

CASE STUDY



**5th HRG SPORTS EUROPE
GOLF TROPHY 2019**

120

guests from sport and business

10,000

euros raised for Kinderhilfestiftung e.V.

The fifth charity golf tournament from sports travel specialist HRG Sports Europe on August 13, 2019 promised to be a success from start to finish. The action-packed day culminated in a fundraising raffle with good chats and discussions in a relaxed atmosphere. But the focus was on a good cause and the HRG Sports Europe event team handled the organization of the entire tournament, including the concept and design of the event elements.

The exclusive guest list included playing legends and world football champions, successful coaches and club management from the worlds of football and handball – including Sebastian Rode, Andreas Moeller, Berti Vogts, Rudi Voeller, and Kurt Kluehspies. The guests enjoyed a perfectly organized tournament on Golf Club Neuhofer's demanding 18-hole golf course near Frankfurt am Main.

Sports presenter Joerg Wontorra compered the evening program, with highlights including honoring the winner of the HRG Sports Europe Golf Trophy, the informal grill buffet and, last but not least, the fundraising raffle. As in the previous year, an impressive 10,000 euros were raised in 2019 in aid of the Kinderhilfestiftung e.V. in Frankfurt am Main, which will support the project work of the child protection outpatient clinic at the University Hospital Frankfurt.





COMPREHENSIVE EVENT PLANNING BRINGING TOGETHER SPORT & CHARITY

The exclusive charity golf tournament was an opportunity for HRG Sports Europe's events professionals to show off the full range of their expertise. HRG Sports Europe handled the value chain for the entire event, from the first-class event concept, through detailed planning, to attentive implementation and follow-up:

Concept and planning

- + Researching locations
- + Negotiating with service providers
- + Budgeting

Branding

- + Developing key visuals
- + Producing printed materials
- + Graphics (displays, banners, golf specifics, giveaways)

Managing participants online

- + Issuing invitations
- + Event website
- + Reporting
- + Quota management (flights, hotels, transfers)
- + Automated document dispatch

Implementation

- + Event handling by in-house staff on site
- + Running the golf tournament
- + Evening event with charity raffle

Follow-up

- + Mailshot with photos to participants



**We will gladly offer you advice
tailored to your needs!**

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