



BMW CHAMPIONSHIP

CASTLE PINES GOLF CLUB
AUGUST 19-25, 2024

Corporate Patron Timeline

2024 DUE DATES:

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|-------------------------------------|------------------------------|
| • Event Planner Contact Information | March 1 |
| • Payment Deadline | March 29 |
| • Corporate Kick-Off Event | May 6 |
| • Create Guest List | June |
| • Corporate ID Form | June 7 |
| • Corporate Patron Virtual Workshop | June 11-13 |
| • Final Merchandise Order | June 21 |
| • Ticket Distribution | June TBD |
| • Begin Inviting Guests | First or Second Week of July |
| • Program Ad Artwork | July 3 |
| • Ticket Management Webinars | July 17 & 18 |
| • RSVP Deadline | July 26 |
| • Distribute Tickets to Guests | Week of July 29 |
| • Shipments Accepted | August 1-18 |
| • Venue Walkthrough Form | August 5 |
| • Venue Walkthroughs | August 13-16 |
| • BMW Championship | August 19-25 |

*All dates are subject to change

MONTHLY PLANNER:

February

- Event Planner Website Active
 - All important information for event planners is compiled on our website. This is where you will find the forms, policies, ticket management platform, FAQs, and tournament information. The website will be live in February.

March

- Event Planner Contact Information: March 1
 - It is important that you provide us with the proper contact to receive tournament information and updates. This is the person that will receive the monthly newsletters with updates as well as the person who will be managing invitations and ticket distribution.
- Payment Deadline: March 29





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May

- Corporate Kick-Off Event: May 6
 - This event will be an opportunity for you to engage with our staff and ask questions regarding your hospitality experience.

June

- Create Guest Lists
 - Begin compiling a list of guests you would like to invite. Make sure to have a secondary list in case someone cannot attend.
 - Send out Save the Dates to make your guests aware of the tournament.
- Corporate ID Form Due: June 7
 - This form will indicate how your company name will be represented on signage.
- Corporate Patron Virtual Workshop: June 11-13
 - The workshops will allow for our staff to walkthrough a presentation which will go over all hospitality logistics.
- Final Merchandise Order: June 21
 - This is the final deadline to submit your order for corporate merchandise.
- Ticket Distribution: June TBD
 - Tickets will be available to you in June. The ticketing process will be electronic and we will have a step-by-step guide to help you through the distribution process.

July

- Begin sending formal invitations to guests: First or Second Week of July
 - This is a good time to begin inviting your guests to give them time to plan as well as provide you with enough time to follow up with RSVPs and invite another round of guests if needed.
- Official Program Ads due: July 3
 - If you have a program ad included in your package, they will need to be submitted and approved by July 3.
- Ticket Management Webinars: July 17 & 18
 - We will host webinars to walk you through the ticket management platform. We encourage you to attend one of these sessions as we will answer any questions you have regarding the ticket distribution process.
- RSVP deadline: July 26
 - Our suggestion is to set the RSVP deadline for this date. This allows you for enough time to follow up with guests that have not responded prior to tickets becoming available.
- Distribute tickets to guests: Week of July 29
 - We suggest beginning this process the last week of July. This will provide you with enough time to troubleshoot any issues your guests may have.

August

- Shipments accepted: August 1-18
 - If you are planning to ship anything to the BMW Championship, we must receive the shipment prior to the start of championship week.
- Venue Walkthrough Forms: August 5
 - Venue walkthroughs are available to anyone who would like to tour Castle Pines Golf Club and your venue prior to the start of Championship Week. You must complete and submit the sign-up form by August 5.
- Venue Walkthroughs: August 13-16
- Championship Week: August 19-25

