



**THE CHARITY**  
— C L A S S I C —  
Lawrence Board of REALTORS®

*Secily & Jill Stuenkel  
Rees  
Co-Chairs*

**Meeting Agenda For:**  
Wednesday, June 7, 2023  
LBOR Office

**Committee Roster:** Cindy Glynn, Deb Drummet, Greta Carter-Wilson, Sarah Martin, Jennifer Bewley, Jill Stueve, Karena Schmitendorf (Media Relations), Kate White, Mark Hernandez, Rob Coleman, Ryan Desch, Sean William, Secily Rees, Susan Parker, and Taylor LaRue

Janella Williams – Marketing/Creative

**Charity Classic Date:** Monday, October 16<sup>th</sup>  
**Charity Classic Location:** Lawrence Country Club

1. **Player/Team Registration**
  - a. **Player Fees** *125/150*
  - b. **Launch Registration Date**

*Need to Add -  
Rain Date.*

2. **Player Gift Decisions** *- TBD Partner of Envista*

3. **Sponsorships / Sponsorship Levels**

*4-Person Team for all  
except Putt Gen + Range +25.  
Hole to \$400*

4. **Raffle and Raffle Items**

5. **Food & Beverage Decisions**

*a. Lunch - Box-Sandwich  
b. 19<sup>th</sup> Hole - Dial Back  
Beverage - Through LCC! Add 19<sup>th</sup> Hole Spectator  
to ~~Putt Gen~~ Putt Gen.*

6. **Volunteer Coordination -**

- a. **Player Check-in, Cart runners front/back sides, Hole-in-One Spotters...**

7. **Social Media/Marketing Update (Media Relations Committee)**

- a. **Campaign to begin on social media on \_\_\_\_\_.** *Reg. on July 1<sup>st</sup>*
  - i. Sponsor recognition with logos.
  - ii. Opportunities to play and/or be a Hole Sponsor.
  - iii. Promoting the "Why" we do this.
  - iv. Steering Committee interest in doing little 0:59 (or less) videos?
    1. Why we host the Charity Classic
    2. What does the Charity Classic mean to our community?
    3. What does the Charity Classic mean to you?

8. **Additional Business**

9. **Schedule next meeting**

*July 13  
11:00 am.*

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**Title Sponsorship Level...\$2500 Envista Credit Union**

- Attendance for team of 4 players in Charity Classic
- Hole #1 Reserved Exclusively for your Company's Presence (or preferred location)
- Company Logo on the Player Giveaway Item (along with LBOR Charity Classic Logo)
- Company Logo on all Printed Materials & Signage
- Company Logo and recognition on LBOR Website and in social media
- Recognition on Radio Show at KLWN
- Opportunity to address Players/Crowd at the event
- Unlimited Spectators

**19<sup>th</sup> Hole Sponsor...~~\$1750~~ <sup>2000</sup> Security 1<sup>st</sup> Title**

- Attendance for 2 players in the Charity Classic
- Company Logo and recognition on LBOR Website and social media
- Company Logo on Banner/Signage at the event
- Prime Advertising Space after the event

**Lunch Sponsor...~~\$1250~~ <sup>1500</sup> Lawyer's Title**

- Attendance for 2 players in the Charity Classic
- Company Logo and recognition on LBOR Website and social media
- Company Logo on Banner/Signage at the event
- Prime Advertising Location at Registration
- Opportunity to have a tent at a hole to interact with players

**Beverage Cart Sponsor...\$1000 (2) <sup>1250 x 2</sup> Truicity Credit Union/ CEK**

- Attendance for 2 players in the Charity Classic
- Company Logo and recognition on LBOR Website and social media
- Company Logo on Drink Ticket
- Company Logo on Beverage Cart Sponsor Sign

**Prize Sponsor...\$1000 <sup>1250</sup> Fairway Independent Mortgage**

- Attendance for 2 players in the Charity Classic
- Company Logo and recognition on LBOR Website and social media
- Company Logo on Signage at the event
- Gives away prizes at 19<sup>th</sup> Hole After Party

**Putting Green...\$750 Continental Title**

- Attendance for 1 player in the Charity Classic
- Company Logo and recognition on LBOR Website and social media
- Company Logo on Signage at the event
- Prime advertising location

*Spectator to 19<sup>th</sup> Hole.*

**Range Sponsor...\$500 Meritrust Credit Union**

- Company Name and recognition on LBOR Website and social media
- Company Name on Signage at the event
- 1 Spectator to 19<sup>th</sup> Hole Party

**Hole Sponsor...\$300 (goal is 30-36) <sup>400</sup>**

- Company Name and recognition on LBOR Website and social media
- Company Name in Color with Logo Hole Signage at the event
- 1 Spectator to 19<sup>th</sup> Hole Party

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**THE CHARITY**  
— C L A S S I C —  
Lawrence Board of REALTORS®

**Charity Classic Income/Expense**

**CHARITY CLASSIC EXPENSES**

LCC Players (96 @ \$75)	-\$7,200.00
LCC Food (122 for players and volunteers)	-\$1,500.00
LCC Food (for 104)	-\$1,170.00
LCC Drinks (\$5 per)	-\$820.00
LCC Sales Tax	-\$994.17
LCC Gratuity (10% on food only)	-\$267.00
LCC Service Charge (25%)	-\$872.50
<b>Total LCC</b>	<b>-\$12,823.67</b>
Swag Item (Rain Jacket at \$19.57 + tax & \$50 setup)	-\$2,828.71
Hole Signs & Banners	-\$897.75
Winning Team Prizes	-\$1,000.00
Raffle Purchases	-\$410.00
Brochures	\$0.00
<b>TOTAL EXPENSES</b>	<b>-\$17,960.13</b>

**CHARITY CLASSIC REVENUE**

Total Major Sponsors (8)	\$9,750.00
Total Hole Sponsors (30)	\$9,000.00
Bundled Discount (11 @ \$60)	(\$660.00)
<b>Total Sponsorships</b>	<b>\$18,090.00</b>
13 Major Sponsor Free Players	\$0.00
83 Paid Players	\$10,375.00
1 or 2 Free Players to fill final team	\$0.00
<b>Total Sponsorship &amp; Players</b>	<b>\$28,465.00</b>
<b>Total Sponsorships + Players</b>	<b>\$28,465.00</b>
Add Ons: Mulligans/Raffle Sales (60 @ \$25)	\$2,515.00
Add Ons: Pay if Forward/If You're On You're In (18 @ \$40)	
<b>TOTAL GROSS REVENUE</b>	<b>\$30,980.00</b>
<b>TOTAL EXPENSES</b>	<b>-\$17,960.13</b>
<b>NET REVENUE</b>	<b>\$13,019.87</b>





**THE CHARITY**  
 — C L A S S I C —  
 Lawrence Board of REALTORS®

The **Charity Classic Golf Tournament** is a fun-filled day that begins with a sponsored lunch, at a setting that is second to none, Lawrence Country Club. The 18-hole scramble format will lead to great memories, topped off with food and prizes at the Charity Classic 19th Hole Celebration that follows golf. Sponsored again in 2023 by Title Sponsor Envista Credit Union, this event offers numerous sponsorship opportunities, including Hole Sponsors who often stage themselves on tee boxes with complimentary beverages and fun games.

**Charity Classic Marketing Plan Example**

Monday, October 16, 2023 Lawrence Country Club **Registration will Open July 1, 2023**

1. Sponsor Sales, Media Outreach, Graphics June - September \_\_\_\_\_
2. Registration Opens (Sponsors/Teams) July 1 \_\_\_\_\_
3. Save the Dates Sent - 45 days before the event, 10 weeks - Aug 1 \_\_\_\_\_
4. Graphic Creation for Social Media Begins - July - August \_\_\_\_\_

All Graphics from Sponsors July - August \_\_\_\_\_

Media Relations/Marketing Committee 30 days (Sept 11) before the event create Posting Schedule

Ad Calendar \_\_\_\_\_

5. Email Blast Sent to Members - 30 days before the event, Sept 11 \_\_\_\_\_
6. Social Media Countdown Begins - 14 days before the event, Oct 2 \_\_\_\_\_
7. Media: Real Estate Live + Local Radio Tuesday October 10th (Sponsor + Chairpersons)
8. Ticket Sales End - 2 days before the event, Friday Oct 13th \_\_\_\_\_
9. Post-Event Survey October 16 - October 22, 2023 \_\_\_\_\_

15 weeks - July 5th 10 weeks - Aug 7th 6 weeks - Sept 5th 2 weeks - Oct 2nd

**Social Media Organic Marketing:** \_\_\_\_\_

Begin social media countdown on October 1, 2023. Create posts that highlight the event and its purpose, share behind-the-scenes photos, and engage with members and followers.

1. Post event photos and thank you messages on October 16, 2023.
2. Share survey results on October 22, 2023.

**Paid Marketing:** \_\_\_\_\_

1. Create Facebook and Instagram ads to promote the event. Target real estate professionals and those interested in supporting local housing needs.
2. Launch ads on late August - September \_\_\_\_\_
3. Monitor ad performance and adjust as necessary.

**Member Outreach Marketing:** \_\_\_\_\_

1. Send an email blast to members in September \_\_\_\_\_, reminding them of the event and encouraging them to buy tickets.
2. Follow up with members who have not purchased tickets a week before the event.
3. Thank members for their support and attendance after the event.

**Email Marketing:** \_\_\_\_\_

1. Send a save-the-date email to members on September \_\_\_\_\_
2. Send a reminder email to members who have not purchased tickets on October \_\_\_\_\_
3. Send a post-event email thanking members for their support and attendance on October 17, 2023.

**Graphic Creation:** \_\_\_\_\_

1. Create a graphic that highlights the event's purpose, date, and location; working with Graphic Designer
2. Use the graphic in social media posts, email blasts, and other marketing materials.

**Information Gathering:** \_\_\_\_\_

1. Collect information about the event, such as guest speakers, sponsors, and vendors.
2. Create a detailed event page on the board's website.
3. Include all relevant information about the event, including a schedule, ticket prices, and parking information.





**THE CHARITY**  
—C L A S S I C—  
Lawrence Board of REALTORS®

Lawrence Country Club  
Monday—October 3, 2022  
Volunteers Arrive at 10:30am  
Check-in and Lunch begins at 11:am  
Shotgun Start at 12:30pm  
19th Hole from 5:30pm to 6:30pm

**LBOR Charity Classic Major Sponsor Information**

**Title Sponsor—Envista Credit Union**

Hole #1 is reserved for Envista

**19th Hole Sponsor—Security 1st Title**

Signage at Club House near Patio

**Lunch Sponsor—Lawyer's Title**

Signage at Club House near Patio

**Prize Sponsor—Fairway Independent Mortgage**

Signage at Club House near Patio

**Hole-in-one Sponsor—Dale Wiley Automotive**

Sign on #7, and extras on #2, #11, and #17

**Beverage Sponsor—CEK Insurance**

There is a Beverage Station at #2—And a Beverage Cart with Signage

**Beverage Sponsor—Truity Credit Union**

There is a Beverage Station at #2—And a Beverage Cart with Signage

**Putting Green Sponsor—Guardian Mortgage**

Signs on Practice Putting Green

**Range Sponsor—Meritrust Credit Union**

Sign on cart path to Driving Range, and Sign on Driving Range

**Host—Lawrence Board of REALTORS®**

**Hole Sponsor Assignments**

1. Envista Credit Union
2. Ad Astra Home Inspections  
Lawrence Home Builders Association  
*EXTRA—Dale Wiley—Hole-in-one prize*
3. Alpha Roofing  
Farm Bureau Insurance  
*Play it Forward—\$20 per team to drop at 150 yards for 2nd shot*
4. ReeceNichols Preferred  
CBD American Shaman  
*Longest Drive for Women*
5. KW Integrity  
Kaylin Dillon Financial Planning
6. McGrew Real Estate  
Feldmeyer Financial
7. JEEP CHEROKEE—Dale Wiley—Hole-in-one
8. Greenline Underground  
The Trust Company  
*Longest Drive for Men*
9. Stephens Real Estate  
Farmer's Bank of Kansas City

10. Ashley Zeller—Bank Midwest Mortgage Moore Valuation  
Kring's Interiors
11. Meridian Title Company  
*EXTRA—Dale Wiley—Hole-in-one prize*  
*If You're On You're In—\$20 per team to record a 1 in your scorecard if any member of the team hits their tee shot on the green*
12. Eland Title Company  
Form & Function  
*Closest to the Pin in two*
13. Commerce Bank  
KB Painting  
*Longest Putt*
14. Professional Moving & Storage  
Greg Owen—Landmark National Bank
15. First State Bank & Trust  
Coldwell Banker American Home
16. Lawrence Shirt Factory  
Schneider Fit
17. Lawyer's Title of KS  
Priority Solutions LLC  
*EXTRA—Dale Wiley—Hole-in-one prize*  
*Closest to the Pin*
18. Laser Pest Management  
Prairie Land Insurance





**THE CHARITY**  
CLASIC  
Lawrence Board of REALTORS®

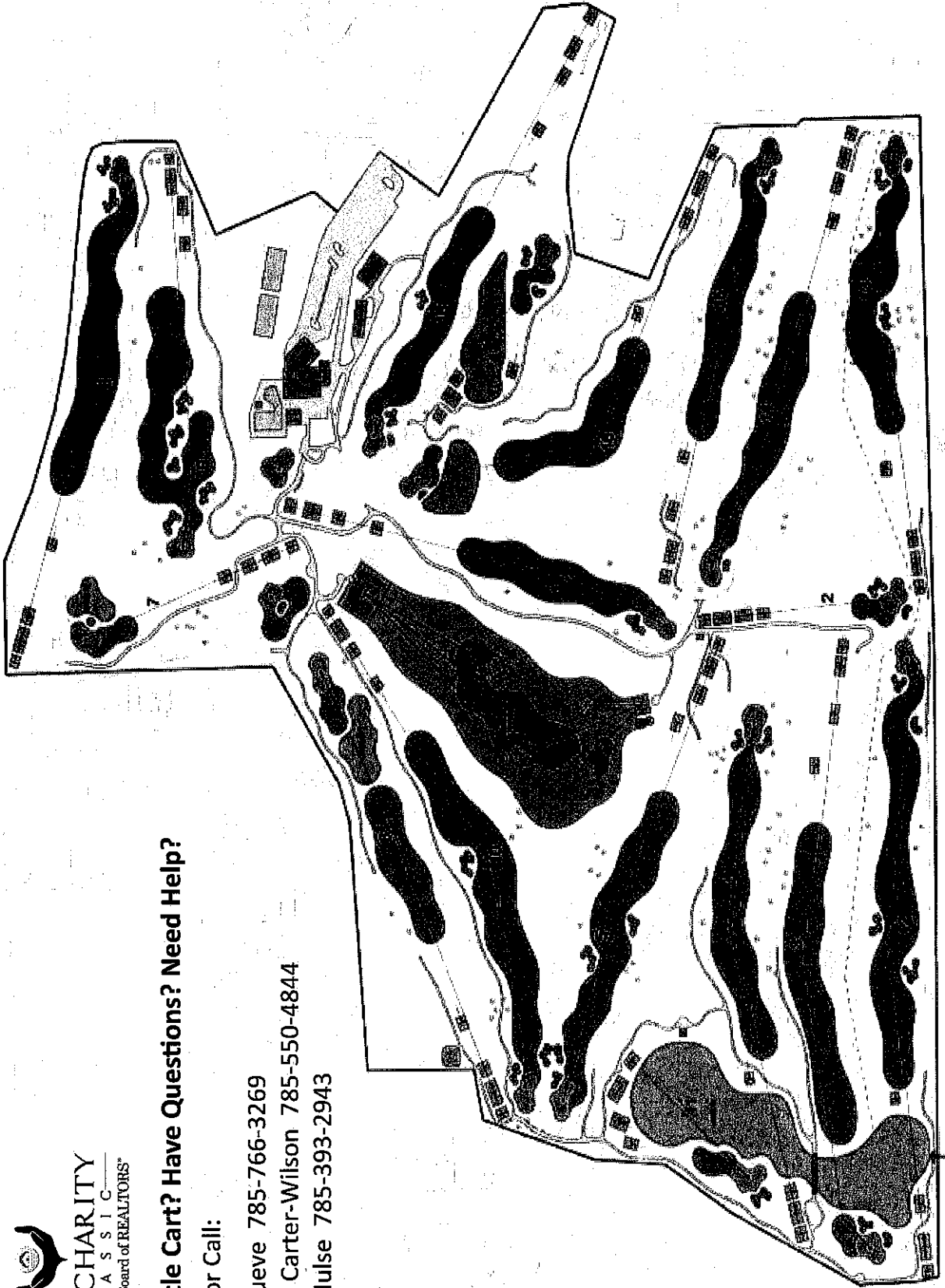
**Shuttle Cart? Have Questions? Need Help?**

**Text or Call:**

**Jill Stueve 785-766-3269**

**Greta Carter-Wilson 785-550-4844**

**Rob Hulse 785-393-2943**



**CE Golf  
Design**  
2000 International Drive  
Lawrence, KS 66044  
785.842.1234

# Lawrence Country Club

## Lawrence, Kansas

Proposed Golf Course Features



Date: February 24, 2005







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Kaylin Dillon Financial Planning
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Form & Function

*Closest to the Pin in two*

13. Commerce Bank

KB Painting

*Longest Putt*

14. Professional Moving & Storage

Greg Owen—Landmark National Bank

15. First State Bank & Trust

Coldwell Banker American Home

16. Lawrence Shirt Factory

Schneider Fit

17. Lawyer's Title of KS

Priority Solutions LLC

*EXTRA—Dale Wiley—Hole-in-one prize*

*Closest to the Pin*

18. Laser Pest Management

Prairie Land Insurance





**THE CHARITY**  
 CLASSIC  
 Lawrence Board of REALTORS®

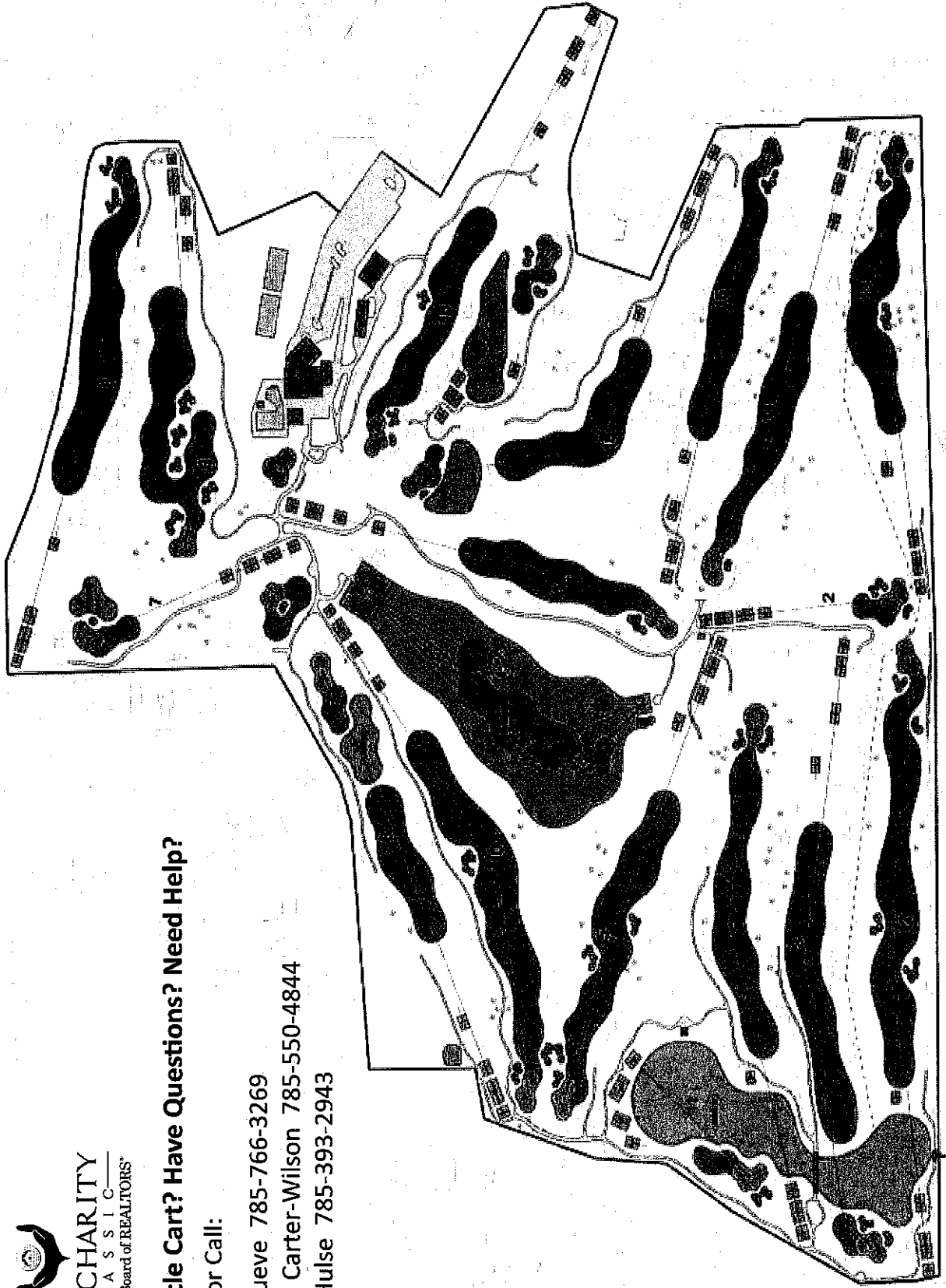
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**Jill Stueve 785-766-3269**

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**Rob Hulise 785-393-2943**



**CE Golf Design**  
 3201 Independence Road  
 Lawrence, KS 66044  
 785-841-0574

**Lawrence Country Club**  
**Lawrence, Kansas**  
 Proposed Golf Course Features



Date: February 24, 2005







### Player Information

Name (Last, First, Middle Initial, or Name Extension)  
 Team Name or Sponsor (Please Print)  
 Phone  Email

Team Member #2  
 Phone  Email

Team Member #3  
 Phone  Email

Team Member #4  
 Phone  Email

As a sponsor, I will donate the total amount of the hole-in-one prize.  
 I hereby certify that I have read and understand the Rules and Regulations of the tournament.

### Hole Sponsor Registration

Name of Company/Person  
 Name of Hole Sponsor  
 Address  State  Zip  
 Phone  Email

**Envista**  
credit union

Security 1st Title

**CEK TRUITY**  
INSURANCE

Lawyers  
Title of Kansas, Inc.

**FAIRWAY**  
Independent Mortgage Corporation

**BOC**

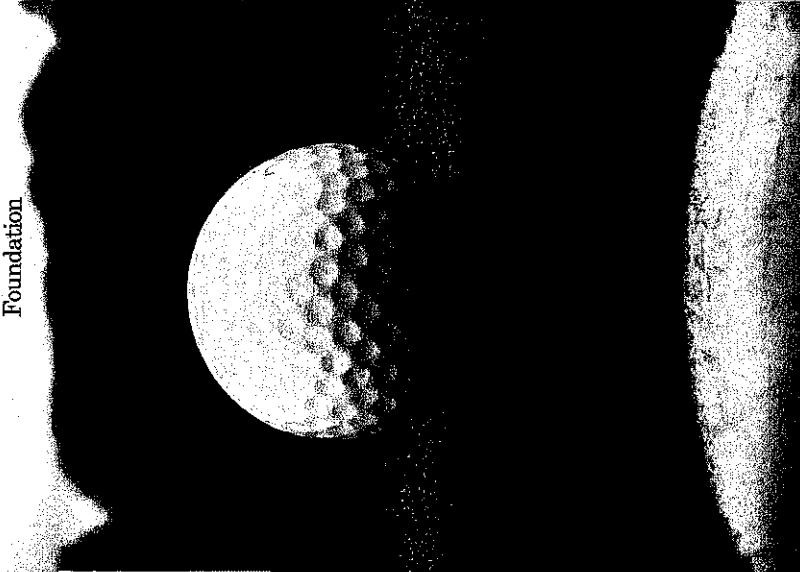
Continental  
TITLE COMPANY  
ctitle.com

**DUMMIEY**  
LAW OFFICES



**THE CHARITY**  
CLASSIC  
Lawrence Board of REALTORS®

- Benefitting -  
Lawrence Board of REALTORS®  
COMMUNITY  
Foundation



Lawrence Board of REALTORS®  
**Charity Classic**  
Monday, October 3, 2022  
Lawrence Country Club  
400 Country Club Terr  
Lawrence, KS 66049



11 AM Registration // Lunch  
12:30 PM Shotgun Start

Register online at  
[www.lawrencerealtor.com/charity-classic](http://www.lawrencerealtor.com/charity-classic)

If you are interested in becoming a Hole Sponsor, please contact Lawrence Board of Realtors at 785-842-1843

Please contact Lawrence Board of Realtors with any questions or to pay by phone 785-842-1843





# th HOLE

Lawrence Country Club

Immediately following the Charity Classic Tournament

Event Prizes, Hors d'oeuvres and Cash Bar



*"With your gift, my family will be able to move into a house where we can build a home together."*

- Charity Classic Recipient



*"Through donations such as yours, we can continue to assist our neighbors in need."*

- Charity Classic Recipient



## Pricing & Registration

Individual Player

Early Bird by Sept 15 // \$125  
After Sept 15 // \$150

4-Person Team

Early Bird by Sept 15 // \$500  
After Sept 15 // \$600

Hole Sponsor\* // \$300

Hole Sponsor & Team\*

Early Bird by Sept 15 // \$740  
After Sept 15 // \$900

\*Hole Sponsorship includes logo on hole sign, social media and website. If interested in Hole Sponsorship, contact 785-842-1843.

- Individual Player
- Four Player Team
- Hole Sponsor
- Hole Sponsor & Team

Paying by credit card?

Please complete registration and payment at [LawrenceRealtor.com/Charity-Classic](http://LawrenceRealtor.com/Charity-Classic).

Paying by check?

Return completed registration & payment to  
Lawrence Board of Realtors  
3838 W 6th St.  
Lawrence, KS 66049

Make checks payable to LBOR and include memo: "Charity Classic"





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