

Thursday November 14th, 2024 - Executive Special Meeting

Summary notes regarding discussion panel of CLGA executive regarding the offer by 365 Golf to become a presenting sponsor for the Calgary Ladies Amateur Championship for 2025 and perhaps beyond.

Meeting was held Thursday, November 14th via Zoom. Those in attendance were Cindy Beaudet, Wendy Ellacott, Pat Peters, Pam Scott, Jocelyn Frankow, Carey-Ann Ramsay, Kathy Trofin.

Wendy Ellacott headed the meeting as she was approached by 365 GOLF regarding possible sponsorship. Wendy provided a copy of the written proposal given to her by Josh Fleming, president and CEO of 365 GOLF, along with her thoughts regarding the various ideas proposed.

The purpose of the meeting was to field questions, ideas and concerns of the executive regarding the idea of sponsorship as a brand strengthening idea for the CLGA. More specifically discuss ideas, concerns and questions regarding the 365 GOLF sponsorship proposal to CLGA.

In general, all attending felt that the idea of sponsorship as a means of strengthening the CLGA financially and enhancing our product was an idea worth investigating. The proposal from 365 GOLF provides a very interesting starting point. Wendy knows owners Joshua Fleming and Tyler Le Bouthillier and can vouch for the fact that they are very well respected in the golfing community and would be a good fit as a sponsorship partner for the CLGA.

Concerns expressed regarding proposal from 365 GOLF:

The financial contribution offered and the time commitment offered to the CLGA through the sponsorship ideas of 365 GOLF were certainly appreciated. However there were several questions regarding how some of the ideas from 365 GOLF would actually be 'doable'.

GOLF 365 proposes a two day clinic for CLGA members at their state of the art facility. With several hundred CLGA members, details would have to be worked out about how to stage this so that there would be room for all that are invited. Should we invite higher handicaps who are not able to play in our yearly tournaments? Set up as instructional clinics so participation numbers could be higher? Advertising through the CLGA website and sign up would be needed to be sure of attendance numbers.

A free beverage on the 18th hole with a banner advertising GOLF 365 for the final day of the Calgary City Amateur is also an idea that we all agreed had potential. However there were a couple of concerns. Firstly, will the hosting club be okay with the banner and the set up at the end of the 18th hole? Certainly we are having enough difficulty finding host clubs each year for the Amateur and we want to be sure the hosting club welcomes this idea. It is important the hosting club would not be offended by 365 GOLF having a presence via the banner and also being part of the presentation of the trophy. A definite positive of the idea is the guarantee of \$1200 to the hosting club paid by 365 GOLF for the beverages at 18.

Understandably GOLF 365 would like to have exposure through their partnership with CLGA but it is not our mandate to provide golf instruction to our membership. That is something each member does privately. Are we jeopardizing our relationship with the pros and club managers of private clubs that make up our membership by partnering with 365 GOLF? I think we generally agreed that our members are obviously still free to choose their instructors and for

many GOLF 365 might be a great fit. We can partner with 365 GOLF but definitely not advertise them as our preferred instruction provider.

The benefits of the 365 GOLF sponsorship and sponsorship in general:

It was agreed that 365 GOLF would probably be a great starting point to exploring sponsorship as a means of support for the CLGA. There would be the \$1200 financial contribution to the F&B division of the hosting club. Also, as the owners of 365 GOLF are well known and respected in the golf community, our affiliation with them might help encourage our private member clubs to be more willing to host our yearly tournaments. Such affiliations might give us more 'panache' and respect. It is becoming increasingly difficult to find good venues for our events as the tee sheets are so busy with member play and there are several outside associations seeking tee times for events.

It was agreed that Wendy Ellacott, Pam Scott and Carey-Ann Ramsay would follow up with 365 GOLF with certain adjustments to their proposal but also, very importantly, discuss what 365 GOLF has in mind for the 18th tee of the City Amateur next season with the host of the event, the Calgary Golf and Country Club. Pam Scott is setting up a meeting with the head pro of Calgary Golf and Country Club, Tom Greiner, in the coming week. Pam will be getting Tom's feedback on the viability of the 18th hole beverage scenario and also his perspective on having the 365 GOLF coaches on the premises. We wish to ascertain whether Tom feels there could be a conflict of interest for the host clubs or not. The feedback from Tom will be shared with the board. For this event and others going forward the hosting venue may have restrictions or concerns that we need to consider.

If all goes well Wendy will then sit down with Kathy Trofin (president), Pam Scott (vice president) and Erin Wagner (treasurer) to approve contract to be signed with 365 GOLF.

In future:

Through our discussions other topics arose that will be given more consideration.

Wendy offered to check with host club for Amateur and golf equipment reps about having product kiosks at the Amateur with sales going through the pro shop. This could be an attractive option to encourage clubs to host as they would benefit from the sales of the golf products.

Could sponsorships provide more monies to the CLGA. The CGA does have sponsors helping them. Perhaps sponsorship partnerships could be pursued to help CLGA continue to provide a great product for the members. The 365 GOLF experience will help to decide about seeking future alliances and what sort of support we would hope to get from a sponsor.

In this difficult environment for finding tournament venues a higher operating budget could make a real difference. Hopefully the casino will become a money generator. Also we could consider increasing the entrance fee for our events. Up to this point clubs and the host committees and the CLGA have worked hard to put on great tournament events for our members. Realistically the model has to change with the times and we will need to increase budgets to attract top notch venues

Respectfully submitted,
Pat Peters, Secretary CLGA

