

# Tee To Green



HOLE IN ONE INSURANCE PUTTING CONTEST INSURANCE MILLION DOLLAR SHOOT-OUTS CONTEST AND SPONSOR SIGNS

VOL. 1, ISSUE 1

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**TOURNAMENT TIPS**

Protected: Weather or Not Signs for Sponsors



News from the Non-Golf Side

**MILLION-DOLLAR MAN**

## \$1 MILLION WINNER SPLITS WITH ROTARY AND SPONSOR

**Farmington, N.M.** – Think of him as Basin Broadcasting's ace in the hole. Eric Duncan, of Farmington, N.M., made his third lifetime hole in one at the Rotary's Basin Bonanza Million Dollar Shoot-Out scoring a \$1,000,000 prize, paid for Hole In One International. And, due to a unique fundraising shoot-out format, Duncan, who made the winning shot from 165 yards on the 18th hole at Farmington's municipal Pinon Hills Golf Course, will be sharing the prize with the company that sponsored him, as well as the two Rotary Clubs who put the event together.

"The real story here is how well this shoot-out format worked as a fundraiser for the Rotary," explained Kerwin Gober, Basin Bonanza Coordinating Director. In a traditional million-dollar shoot-out, a select number of contestants make a donation, receive balls and take shots in order to qualify for a shot at winning a million bucks. However, this format was unique, it featured both public and sponsored contestants.

"In addition to having a month-long public qualification at the course, local businesses could sponsor a player for \$500 and either select someone to be their shooter, or we'd pair them up with a local amateur with a low handicap. As an added incentive to encourage sales, if the



\$1,000,000 winner Eric Duncan

sponsored shooter won the million-dollar prize, it was part of the agreement that the prize would be split 50% to the shooter, 20% to the sponsor and 15% to each Rotary Club. As you know, the fundraising was in the sponsorship sales. We had planned and did raise about \$20,000 but didn't expect to have a million-dollar winner. It's a real windfall," stated Gober.

While the two Rotary Clubs in the area have a rich tradition of funding various community projects – including park improvements, literacy programs and scholarships, Gober noted that the organization is still deciding how to best utilize their portion of the prize.

And as for the ace-making Duncan, he plans to use the prize for his retirement and purchasing a new vehicle for his 15-year-old daughter.

“The real story here is how well this shoot-out format worked as a fundraiser for the Rotary.” Kerwin Gober, Basin Bonanza Coordinating Director

# THE ULTIMATE VACATION

## \$20,000 WINNER HAS BIG TRAVEL PLANS

**Saipan, CNMI** - Hideaki Yoshida is planning a big vacation – a \$20,000 big vacation – courtesy of Hole In One International, after participating in a recent golf fundraiser for the Hotel Association Northern Marianas Islands (HANMI).

Yoshida, Vice President of H.I.S. Tours, won the giant cash prize after acing the 7th hole at the Coral Ocean Point Golf Course. While Yoshida has been playing the sport the past 31 years, this was the first time

he's ever hit a hole in one, although he came close once in Guam when his tee shot came within an inch of the cup. At the check presentation during the awards ceremony for the tournament, Yoshida said that he plans to spend his \$20,000 by going on vacation in the Philippines with his wife. The 4th Annual HANMI Charity Golf Tournament brought in over \$20,000 for future tourism-related promotions.



**HANDING OUT BIG CASH...**  
\$20,000 means a big vacation for Hideaki Yoshida.



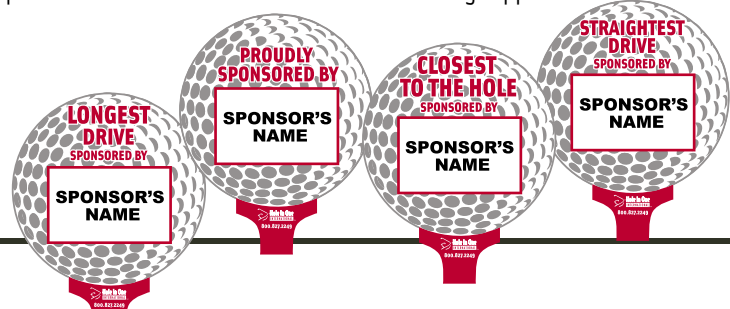
### SIGN UP FOR BIG SUCCESS

## TOURNAMENT GOES FROM RAISING \$3,000 TO \$30,000

**Yuba City, Calif.** - Corrina Aguilar knows how to get sponsors. But more importantly, she knows what makes 'em happy... lots of recognition! So, it shouldn't come as any surprise that at a recent fundraising golf tournament for Children's Hope, a foster family agency serving the greater Yuba City area, she sold not 18, not 36, but 47 sponsor signs, for \$100 each to local businesses so they could have "free advertising" during the tournament!

While Aguilar points out that several things went into the success of this year's event, held at Southridge Golf Course, the sponsor sign sales and an auto dealer's sponsorship of a

hole in one contest, insured with Hole In One International, added to the mix. The result of the sponsorship recruiting push and all those signage sales? The event raised \$30,000 – a \$27,000 increase over the previous year. As for the signs? "After the tournament I gave each business the opportunity of keeping their own sign," Aguilar explained, providing the sign sponsors with a little reminder of their community support!



## INAUGURAL TOURNAMENT A BIG SUCCESS

# OREGON COAST COMMUNITY COLLEGE FOUNDATION RAISES \$13,000 IN FIRST YEAR...

It's no wonder that A.T. Ronan, Director of Development at the Oregon Coast Community College, experienced such great success with her inaugural fundraising golf tournament... she's very creative. The fundraiser, part of an overall campaign to launch a new nursing program, featured several creative ideas. To get the word out early on, Ronan had 500 "tournament information" business cards printed. She distributed the cards to everyone involved in the event with instructions to hand them out complimenting a marketing plan that already included advertising, direct mail and flyers. She also utilized a \$1,000,000 hole in one promotion, insured by Hole in One International, to add extra sizzle to the event's closest to the hole contest.

Jerry Iverson, a former golf pro at Salishan (which incidentally is where the tournament was held), handily won the closest to the hole contest during the tournament. And, while Iverson didn't quite make the million-dollar shot, Ronan didn't send him home empty handed. He received a trophy for his accomplishment. "Raising over \$13,500 at this inaugural golf tournament is something that the entire Oregon Coast Community College Foundation is proud of, but more importantly, it brings the college that much closer to accepting students in September of 2006. This event will help us to obtain more grants because it shows we have community support for the nursing program," explained Ronan.



**BIG SHOT**  
Iverson shoots for \$1,000,000.

## **OnTarget** NEWS FROM THE NON-GOLF SIDE

# \$10,000 BASEBALL-IN-ONE

Looking for creative ways to increase visibility, traffic and sales with an off-course promotion?

Give Hole In One International's sister company, Odds On Promotions, a call at 888-827-2249.

This summer in Evansville you might just hear the 4,000-5,000 lucky fans at Evansville Otter's baseball games singing, "Take Me out to the Driving Range" as they step up to the right field line and swing a golf club in an effort to win big cash, paid for by Odds On Promotions.

At Bosse Field, the 3rd oldest ball park in the country, Tee Time Golf Complex is sponsoring one of the more creative hole in one contests we've seen lately. Held during Otter home games, the contest gives a randomly selected fan the chance to take home \$10,000 if they can sink a 110-yard hole in one onto a 6-foot green that gets wheeled out onto center field at the bottom of the second inning.

According to Joel Padfield, Account Executive with the Evansville Otters, who came up with this creative concept, this season-long in-between inning promotion is going really well- with a few folks already getting close. And the consolation prize is pretty handy too - participants get a free round of golf at, you guessed it Tee Time Golf Complex's par-3 course, so they can work on their golfing skills!

## NEW ACEMAKERS

Everybody loves a winner... especially when someone else is picking up the tab! Congratulations to these lucky acemakers who'll be taking home more than just bragging rights, paid for by Hole in One International.

ROBERT WEYAND & ADAM TRACY

**\$5000 Each**

The Peninsula Golf & Country Club; San Mateo, CA; 2/16/05  
Hole 7 | 150 Yards | 7 wood, 7 iron

HIDEAKI YOSHIDA

**\$20,000**

Coral Ocean Point Resort Club; Saipan, CNMI; 4/2/05  
Hole 7 | 135 Yards | 9 iron

JERRY AYRES

**VW Beetle**

Valley Oaks Golf Club; Visalia, CA; 4/8/05  
Hole 8 | 204 Yards | 5 iron

DESIREE TING

**Dodge Ram**

Maui Prince Hotel - South Course; Maui, HI; 4/16/05  
Hole 13 | 155 Yards | 5 iron

BRUCE MADISON

**\$10,000**

Green Tree Country Club; Midland, TX; 5/2/05  
Hole 16 | 165 Yards | 8 iron

DARREN HEURING

**\$5,000**

Bent Creek Golf Club; Jackson, Mo; 5/6/05  
Hole 6 | 175 Yards | 5 iron

STEVE GREEN

**Dodge 1500 "Hemi" QC**

Cypress Lakes Golf Club; Cypress, TX; 5/7/05  
Hole 4 | 180 Yards | 1 iron

ARNOLD WACHSBERGER

**\$10,000**

Westchester Country Club; Boynton Beach, FL; 5/7/05  
Hole 8 Red | 156 Yards | 5 iron

CHRIS GAYLOR

**\$10,000**

Fox Den Country Club; Farragut, TN; 5/9/05  
Hole 13 | 146 Yards | 8 iron



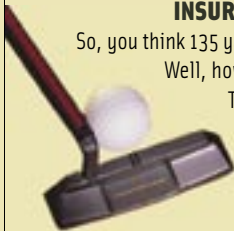
Hole In One International makes it easy to have a successful golf event. With just one quick call to **800-827-2249** you can secure everything from insurance to sponsor signage.

**HOLE IN ONE INSURANCE**

Add excitement to your company, charity or golf tournament by offering valuable, attention-getting hole in one prizes without the risk of a payout. With Hole In One International, you offer **spectacular hole in one prizes and we'll assume the risk.**



**PUTTING CONTEST INSURANCE**



So, you think 135 yards is too long? Well, how about 50 feet? That's right, you can now insure a 50-foot or longer putting contest for as little as \$150. **Before, during, or after** your tournament, our single putt or multiple putt contests are sure to create excitement for all your participants.

**MILLION DOLLAR SHOOT-OUTS**

Need to increase participation and **set your tournament apart?** Need to raise money for your cause? Imagine the turnout and excitement when you offer a \$1,000,000 prize! Don't worry, it costs as little as \$190. And when your participant knocks it in, Hole In One International pays the price.



**CONTEST AND SPONSOR SIGNS**

A golf tournament presents the **perfect opportunity for local businesses or company clients to strut their stuff!** Our signs are available at a fraction of the cost of conventional sign shops.



**Improve Your Bottom Line With Sponsor Signs...**



At just \$20 each when you buy 18 or more (just \$25 each for 17 or fewer), Hole In One International's heavy-duty Coroplast sponsor signs are not only attractive and easy to set up, they're also weatherproof! Available at

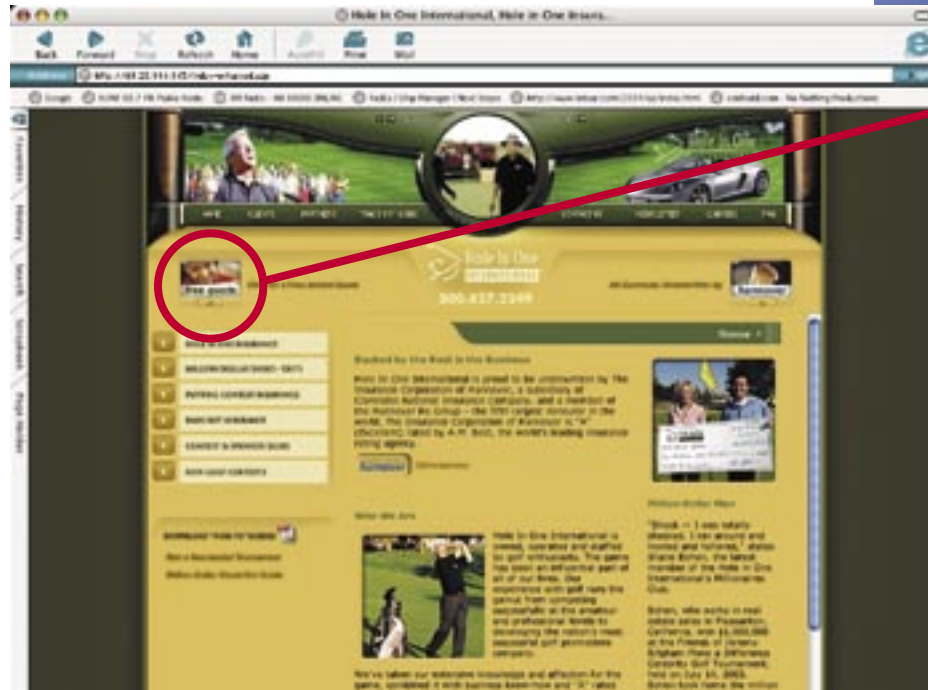
a fraction of the cost of conventional sign shops, these signs can help you bring in additional dollars when you sell them as "in-tournament" advertising to local businesses.

**Laughin' At the Clouds ...**

Let those stormy clouds chase every golfer from your tournament! With weather insurance from Hole In One International, you're apt to find yourself singing and dancing in the rain, wind (or for those of you in mountainous northern climes) snow - because you'll be covered! What's more, weather insurance is as easy to arrange as your hole in one contest coverage. Just let us know the dates of your event, hours of coverage required, location, amount of coverage you need and the type of weather peril (i.e. excess rainfall, snowfall, temperature or wind) and we'll take care of the rest. And if Mother Nature doesn't cooperate, Hole In One International will be there to pick up the tab!

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# GO TO [www.holeinoneinternational.com](http://www.holeinoneinternational.com) GET STARTED WITH FREE INSTANT QUOTES



Great tournaments start with great prizes and great hole in one prize insurance. Log on today and get free quotes using different numbers of players, holes, and yardages with different prize values, so you can customize your coverage to your event budget. All you need to get started are:

1. Your Prize
2. Number of Players
3. Length of Target Hole
4. Cash Value of Your Prize

## Hole in One Fact:

It is estimated 490,000 hole in ones are hit worldwide every year.



**Hole In One**  
**INTERNATIONAL**

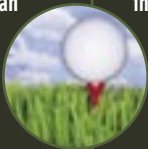
[www.holeinoneinternational.com](http://www.holeinoneinternational.com)

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## WELCOME TO OUR FIRST ISSUE

Hole In One International is owned, operated and staffed by golf enthusiasts. The game has been an influential part of all of our lives. Our experience runs the gamut from competing at the amateur and professional levels to developing the nation's most successful golf promotions company.



Take a look inside and see how we can help you run the best golf event ever!