

# PREPARATION TIMELINE

## SAVE THE DATES

### MARCH

We highly recommend that you send your Save the Date cards or emails out in mid to late March.

### Save the Date Example:



The graphic is a vertical rectangular card with a blue left border and a white background. At the top is a photograph of a golfer in white attire on a green, surrounded by a crowd of spectators. Below the photo is the XYZ Company logo. The main text reads: 'Join us at the 78th Charles Schwab Challenge', 'You are invited to join XYZ Company in our private suite at the 78th Charles Schwab Challenge.', 'Special credentials are required for our Palmer Suite at No. 13. Includes tournament admission, suite seating and food and beverages. LIMITED availability, so please RSVP early to reserve your spot.', and a red arrow pointing to a 'CLICK HERE to RSVP' link with the text 'And include your pick to win the tournament!'. The Charles Schwab Challenge logo is on the right. At the bottom, a grey bar contains the location 'Palmer Suite at No. 13 Colonial Country Club, 3735 Country Club Circle, Fort Worth, Texas 76109' and the date 'Friday, May 24, 2024 Starting at 10 am'. Red arrows from external text labels point to the RSVP link, the location, and the date.

*How can your guests RSVP with you?*

*Location*

*Date and Time*

**XYZ** XYZCompany

**Join us at the 78th Charles Schwab Challenge**

You are invited to join **XYZ Company** in our private suite at the 78th Charles Schwab Challenge.

**Special credentials are required for our Palmer Suite at No. 13.** Includes tournament admission, suite seating and food and beverages. **LIMITED** availability, so please RSVP early to reserve your spot.

[CLICK HERE](#) to RSVP  
And include your pick to win the tournament!

**charles SCHWAB CHALLENGE**

**Palmer Suite at No. 13  
Colonial Country Club  
3735 Country Club Circle  
Fort Worth, Texas 76109**

**Friday, May 24, 2024  
Starting at 10 am**



Ticketmaster ticket release at the end of March or when payment has been made.

## PREPARATION TIMELINE (CONTINUED)

# INVITATIONS

### APRIL

Invitations to guests. Send out invitations with an RSVP deadline so you can effectively estimate your “count” for your hospitality program.

To maximize your value at this year’s tournament, we recommend that you closely monitor a detailed invitation list.

- Develop a list of RSVPs well in advance to ensure you have the correct number of tickets you need to email via account manager.
- Refer to account manager page for more details.
- The nature of some people is to wait until the last minute; have someone on your team contact those on your guest list who have not responded (approximately a day or so before the deadline).
- After you receive a number of declines, you are now able to extend invitations down your prioritized list to clients and guests to utilize any remaining tickets.
- Begin to summarize ticket numbers for each day.
- Suite, Patio Club and Villages tickets are all-inclusive tickets that include food and beverages. Be sure not to send out any tickets too early. This will result in valuable tickets being passed down to unintended guests as schedules change and conflicts occur.

## PREPARATION TIMELINE (CONTINUED)

# ORDERING CO-BRANDED TOURNAMENT MERCHANDISE

### **MARCH/APRIL (START ORDERING AT ANY TIME)**

**MERCHANDISE GIFTS/SOUVENIRS.** Exclusive to our corporate partners, we have created a Tournament Merchandise program that will save you more than 25% for top-quality Official Tournament Merchandise co-branded with your company logo. Please see below for contact information on who to order these items from:

**PGA TOUR**  
**Savannah Lacy**  
(904) 456-8379  
savannahlacy@pgatourhq.com

charles  
SCHWAB  
CHALLENGE



For specialty items, such as koozies, hats, shirts and apparel, please see contact above.

*Click to link to our Corporate Catalog.*

[Corporate Merchandise Catalog Link](#)

Password: **TOURMERCH23**

Order Deadline: **4/11/24**

Tournament Contact: Savannah Lacy, PGA TOUR. Contact information above.

## PREPARATION TIMELINE (CONTINUED)

# TICKETS & PARKING

### APRIL

Release electronic tickets and parking to clients. See account manager page for details. Gold Valet VIP parking hangtags may be picked up at Will Call or in the Tournament Office at Colonial Country Club.

Contact Rachel Barber in the Tournament Office for assistance:

**Rachel Barber**

rbarber@colonialfw.com

(817) 927-4281

**RIDESHARE INFORMATION:** Please refer to the course map in the guide for the exact drop-off and pick-up location. The Rideshare location and dedicated Rideshare entrance is on Colonial Parkway by No. 2 tee box.

