

Subject: CAI Golf Committee Meeting Summary 5/3/18

Date: Friday, May 4, 2018 at 11:00:52 AM Eastern Daylight Time

From: Garrett Humes

To: 'Kathie Cesa'

CC: Michelle Hoffman, Waterwash, James L, Arnold Barzak, Jim Ambrosio, jenilynn52@yahoo.com, Roger, 'Kurt Barnhart'

Kathie:

At last night's meeting we assembled some of the benefits of a gold or silver level sponsorship we need to highlight when contacting potential sponsors. These talking points include:

1. Silver (and Gold) sponsors will save \$100.00 v. sponsoring a golf hole and having a booth at the trade fair separately. (note pricing correction that hole sponsorship is \$900 which includes a foursome to play in the event)
2. All Silver and Gold sponsors will have their company logos displayed on the Central Ohio CAI website for all of 2018. The logo will be linked to the sponsor's website.
3. The additional online links created by CAI has positive effects on each sponsor's SEO (search engine optimization).
4. Silver and Gold sponsors will receive free game bags for their foursome at the golf outing (a \$40.00 value).
5. Gold Sponsorship includes the opportunity to be a lunch sponsor and address the members at the lunch event the sponsor is assigned.

We also assigned jobs during the sign in and set up portion of the golf event. The job assignments are as follows:

Greeters to direct both golfers and sponsors as they arrive:	Roger
Transport sponsors to their holes: (Ambrosio)	Kurt and Jim
Sign in table:	Jeni and Kathie
Game bag sales:	Jim (Waterwash)
50 / 50 sales:	Arnold

We need to add a box to the sign up form for gold sponsors, silver sponsors, and hole sponsors to ask if they will be offering their own raffle and then make sure we give them an opportunity to announce the raffle winner at the dinner.

Finally, we scheduled the next committee meeting for May 22, 2018 at 9:00 am at the Worthington Parana (85 Worthington Mall, Worthington, Ohio 43085)

Regards,

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