

## World's Longest Driver Contest Check List

This is a checklist summary of the program described on [www.divnickgolf.com/bigstik/outings.php](http://www.divnickgolf.com/bigstik/outings.php). The suggested wording templates listed below are linked at the bottom of that web page.

1. Send email to [sales@divnick.com](mailto:sales@divnick.com) requesting special charity outing pricing so you can order the driver(s) well in advance of your outing.
2. After you receive your drivers, seek a sponsor for the Contest. Be sure to follow the suggested format on the Outing web page. (Note: Even if you don't get a sponsor, you will still be able to raise enough money to easily pay for the drivers, but getting a sponsor is even more profitable.)
3. Send the course set up page to your contact at the golf course.
4. Select a volunteer who is a good promoter to conduct the pre-event driving range practice and the hole contest. As an option, you can invite the sponsor to provide someone to do that with adds value to their sponsorship.
5. Select someone to film the shots at the driving range and at the contest hole. A cell phone camera will work, but an additional battery pack might be needed. The better the camera, the better the videos.
6. Mail the advance promo page to all prospective participants, promoting this new contest for your event. We suggest you do this at least twice prior to the event, including a couple days before the event that encourages them to "come early so you can get in some practice swings with the World's Longest Driver."
7. Print the player hand-out page so every golfer has one in their registration packet or cart
8. Send a press release and invitation to the local media 2 weeks prior to your event.
9. Print the silent auction sheet. If you do a live auction, the sheet isn't necessary, but the elements should be included by the auctioneer...especially the opportunity for others to match the winning bid or Buy-It-Now bid to get their own Big Stik.

### AFTER THE EVENT

1. Give the \$50 discount coupon to the winner of the longest drive on the contest hole. Be sure to sign it. Take a photo of the winner with the club and send it to us, along with his or her contact information.
2. Edit the video to about 1 or 2 minutes of the best and worst swings, and post it on YouTube. You can also play it at the after-round dinner as a great attraction.
3. Mail a "thank you" to all participants, and include the YouTube link. Remind them that if they want to purchase a 5-Foot Driver at the Buy-It-Now price to let you know right away.
4. Send the following to [sales@divnick.com](mailto:sales@divnick.com)
  - a. A summary of how much money you raised with your drivers
  - b. Any anecdotes or stories that highlight how the promotion worked for you
  - c. Photos and a composite video of the best/worst drives, or a link to the YouTube posting