions.) Logos will be used for production of signage, corporate merchandise and advertising. (See next page for specifications and directions.) |
| DECEMBER 2008 | | |
| December 1 | Course Guide Ads | All artwork for the course guides must be provided for printing production. (See course guide specifications). |
| JANUARY 2009 | | |
| January 5 | Souvenir Program Ads | All artwork for the Souvenir Program must be provided. (See souvenir program and course guide specifications). |
| January 12 | Sponsor Day | Sponsors will receive tournament credentials, catering menu selections, view corporate apparel/ gifts and meet other sponsor representatives. In addition, tournament management will provide an overview of the event operations and services available to all sponsors. The day is capped off with a golf tournament, followed by a cocktail party. |
| January 12 | Hospitality Guest Invitations | The tournament will provide an invitation and RSVP template, as well as a local printing partner to decrease your workload. This deadline is only seven weeks out from the tournament. |
| January 19 | Hotel Reservations | Area hotels are extremely limited at this time of the year, so early reservations are a necessity. |
| January 23 | Course Guides – Pairing Section Ads | All artwork for the pairings section of the course guides must be delivered to the tournament to begin production. |
| January 30 | Merchandise Order | Corporate gifts featuring the tournament logo can be delivered to the tournament and held for delivery on-site. Minimum four-week production time is needed. |
| FEBRUARY 2009 | | |
| February 2 | Hospitality Operating Schedule | A summary of your hospitality functions in your tent or skybox will allow the tournament to adequately staff our security and for catering operations to prepare appropriately. See sponsor handbook (provided at sponsor day). |
| February 6 | RSVP Deadline | RSVP's will help ensure a good turnout from your guests and help maximize the use of your hospitality area. This will allow time to invite additional guests if your primary list is non-committal |
| February 16 | Guests' Credential Distribution | Be certain to collect RSVP's prior to sending tickets. The tournament will provide informative ticket jackets to send with credentials. You may also wish to use the host tent or will call during tournament week to distribute your tickets. |
| February 17 | Catering Orders | The tournament's official caterer will work with your company to coordinate your complete food and beverage needs, but orders must be made in time to properly service your guests. |
| February 23 – 27 | Pre-Tournament Visits | Tournament management will be pleased to provide a tour of the course and facilities during the week prior to the event. Please make an appointment. |
| MARCH 2009 | | |
| March 1 | Hospitality and Expo Area Set-Up | Sponsors may deliver and set up their hospitality and expo areas. The tournament's sponsor services committee will be available to assist on these days only. Set-up will not be permitted prior to this weekend, as security does not begin until Saturday evening, February 28th. |
| March 2 – 8 | Guest Registration | A host at your tent with a registration book will provide a welcoming environment. The book will help to track guest names for follow-up "thank you" notes. In addition, this will provide you with a good indication of who attended and who to invite in future years. |
| March 16 | Guest Thank You Notes and Surveys | A great way to place yourself and your company in front of important customers one last time. |
| March 23 | Employee Surveys | Be sure to get feedback from your employees so you can improve on your performance next year. |
| March 31 | Employee Wrap-Up Meetings | After you have reviewed your guests' and employees' comments, convene to discuss the ideas generated and start to formulate your plans for next year. |

* Subject to change