



Event Proposal for Operation Homefront



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Projects and Portfolio V



Executive Summary

The Homefront Invitational is returning for its second year, building on the success and community impact of the inaugural tournament. Designed as a charity golf event to raise funds and awareness for homeless veterans in the Birmingham, Alabama area, the Year Two edition aims to expand its reach, deepen partnerships, and improve operations based on lessons learned from the first event. This proposal outlines the strategic plan for executing a high-quality event that balances community engagement, operational efficiency, and financial responsibility. With expanded capacity, refined logistics, and targeted marketing, the Homefront Invitational seeks to grow its legacy as a meaningful sports-driven community initiative.

SMART Goals and Objectives

Goal 1: Increase total funds raised for veteran homelessness initiatives by 25% compared to Year One.

- Specific: Raise at least 25% more than last year's final donation total.
- Measurable: Track all revenue streams including sponsorships, ticket sales, and donations.
- Achievable: Add new sponsorship tiers and increase ticket capacity across all tiers.
- Relevant: Aligns with the core mission of supporting homeless veterans in Birmingham.
- Time-Bound: Achieve this by the conclusion of the event on October 5, 2025.

Goal 2: Improve operational efficiency to reduce equipment and logistics costs by 15%.

- Specific: Reduce redundant expenses using retained equipment and vendor loyalty.
- Measurable: Compare Year Two expenses with Year One for recurring logistical items.
- Achievable: Utilize existing signage, tents, and tech equipment purchased last year.
- Relevant: Frees more funds for direct charitable impact.
- Time-Bound: Cost reduction will be calculated in the post-event budget review.

Goal 3: Expand event participation by increasing ticket availability by 50 per tier and reaching 90% sell-through.

- Specific: Add 50 tickets per tier based on last year's sell-out success.
- Measurable: Use ticketing data to track sales in real time.
- Achievable: Early access promotions, email campaigns, and retargeting ads will drive pre-event engagement.
- Relevant: Broader participation equals more exposure and donations.
- Time-Bound: Ticket sales goals must be met by October 1, 2025.



Timelines and Key Activities

Below is a high-level timeline that breaks down the planning and execution of the Homefront Invitational (Year Two):

June 30 – July 31: Pre-Event Planning

- Finalize event branding and visual identity updates
- Confirm venue reservation and secure contract for Timberline Golf Club
- Update website with Year Two details and ticketing options
- Reach out to Year One sponsors for renewal conversations
- Launch early bird ticketing campaign with added ticket capacity
- Submit permit applications (if required by Shelby County or Hoover PD)

August 1 – August 31: Promotions and Partnerships

- Social media ad campaigns targeting Birmingham metro area
- Finalize all new and returning sponsors (contracts and creative assets)
- Coordinate vendor logistics (tables, power, access points)
- Secure waste management services (Waste Management Inc.)
- Begin volunteer recruitment push through community groups and local veteran orgs
- Launch press release to local news outlets and VFW/American Legion partners

September 1 – September 30: Final Logistics

- Order branded materials (banners, shirts, signage)
- Final walkthrough at Timberline Golf Club with key staff
- Confirm insurance policies and certificates of liability
- Host volunteer orientation and safety briefing
- Schedule load-in times for vendors and sponsors
- Finalize media schedule (photo/video team assignments and run-of-show)
- Confirm all fundraising tools are live (QR codes, Venmo, donation tables)

October 4, 2025: Load-In & Setup

- Equipment delivery and setup (audio, signage, tables, carts)
- Vendor arrival and booth setup
- Final AV checks, team briefings, course prep

October 5, 2025: Event Day

- 7:00 AM – Volunteer check-in and assignments
- 8:00 AM – Registration table opens for attendees



- 9:00 AM – Shotgun start for golf tournament
- 11:00 AM – Vendor booths open to public
- 12:30 PM – Lunch service begins
- 2:00 PM – Raffle drawing and sponsor recognition
- 3:00 PM – Closing remarks and final fundraising push
- 4:00 PM – Event breakdown begins

October 6 – November 10: Post-Event Follow-Up

- Send thank-you emails to sponsors, vendors, and volunteers
- Final budget reconciliation
- Share recap post on website and social media
- Deliver proceeds to nonprofit partner
- Host debrief session to evaluate wins and challenges
- Begin notes for Year Three proposal



Stakeholders and Sponsors

The success of the Homefront Invitational hinges on the coordinated efforts of key internal and external stakeholders. These individuals and organizations bring critical value to the planning, funding, and execution of the event while aligning with its central mission: raising support for homeless and at-risk veterans in the Birmingham area.

Event Director

The event is led by Jonathan Matlock, who serves as the Event Director for Year Two. He is responsible for overseeing the planning, coordination, and delivery of all aspects of the event, including stakeholder communication, budgeting, sponsorship activation, marketing execution, and event day logistics.

Venue Stakeholder

The event will be hosted at the Renaissance Ross Bridge Golf Resort in Hoover, Alabama. As the venue provider, Ross Bridge plays a vital operational role by managing the physical space, providing onsite hospitality staff, and facilitating coordination for setup, breakdown, and golf course use.

Sponsors

Year Two features three returning Gold Sponsors:

- Regions Bank
- Alabama Power
- Viva Health

And one first year Gold Sponsor:

- Waste Management of Birmingham

Each of these sponsors contributes significant financial support to the event. Their sponsorship funds cover key logistical expenses, including branded signage, course rentals, hospitality services, and tournament prizes. Waste Management has additionally secured a vendor booth, increased their onsite visibility and demonstrated their commitment to community engagement.

These are real organizations with established reputations in Alabama. Their involvement enhances the credibility of the Homefront Invitational and helps extend promotional reach through shared marketing efforts.

Nonprofit Beneficiary

The designated nonprofit beneficiary for the event is Operation Homefront, a national 501(c)(3) organization dedicated to supporting military families and veterans. Funds raised from the tournament directly support Operation Homefront's mission in Alabama, particularly their transitional housing and veteran reintegration programs. Operation Homefront is also involved in



outreach efforts and will maintain a presence at the event to engage with attendees and educate the public on veteran homelessness.

Internal Stakeholders

Internal stakeholders include the volunteer planning team, event-day operations personnel, and vendors supporting services such as food, merchandise, check-in, and signage. These individuals are crucial to maintaining professionalism, managing day-of logistics, and delivering a seamless experience for guests and participants.

External Stakeholders

External stakeholders include:

- Registered golfers and teams
- Local donors and supporters
- Media partners and content creators
- Community volunteers
- Partner vendors
- Attendees and guests

Each group plays a distinct role in the event's overall visibility, reach, and execution. Effective communication, recognition, and follow-up are required to ensure long-term relationships and support for future events.



Primary Resources

The successful execution of the Homefront Invitational charity golf tournament will require a combination of human, financial, and physical resources, each carefully coordinated to ensure a smooth and impactful experience for all participants.

Human Resources:

The event will rely heavily on both professional staff and dedicated volunteers. Core roles include the Event Director (Jonathan Matlock), Operations Manager, Marketing & Communications Lead, Volunteer Coordinator, Vendor Liaison, and Sponsorship Manager. Additionally, approximately 30–40 volunteers will be needed on the day of the event to manage check-in, distribute materials, assist with on-course logistics, monitor contest holes, support vendors, and facilitate hospitality services. Representatives from Operation Homefront will also be present to support programming and interact with attendees, helping to personalize the cause for our guests.

Financial Resources:

Funding for the event will come from a combination of gold-level sponsorships, ticket sales, vendor booth rentals, merchandise sales, and charitable donations. Gold sponsors for this year include Alabama Power, Waste Management, Viva Health, and Regions Bank, whose support provides the backbone of the event budget. Additional revenue is anticipated from the expanded ticket tiers and vendor participation, both of which increased following the success of the inaugural tournament. Careful budgeting and allocation of funds will ensure resources are directed where they have the most impact, such as beneficiary support, attendee experience, and logistical reliability.

Physical Resources:

The Renaissance Ross Bridge Golf Resort in Hoover, Alabama, will again serve as the host venue, providing access to their world-class course, banquet facilities, and event support services. Additional physical resources will include branded tents, tables, chairs, PA systems, signage, banners, hole contest equipment, portable restrooms (if needed for outer holes), and merchandise for sale or giveaway. Many of these assets—purchased during Year One—are being reused, minimizing Year Two's equipment costs and maximizing sustainability. Event day operations will also require mobile devices or radios for staff communication, first aid supplies, and on-site security coordination with the venue.

Together, these primary resources will ensure a well-organized, professional, and meaningful experience that upholds the brand integrity of the Homefront Invitational and delivers lasting value to participants, sponsors, and Operation Homefront.



Risk Assessment and Contingency Plan

Despite thorough planning, several potential risks could disrupt the success of the Homefront Invitational. These risks must be proactively identified, assessed, and managed with practical contingency strategies.

Weather-Related Risks

As a golf event, the primary external risk is inclement weather. Severe storms or sustained rain could result in course delays, cancellations, or unsafe conditions for players and guests.

Contingency Plan: The Renaissance Ross Bridge course staff will monitor weather patterns closely in the week leading up to the event. Should poor weather be forecasted, communication plans will be activated to alert attendees. Rain dates have been tentatively reserved with the venue, and indoor networking or banquet activities may be elevated as backup engagement experiences.

Vendor and Sponsor Dropout

Vendors or sponsors may cancel their involvement at the last minute due to unforeseen logistical or budgetary issues. This could affect funding or service coverage.

Contingency Plan: Contracts with vendors and sponsors will include cancellation clauses and deadlines. A small reserve fund (5–10% of the total budget) will be maintained to cover any lost services. In-kind donations and local business partners will also serve as emergency replacements when possible.

Volunteer No-Shows or Staff Shortages

The event relies heavily on volunteers. A shortfall in volunteer turnout could delay setup, reduce on-course support, or negatively affect guest experiences.

Contingency Plan: A volunteer overflow list will be established to pull from if needed. Clear role descriptions and early check-ins will allow for real-time reshuffling of responsibilities. Venue staff and committee members will be available to absorb roles if necessary.

Technology or Payment System Failures

Problems with registration systems, payment processing for donations or merchandise, or communication devices could hinder operations.

Contingency Plan: All tech vendors will be required to conduct functionality tests 48 hours prior to the event. Backup tablets and manual sign-in sheets will be prepared. A cash box and mobile card reader will be available to continue transactions if Wi-Fi or digital services are interrupted.

Safety and Medical Incidents

Injury, heat exhaustion, or other medical emergencies could occur during the outdoor event.

Contingency Plan: A certified medical professional or paramedic will be on standby during the event. First aid kits will be distributed across the course, and all staff and volunteers will be briefed on emergency protocols and who to contact in the event of a medical situation.



By identifying these high-impact risks and developing layered contingency plans, the event team can ensure a high level of operational resilience and deliver a safe, well-managed experience that meets the expectations of guests and partners.

Summary Budget

The projected budget for the Year Two *Homefront Invitational* reflects the growth of the event and the efficiencies gained from Year One. With expanded sponsorship, more ticket inventory, and reduced equipment and setup costs, this year's financial structure is designed to maximize charitable return while maintaining a high-quality experience for all participants.

Estimated Income

Source	Amount (\$)
Gold-Level Sponsorships (4)	\$40,000 (\$10,000 each from Alabama Power, Waste Management, Viva Health, Regions Bank)
Vendor Booth Fees (8 x \$500)	\$4,000
Ticket Sales (3 tiers x 100 tickets)	\$18,000 (approx.)
Raffle + Onsite Donations	\$3,000
Total Income	\$65,000

Estimated Expenses

Category	Amount (\$)
Venue Rental (Ross Bridge)	\$10,000
Catering & Hospitality	\$8,000
Printing & Signage	\$1,500
Staff & Volunteer Shirts	\$1,000
Entertainment & AV	\$2,500
Website Hosting & Maintenance	\$300
Marketing & Promotions	\$3,000
Vendor Support & Amenities	\$2,000
Equipment Rentals (tents, tables, carts)	\$3,500
Operations Reserve (Rain plan, emergencies)	\$3,200
Donation to Operation Homefront	\$30,000 (projected)
Total Expenses	\$65,000

Budget Notes



- **Venue costs** are stable due to a returning partnership with Ross Bridge.
- **Equipment expenses** are lower this year thanks to reusing gear purchased in Year One.
- **Marketing spend** has increased slightly due to expanded promotion across digital platforms and a printed media campaign.
- **Sponsorship packages** are tiered, with Gold sponsors receiving premium placement, signage, and inclusion in promotional material.
- **Ticket inventory** was increased due to high demand in Year One, with three pricing tiers offered for flexibility.

By managing cost efficiencies while expanding revenue opportunities, the *Homefront Invitational* aims to increase its net contribution to Operation Homefront without sacrificing the attendee experience.



Event/Project Success Measures

Evaluating the success of the Year Two *Homefront Invitational* requires both qualitative and quantitative analysis. The following criteria and tools will be used to assess event impact, operational efficiency, stakeholder satisfaction, and overall growth from Year One:

1. Financial Outcomes

- **Primary Measure:** Increase in total charitable donation to Operation Homefront compared to Year One.
- **Target:** Deliver at least \$30,000 in net proceeds (an increase from Year One's donation).
- **Measurement Method:** Post-event financial reconciliation of income vs. expenses.

2. Stakeholder Satisfaction

- **Primary Measure:** Sponsor, vendor, and attendee satisfaction ratings gathered through post-event surveys.
- **Target:** Achieve at least an 85% satisfaction rate across all key stakeholder groups.
- **Measurement Method:** Google Forms or Jotform surveys distributed within one week of event completion.

3. Attendance and Engagement

- **Primary Measure:** Increase in overall attendance, ticket redemptions, and social media interactions.
- **Target:** At least 15% increase in ticket sales and a 25% increase in social engagement (shares, likes, hashtag use).
- **Measurement Method:** Ticketing platform analytics and social media metrics (X, Instagram, Facebook Insights).

4. Operational Efficiency

- **Primary Measure:** Timeliness and organization of day-of-event logistics, volunteer performance, and vendor setup.
- **Target:** All vendors and logistics to be in place 60 minutes before start time; minimal onsite issues.
- **Measurement Method:** Internal post-event debriefs with planning team; real-time reporting through Trello or Google Sheets.

5. Media & Marketing Reach

- **Primary Measure:** Reach and impressions from event marketing, both digital and traditional.



- **Target:** 20% growth in local media coverage and community awareness from Year One.
- **Measurement Method:** Media coverage tracking (clippings, interviews, mentions), newsletter open rates, and web traffic.

By tracking these success measures, the *Homefront Invitational* team can ensure continuous improvement, increased community impact, and stronger support for the mission of Operation Homefront.