

Markham Stouffville Hospital Foundation's

Guinness World Record Golf Day

July 3rd, 2006

**Deputation to the Town of Markham's
General Committee requesting the
Proclamation of July 3rd, 2006, as
*Guinness World Record Golf Day***

Presented Monday April 24, 2006, By:

**Bryan Dearsley
The Event Ambassadors
1-866-360-8320**

bryan@golfathon.net

Event Highlights

On Monday July 3rd, 2006, the Town of Markham will be host to one of North America's most exciting golf events: Markham Stouffville Hospital Foundation's *Guinness World Record Golf Day*. This fun-filled day of golf-related activities has been earmarked as one of the Foundation's major fundraiser's for 2006, and is expected to draw between 600 - 1,000 participants (in addition to spectators) from across the community, all of them looking to gain a place in the best-selling Guinness Book of World Records while at the same time raising funds for a great cause.

Event Facts:

- **Date:** Bank Holiday Monday, July 3, 2006 – Sun-up to sun-down (later if you count the glow balls!)
- **Location:** Angus Glen Golf Club, Markham
- **History:** MSHF's Guinness World Record Golf Day follows in the tradition established (and not yet beaten!) in Scotland on June 8th, 2003, when 491 golfers in St. Andrews, Scotland, set the Guinness World Record for "The most golfers to play a medal round on a single course in a day walking." Two years later, the same group tried to beat their existing record... and failed. (They did, however, set 5 new Guinness Golf World Records.)

The only North American attempt at this World Record was made last year at Angus Glen Golf Club by Mercy Ships Canada, and was also organized by The Event Ambassadors. We came close, missing the target by approximately 20 golfers.

- **2006 Activities:** Official Guinness World Records being challenged include:
 - *Most Golfers to Play a Medal Round in 24 Hours*
 - *Fastest Four-ball Medal Round*
 - *Longest Drive Caught*
 - *Longest Single-handed Drive*
 - *Fastest Individual to Complete a 500 Yard Hole*
 - *Most Consecutive Golfers to Hit a Shot Into a Target Area (MBT Challenge Event)*

Other activities open to the general public include:

- Million Dollar Challenge
- Industry sponsored Golf Clinics
- “Mini” Golf (putting contest for kids)
- Silent Auction
- 50/50 Draw

- **Pre-Event Activities:**

- **Saturday May 6th** – Guinness World Record Golf Day “Open House”, Angus Glen Golf Club (times TBA) – a chance for the community to learn the rules and get in some FREE practice! Pro-clinics, swing analysis etc.
- **Wednesday May 17th** – 9 & Dine, Angus Glen Golf Club (Early Bird Incentive, 1st 100 participants to register & commit min. pledge of \$300)

Who's Involved:

Confirmed for 2006:

- **Guinness Book of World Records** (Editor Craig Glenday flying in from Ireland to officiate)
- **Paul Coffey**, creator of Guinness Book of World Record's golf program, and organizer of the past two Guinness World Record Golf Days in St. Andrews, Scotland (flying in from the UK)
- **Markham Stouffville Hospital Foundation** (Event Beneficiary)
- **Markham Board of Trade** (Event Partner)
- **Starbucks** (50 Volunteers; Team Building Event; 2005 Partners)
- **Angus Glen Golf Club** (Host Site & Event Partners)
- **CorporateMarkham.com** (Event Partners)
- **AthletesVideo.com** (Event Partners)
- **Golf Activity Scotland** (Event Partners)
- **Executive Limousine Service** (Event Partners)
- **Canadian Amputee Golf Association** (Event Partners)

Potential Partners (Proposals Submitted, TBC):

- **Town & Country BMW/Mini Markham** (2005 WRG Partners)
- **YRNG** (2005 WRG Partners); **A Channel** (2005 WRG Partners)
- **Carlson Wagonlit** (Guinness Flights Sponsors)

- **Hilton Suites** (2005 WRG Partners)
- **411.ca** (2005 WRG Partners)

Who's Going to Participate?

Guinness World Record Events provide excitement, fun and recognition for sponsors, participants, and the community. They generate positive publicity and a high level of community participation.

From past experience, participants have come from all walks of life and:

- *Aren't* necessarily golf experts, but are eager and committed; or...
- Are golf enthusiasts looking for a new challenge!
- Are excited about the opportunity to participate in an official Guinness World Record event!
- Are families, couples, groups of friends!
- Are of all ages!
- Are businesses and service groups!
- Are people who often wouldn't participate in golf events due to \$\$\$!
- Care enough to give their time to a worthy cause!
- Are willing to approach friends, relatives, colleagues and businesses for pledges of support!

Perks for golfers include: Free green fees; Lunch, snacks, refreshments; Special incentive packages and prizes (most pledges, best score etc.); A certificate acknowledging their participation; and satisfaction of knowing that while they had fun they made an impact upon the lives of others

How Can the Community of Markham Take Part?

Unlike traditional golf fundraisers, Markham Stouffville Hospital Foundation's Guinness World Record Golf Day will be accessible to all golf enthusiasts within the community regardless of their financial status. Why? Instead of asking individuals to pay a fee to participate (they can, of course, do so if they wish, and businesses in particular are being encouraged to participate in this way!), we're asking people to raise pledges from friends, families, colleagues and businesses etc. People can be encouraged to give in a couple of different ways:

- By giving a certain amount per hole
- By giving a fixed donation (\$20, \$50, \$100, etc.)

An online system for pledge collection is being established in conjunction with the Markham Board of Trade, and online registration is now available at www.worldrecordgolf.com, the event's website.

How Much Money Will This Event Raise?

Using the sponsorship/pledge system, the Markham Stouffville Hospital Foundation's World Record Golf Event has the potential to raise substantial funds. Golfers of all ages and skill levels will be encouraged to raise individual sponsorships, and a minimum pledge level of \$250 has been established.

Consequently, a minimum of \$250 per player in pledges could help us achieve a goal of \$125,000 if the optimum number of golfers – 500 – is reached. Furthermore, given the community appeal of the event, school groups, service groups and businesses etc. can all be encouraged to participate.

In addition, corporate sponsors are being solicited to offset the costs involved in hosting this unique event.

Other opportunities for participants to contribute funds will be provided (see activities listed above).

Event organizers (The Event Ambassadors) are paid a consultancy fee based upon net (after expenses) proceeds raised.

How Can the Town of Markham Get Involved?

- Proclaim July 3rd, 2006, as MSHF's Guinness World Record Golf Day!
- Come aboard as an Event Partner (no money required, just the Town's support in promoting the day as a great community event!)
- Publicize the event through marketing and media channels
- Encourage Town staff, community and business leaders, as well as the community at large, to participate in this exciting event!
- Come and play golf!

To Summarize: Event Goals

- Break current Guinness Golf World Records...
- Create community buzz...

- Create media buzz...
- Put Markham on the World Record Map...
- Strengthen donor base and awareness...
- Raise funds from a diverse group...
- Build a fun, focused annual event...

Comments From 2005 Participants

Congratulation on such a successful event! I was really impressed with the enthusiasm of the volunteers as well as the golfers. We had an amazing turnout for such a hot day. We appreciate your letting us get involved and would like to be a part of it again! Maybe next year? Thank you for an unforgettable experience.

Trevor Chee
EDR Physiotherapy

When I walked off the course at 9:30 pm they were still going out with golfers!! I had a great day at this event and it was so well organized and the volunteers were great with all the water and encouragement.

Joe Aruda
Participant

We ended up having 3 foursomes and we all finished (after 11PM!!!!). We played the "glow-balls" after 9:45PM... so that was a treat... Kudos to Angus for rustling up some of those for us. Definitely let me know next time if you do this again!

Henry Fong, MBA, P.Eng, PMP
Managing Director, DigitaIembrace Inc.

Thanks again for a great day. We were thrilled to be a part of it and the staff are already talking about doing it again next year.

Paul Bussiere
Key Account Manager, C.P.G.A. Professional, Angus Glen Golf Club

Regarding the pledge forms: It worked well. It hasn't required a lot of effort for the most part. But I think the extra bonus with this approach is that it extends your core message to an even broader audience – an audience consisting of each person that has been approached by each participant asking for some level of sponsorship. Your message has now reached not just those directly participating in the event but everyone we've requested

pledges from. Typically, a participant in these charity events will open up their wallet and the key message ends at that point.

Michael Gardner
RBC



Markham Stouffville Hospital Foundation World Record Golf Event

July 03 2006 - Holiday Monday

PLEDGE FORM (Please download and print)

Note: All pledges are to be handed in on or before July 3rd
Markham Stouffville Hospital Foundation is a registered charitable organization (#13064 3620 RR0001). A tax receipt will be issued for donations over \$20.
Please make cheques payable to MSHF's World Record Golf Day. Please see address below for mailing in pledges.
If you wish to use a credit card, please go to "Pledges and Payments" at www.worldrecordgolf.com

Golfer/Team Name: _____

	NAME (Please print)	ADDRESS	CITY	PROV	POSTAL CODE	PLEDGE \$	\$ PAID	RCPT
Eg.	Joe Sample	123 Cityside Dr.	Sampleville	ON	A1B 2C3	50	50	Yes
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
	Total #				Total	\$	\$	

Markham Stouffville Hospital Foundation's Guinness World Record Golf Day, c/o The Markham Board of Trade, 80F Centurian Dr., Suite 206, Markham, ON L3R 8 C1
Website: www.worldrecordgolf.com Email: bryan@golfathon.net

Office Use Only: Total Receipts \$ _____ Recorded by: _____ Confirmed by: _____