

Golf Classic Goals

- Raise awareness to the efforts of our charity organizations
- Raise money for Christmas In October
- Raise money for additional charities supported by our major sponsors
- Galvanize the corporate community in support of the tournament
- Raise community awareness for our major sponsors
- Establish an open dialogue and a close working relationship with our major sponsors
- Nurture the partnerships with our major sponsors creating a point to point open dialogue
- Maintain the attention of the public through the implementation of a year round promotional campaign that will keep the golf tournament in front of the Kansas City community. (Radio talk shows, off course promotions with our major sponsors, conceptualization of on course promotions, utilization of the PGA Nationwide Tour players, appearances at other events in Kansas City).
- Reach out to the surrounding Midwest area. (St. Louis, Des Moines, Tulsa, Springfield, Wichita)
- Create a perpetually successful World Class golf tournament for the Kansas City area.