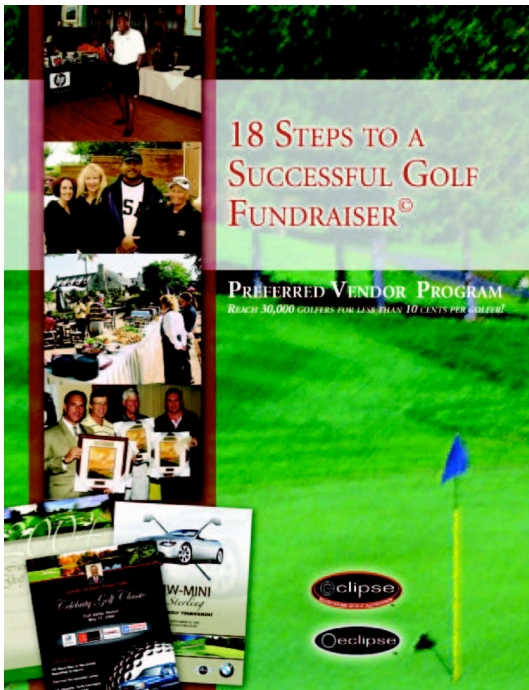


"18 STEPS TO A SUCCESSFUL GOLF FUNDRAISER"



- Increase revenue
- Decrease costs
- Attract celebrities
- Gain more media exposure
- Create a higher quality event

The Eclipse Business Golf Academy presents a 1-day workshop to help make your next golf event more successful! If you're coordinating a golf fundraiser event, this is the best investment you'll ever make! Let us train your entire golf committee.



**CALL TODAY TO SET UP
AN 18 STEPS WORKSHOP
FOR YOUR EVENT!
310-395-5181**

\$495 PER PERSON INCLUDES:

- "18 Steps to a Successful Golf Fundraiser" training and materials
- Continental breakfast, lunch, snacks and beverages
- Sample golf event gift items for all attendees
- \$500 in Eclipse Tee-It-Up! Bucks (valuable savings coupons on products and services for your event makes this a workshop that pays for itself!)
- One attendee guaranteed to win a \$1,200 trip for two adults and two children to Los Cabos!

4 EASY WAYS TO REGISTER:

- Phone:** Call 310-395-5181
- Fax:** Fill out form below and fax to 1-928-395-5184
- Email:** Send information requested below to info@eclipsesports.com
- Mail:** Fill out form below and mail to address at bottom of form

-----REGISTER TODAY-----

NAME- _____ TITLE- _____ ORGANIZATION NAME- _____

EMAIL - _____ WWW - _____

WORK PHONE - _____ CELL PHONE- _____ FAX - _____

WORK ADDRESS - _____

PAYMENT - \$495 PER PERSON:

___ Check enclosed (Made payable to "Eclipse Sports") ___ Charge my (circle one) VISA MASTERCARD

CREDIT CARD PAYMENT AUTHORIZATION:

Card # _____ Expiration Date: _____ Amt. Authorized: _____

Print name on card: _____ Signature authorizing charge: _____

**SEND WITH CHECK TO: 315 Montana Ave. #305, Santa Monica, CA 90403
OR fax form with credit card authorization to (928) 395-5184
Eclipse Sports & Entertainment – 310-395-5181 – www.eclipsesports.com**



18 STEPS TO A SUCCESSFUL GOLF FUNDRAISER

WHAT PEOPLE ARE SAYING:

"That was probably the most productive meeting involving promotions and activity that I've had in a long time from an outside source. I want to thank you so much for inviting us to be a part of this phenomenal day of activity!"

"Many thanks to the Eclipse team for a job well done. Everything about this year's event was a step above the norm."

"Eclipse brings the knowledge to help your organization thrive."

"Very informative and helpful. It's good to see a company willing to assist those doing positive things!"

"Great job getting people excited and motivated. Taking on a big project like this is slightly intimidating. I'm so glad we're working with you."

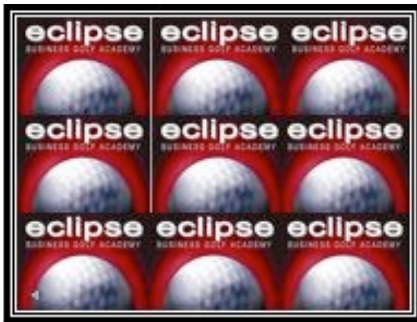
WORKSHOP TOPICS INCLUDE:

1. CAPITALIZE WITH THE 3 C'S: Cause, Course and Celebrities set the stage for a great event
2. EXPLORE THE SEVEN CIRCLES OF SUCCESS: Expanding your network
3. FRESHEN YOUR PERSPECTIVE: Invite professional help from people who are outside of the group to bring a different perspective, new thoughts, critical help and better results
4. CAPTIVATE YOUR COMMITTEE: Equip (materials about event and organization), Excite (motivate and make it fun) and Enlighten (train) your way to a successful committee
5. EXPERIENCE EVENT DAY EXCELLENCE: Operations plan, volunteer training and more
6. GIVE GREAT GIFTS: Do they come for the golf... or the goodie bag? Load 'em up with great stuff
7. MAXIMIZE THE MEDIA: Get the media involved through partnerships, sponsorships, PR firms...
8. STRETCH YOUR SPONSORSHIPS: Getting the check is just the beginning – reach their resources!
9. CREATE KILLER GRAPHICS: Brochures and ads need to stand out. It's a special event – get EXCITED!
10. RAISE FUNDS AND FRIENDS: This is a golden opportunity to expand your network of support
11. SIGN UP'S WHILE YOU SLEEP: Online registration and management tools allow you to be open 24/7
12. GO LIVE!: Live auction vs. silent; Treat it as a major revenue source, not an add-on
13. RAISE THE BAR: Is your current event stagnant? Maybe you're not asking for enough time or money
14. GRAB THE NON-GOLFERS: Create an "event within an event" with a great dinner, auction and entertainment program. For every golfer, there are 10 non-golfers who would love to contribute
15. MAKE IT MEMORABLE: Spice things up with celebrities, novel ideas and fun, fun, fun
16. NEGOTIATE EVERYTHING: Increase your net by reducing your costs. No price is set in stone
17. HIT EARLY, HIT OFTEN: Great advice for boxing. Even better for sponsorship sales
18. CHALLENGE YOUR CHAMPIONS: Big donors? Friends in media or politics? Get them involved without taking up lots of their time. Appeal to their competitive nature and win!

CALL US TODAY AT 310-395-5181 TO REGISTER FOR THE NEXT WORKSHOP IN YOUR AREA!

www.eclipsesports.com

SAMPLE WORKSHOP POWERPOINT SLIDES



1



2



3

Four Core Segments

Step	VISION	OPER	MKTG	HOSP
1. C's	-	-	-	-
2. Order	-	-	-	-
3. Reschedule	-	-	-	-
4. Cancelled	-	-	-	-
5. Event Day	-	-	-	-
6. Course Close	-	-	-	-
7. Hole	-	-	-	-
8. Summary	-	-	-	-
9. Thank	-	-	-	-

4

Four Core Segments

Step	VISION	OPER	MKTG	HOSP
10. Fundraising	-	-	-	-
11. Sign Up	-	-	-	-
12. Get On	-	-	-	-
13. Pick Up	-	-	-	-
14. Hit Club	-	-	-	-
15. Money	-	-	-	-
16. Hole	-	-	-	-
17. 18 Club	-	-	-	-
18. Thank	-	-	-	-

5



6



7



8



9



10



11



12

STEP 2: Explore the Seven

Seven Circles of Success:

Expand Your Network with

CALL US TODAY AT 310-395-5181 TO REGISTER FOR THE NEXT WORKSHOP IN YOUR AREA!

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