



CMAA CHARITY CLASSIC 2015

Committee Job Descriptions

Chairperson:

Coordinate and oversee the planning and implementation of the Charity Gala and Golf tournament. Responsible for all of the committee assignments and the selection of sites for the Gala and Tournament.

Marketing and Public Relations:

Work with Eventful Company to develop a marketing and promotional strategy to increase awareness, attendance, and sponsorship dollars.

Wine Raffle:

Coordinate the wine raffle, which includes securing the wine, organizing it by lots for the raffle. Support (printing raffle tickets, etc.) provided by Lori Cook North, The Eventful Company.

Finance Committee:

Coordinate and keep records of all funds, provide periodic reports to overall committee. Conduct annual audit following all events.

Food and Beverage Planning:

This is provided by the host club management, who also sit on the event planning committee. They coordinate menu selection for all events at the Gala and Golf Tournament. They report to the event planning committee about the menus and status of sponsorships provided by Food and beverage suppliers.

Sponsorship Development:

Responsible for securing primary sponsors and defining their level of contributions. Also responsible for ensuring that sponsors are welcomed at all events, establishing a long-term relationship.

Golf Committee

Work with Host Club to determine tournament rules and details. Responsible for tournament on-course competitions. Secure tee favors and prizes. Coordinate food

stations with Food and Beverage Committee.

Silent and Live Auctions

Work with Eventful Company to determine strategy for securing auction items. Secure auction items based on target packages. Ensure that donors are providing descriptions and items values for promotional materials. Recruit volunteers to assist with auction set-up. Determine what items will be packaged together for maximum event revenue.