



BMW CHAMPIONSHIP

WILMINGTON COUNTRY CLUB
AUGUST 16 - 21, 2022

Corporate Patron Timeline

2022 DUE DATES:

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| • Event Planner Contact Information | March 1 |
| • Payment Deadline | March 30 |
| • Corporate Patron Virtual Workshop | Spring/Summer 2022 |
| • Create Guest List | June |
| • Corporate ID Form | June 20 |
| • Final Merchandise Order | June 24 |
| • Program Ad Artwork | June 27 |
| • Ticket Distribution | July (TBD) |
| • Ticket Management Webinars | July (TBD) |
| • Begin Inviting Guests | First week of July |
| • RSVP deadline | July 20 |
| • Distribute tickets to guests | Week of July 25 |
| • Shipments Accepted | August 1-13 |
| • Venue Walkthroughs | August 11-14 |
| • BMW Championship | August 16-21 |

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 30

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





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- Send out Save the Dates to make your guests aware of the tournament
- Corporate ID form due: June 20
 - This form will indicate how your company name will be represented on signage
- Final Merchandise Order: June 24
 - This is the final deadline to submit your order for corporate merchandise.
- Official Program ads due: June 27
 - If you have a program ad included in your package, they will need to be submitted and approved by June 27

July

- Begin sending formal invitations to guests: First 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
- Ticket Distribution: July (TBD)
 - Tickets will be available to you in July. The ticketing process will be electronic and we will have a step by step guide to help you through the distribution process.
- Ticket Management Webinars: July (TBD)
 - 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 20
 - Our suggestion is to set the RSVP deadline for this date. This allows you for enough time to follow up with guests that haven't responded prior to tickets becoming available.
- Distribute tickets to guests: Week of July 25
 - 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

- Venue Walkthrough Forms: August 1
 - Venue walkthroughs are available to anyone who would like to tour Wilmington Country club and your venue prior to the start of Championship week. You must complete and submit the sign-up form by August 1.
- Shipments accepted: August 1-13
 - If you are planning to ship anything to the BMW Championship, we must receive the shipment prior to the start of championship week.
- Venue Walkthroughs: August 11-14
- Championship Week: August 16-21

