

Page: Entry Information

Chapter

ALBM

Chapter Size

Medium (261-510)

Category

Chapter Operations and Sustainability

Program Name

7th Annual CAI Alabama Golf Tournament

If this was a joint program with another chapter, please list the chapter.

Each question is worth 20 points and will be scored using the following rubric:

(1-5) Poor Didn't effectively answer the question

(6-1) Fair Answered the question

(11-15) Good Answered the question with more detail

(16-20) Excellent Went above and beyond with proven results and visible data

Describe the program and why it fits the category. (20pts)

The 7th Annual CAI Alabama Golf Tournament has grown into the chapter's highest-producing net revenue event, combining fun, networking, and community impact. Starting from a small event with just a few foursomes, the tournament has expanded to 112 players, multiple sponsors, and a lively after-party featuring prizes, a DJ, and karaoke.

In the first year, the tournament generated less than \$1,000 in net profit. Over seven years, it has grown steadily, and in 2025, it generated more than \$20,000 in net profit (see attachments for player and revenue growth). The tournament sold out with 28 foursomes and all sponsorships filled.

The biggest reason for the increase in net revenue was changing the sponsorship structure. In prior years, our highest-level annual chapter sponsors received a complimentary hole, which reduced profitability. In 2025, all hole sponsorships were sold separately, and every sponsor paid for their hole. We also adjusted the pricing for foursomes and Eagle Sponsorships, which further increased revenue.

The tournament also supported the community. We donated \$4,500 to Iron City Trykes, which builds adaptive bikes for children and adults with special needs, and \$500 to All The Dogs, which rescues and cares for abandoned dogs in Alabama.

This program fits the Chapter Operations and Sustainability category because it shows consistent growth, increased revenue through sponsorship and pricing changes, sold-out participation, and meaningful community impact while strengthening chapter funds.

How did this program meet the mission and vision of the chapter and CAI as a whole including fostering an inclusive environment that reflects and serves our diverse community? (20pts)

The tournament supports CAI Alabama's mission by engaging members and providing opportunities for networking.

- Committee members from across the state helped with planning, set-up, and execution
- Members, managers, and business partners from multiple regions attended and interacted
- The event provides an inclusive environment for members who do not regularly participate in chapter programs
- Rotating the tournament to different regions in future years, starting with the Gulf Coast in 2027, will allow more members to participate

The tournament also supports CAI Alabama's vision of sustainable growth by creating a recurring, high-impact event that strengthens chapter operations and encourages statewide engagement.

What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20 pts)

The 2025 golf tournament had a measurable and meaningful impact:

Member Impact:

- Positive feedback from participants, volunteers, and sponsors
- Increased volunteer interest: 19 members have already committed to serve on the 2026 golf committee
- Networking opportunities for members, managers, and business partners from multiple regions
- 80+ attendees at the after-party enjoyed interactive games, prizes, a DJ, and karaoke, providing fun and engagement for members

Chapter Impact:

- Net revenue and net profit increased, providing funds for both chapter initiatives and charitable contributions
- Charitable giving increased from \$500 in the first year to \$5,000 in 2025
- Built momentum to rotate the tournament to other regions, allowing more members to participate in future events

The tournament strengthened chapter finances, volunteer engagement, and member participation.

Provide quantifiable data supporting the rationale for success. Include why this data is significant. (20pts)

The following data demonstrates the tournament's growth, effectiveness, and impact on both the chapter and the community:

- Players: 112 (tournament sold out). This shows strong member interest and full participation, indicating the event is engaging and valued.
- Committee members: Increased from 13 to 19. This demonstrates growing volunteer involvement and capacity to plan and execute a larger event.
- Net profit: \$21,742.36 in 2025, up from \$13,682.79 in 2024 (59% increase). This indicates financial growth and effective operational and sponsorship strategies.
- Charitable donations: \$5,000 in 2025 (\$4,500 to IronCity Trykes, \$500 to All The Dogs), up from \$500 in the first year. This reflects the chapter's increasing ability to support local organizations while running a profitable event.
- After-party attendance: 80+ participants. This highlights engagement beyond the tournament itself, providing networking and enjoyment opportunities for members.
- Sponsorships and foursomes: All sold out. This shows strong support from members and businesses, maximizing revenue and ensuring sustainability.

Budget and detailed numbers are provided in the attachments.

These metrics show that the tournament not only increases net revenue but also engages members, strengthens volunteer participation, and supports meaningful charitable contributions.

What are your plans to maintain the momentum of this program moving forward? (20 pts)

To ensure the tournament continues to grow, engage members, and support charitable initiatives, the chapter has developed the following plans:

- Continue leadership with a 19-member 2026 golf committee
- Maintain sponsorship and foursome sales, with pricing adjustments as needed
- Explore additional ways to add value despite limitations on course size in Birmingham, such as hole-in-one prizes, additional sponsorships, theming the tournament and a silent auction
- Rotate the tournament to different regions, starting with the Gulf Coast in 2027, to make it easier for members from other areas to attend
- Include volunteers from other regions, such as a member from the Gulf Coast serving on the 2026 golf committee, to get ready to plan their tournament at the Gulf Coast in 2027
- Track attendance, revenue, and feedback each year to improve the event and sustain momentum

These steps will help ensure the tournament continues to grow revenue, engage members, and support charitable initiatives while strengthening chapter operations.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

Would you like to upload additional documents?

fileUpload1

Download File (<https://caiawards.secure-platform.com/file/24121/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyNDEyMSwiYXN3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImNm9COjThwcBNlqREI7c01MsEBYUq4qxMEB3CJWo?03%202025%20CAI%20AL%20Golf%20Tournament%20Sponsorship%20Packet.pdf>)

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