



Assignment 1

Project/Event Charter

Project Management Tool Part I: Building the Project Charter

(A document issued by the project initiator or sponsor that formally authorizes the existence of a project, and provides the project manager with the authority to apply organizational resources to project activities. In most cases, a 1-2 sentence explanation under the specific headlines will be sufficient, unless otherwise noted.)

High Level Project Description (Background):

The Homefront Invitational is an annual charity golf tournament established to raise funds and awareness for homeless veterans in the Birmingham, Alabama area. The event benefits Operation Homefront, a nonprofit organization that supports military families and veterans in need. The inaugural tournament exceeded expectations in community turnout and donor support, setting a strong foundation for future growth. For Year Two, the event will expand its scope by targeting increased sponsorship, a larger player field, and more comprehensive marketing efforts. This evolution reflects a strategic goal of making the Homefront Invitational a marquee regional event for veterans' causes and a long-term asset for community outreach.

Description of Success of Criteria

1. Fundraising Goal Achieved or Exceeded:

Success will be measured in part by meeting or surpassing the financial goal of raising \$25,000 for Operation Homefront. This includes funds from sponsorships, player registrations, raffles, and donations. Comparing total revenue to expenses will help determine the event's net charitable impact.

2. Increased Attendance and Player Participation:

Method of Measurement

1. Fundraising Totals and Financial Reports:

Donations, sponsorships, and player registration data will be tracked using an event budget spreadsheet and financial software like QuickBooks or Excel. Comparing projected vs. actual revenue will show whether the fundraising goal was met. Post-event accounting will determine net proceeds donated to Operation Homefront.

2. Attendance and Registration Metrics: Player sign-ups and spectator attendance



One key metric for success is growing the total number of attendees and registered players compared to the first year. A target of 25% growth in player field and a full roster of teams would indicate greater community engagement and increased visibility.

3. Sponsor Retention and Engagement: Success will also be determined by the retention of key sponsors from Year One and the addition of at least two new corporate sponsors. Post-event surveys and direct feedback will help evaluate sponsor satisfaction and the likelihood of future collaboration.

will be tracked through online registration platforms (e.g., Eventbrite or Golf Genius) and on-site check-ins. Comparing Year Two numbers to Year One's baseline will provide measurable growth percentages.

3. Sponsor Feedback and Retention Rates: Sponsor engagement will be measured through post-event surveys, email interviews, and a comparison of returning sponsors from Year One. Metrics such as logo impressions, social media mentions, and sponsor visibility throughout the event will be documented in a sponsor recap report.

Project Purpose or Justification:

The purpose of the Homefront Invitational is to raise critical funds and awareness for homeless veterans in the Birmingham, Alabama area by combining the appeal of a charity golf tournament with a mission-driven outreach campaign. Following the success of Year One, the second iteration seeks to build on community momentum, strengthen partnerships with sponsors and veteran service organizations, and expand event reach.

The project is justified by the growing need for transitional housing, mental health support, and reintegration services for veterans, many of whom face unique post-service challenges. Through a well-executed, high-visibility sporting event, the Homefront Invitational provides both direct financial support to a selected nonprofit and a public platform to advocate for those who've served. This project also aligns with broader community goals of service, civic engagement, and positive public-private collaboration.



Project Management Tool Part I: Building the Project Charter (continued)...

Objectives (What are your Event's main Objectives):

Raise at least \$15,000 for a local nonprofit organization that provides housing and reintegration services for homeless veterans in Alabama.
Increase community engagement by achieving a minimum attendance of 200 participants, volunteers, and guests at the tournament.
Expand sponsorship support by securing at least five new corporate or small business sponsors compared to Year One.
Strengthen brand recognition for the Homefront Invitational by generating local media coverage and improving social media engagement by 25% over last year's campaign.
Enhance the player and guest experience through better event logistics, improved hospitality offerings, and upgraded tournament amenities (e.g., prizes, signage, on-site vendors).

High Level Requirements:

Venue Reservation – Secure a golf course capable of hosting 100+ players, with facilities for check-in, catering, parking, and awards ceremony.
Event Permit & Insurance – Obtain necessary local permits and event liability insurance prior to launch.
Sponsorship Activation – Develop and distribute sponsor packets with tiered benefits; finalize commitments from at least five paying sponsors.
Volunteer and Staff Coordination – Recruit and train a team of 15–20 volunteers for event setup, logistics, and teardown.
Marketing and Promotion – Launch a 6-week integrated marketing campaign including social media, local media coverage, and community outreach.
Registration System – Implement an online registration and payment platform for participants and donors.
Fundraising Infrastructure – Set up tracking for donations, silent auction proceeds, and sponsor contributions to monitor progress toward the \$15,000 goal.
Vendor Coordination – Confirm and manage vendors for catering, signage, giveaways, and equipment rentals.



High Level Risks:

Weather-Related Disruptions:

Inclement weather (e.g., thunderstorms, heavy rain) could force delays, shorten the event, or lead to full cancellation. As the event is held outdoors, this poses a significant operational and financial risk.

Sponsor Withdrawal or Lack of Funding:

If key sponsors from Year One decide not to return—or new sponsors are not secured—the tournament may fall short of financial goals or have to reduce programming, marketing reach, or amenities.

Low Player Turnout or Registration Issues:

Despite improved promotion efforts, there is always the risk of insufficient player registration or last-minute cancellations, which could reduce revenue and energy at the event.

Logistical Challenges with Venue or Vendors:

Issues like venue double-booking, vendor delays, or equipment failures (e.g., PA systems, signage delivery, catering) could disrupt the day-of schedule and diminish the attendee experience.

Volunteer No-Shows or Staffing Shortages:

As a largely volunteer-run event, a shortage of committed and trained volunteers could lead to problems with check-in, on-course support, and sponsor activation, negatively affecting operations and guest satisfaction.

Summary Schedule (Include Start and End Dates):

Planning Kickoff: June 15, 2025

Sponsorship Outreach Begins: June 20, 2025

Marketing Campaign Launch: July 15, 2025

Venue Contract Finalized: July 25, 2025

Registration Opens to Public: August 1, 2025

Volunteer Recruitment Begins: August 5, 2025

Merchandise & Signage Ordered: August 15, 2025

Social Media Countdown Starts: September 1, 2025

Registration Closes: September 30, 2025

Final Logistics Walkthrough: October 5, 2025

Event Day: October 10, 2025

Post-Event Report & Sponsor Thank-Yous: October 15–20, 2025



Summary Budget:

Category	Estimated Cost
Venue Rental & Green Fees	\$2,500
Catering (food & beverage)	\$1,500
Marketing & Promotion (digital, print, local ads)	\$750
Event Merchandise (shirts, hats, prizes)	\$800
Signage & Banners	\$400
Photography & Videography	\$300
Volunteer/Staff Shirts & Materials	\$250
Charity Donation	\$1,000
Contingency (10%)	\$750
Total Estimated Budget:	\$8,250

Project Approval Requirements (Who needs to Approve this Project?):

Event Director / Project Lead

- Responsible for finalizing event details, overseeing planning, and ensuring alignment with goals.

Venue Management

- Must approve event date, use of course, clubhouse, and facilities.

Operation Homefront Representative

- Required to approve the charitable partnership, branding use, and confirmation of donation structure.

Sponsorship Partners

- Key sponsors must review and sign off on marketing visibility, promotional assets, and tier deliverables.

City or County Officials (if applicable)

- Required if any permits, parking plans, or public services (e.g., security, EMT) are needed for the event.

Stakeholders:



Veterans and Their Families

- As the intended beneficiaries through Operation Homefront, their needs and representation are central to the event’s purpose.

Operation Homefront

- The partnering nonprofit organization that supports military families. They are a key stakeholder in terms of branding, visibility, and use of event proceeds.

Event Planning Team

- Includes the project lead, logistics coordinators, marketing and promotions staff, and volunteers who are directly responsible for planning and executing the event.

Sponsors and Donors

- Local businesses, national brands, and individuals who contribute funds or in-kind donations in exchange for promotional benefits and community engagement.

Venue Management (Golf Course Staff)

- Responsible for approving use of the space, coordinating event-day operations, and ensuring the facility is prepared for attendees.

Participants and Attendees

- Golfers, guests, and spectators who engage in the event and contribute to its energy, fundraising goals, and community presence.

Vendors and Service Providers

- Food vendors, rental companies, AV teams, and others who supply critical goods or services needed to make the event successful.

Media Partners / Content Creators

- Individuals or organizations helping document or promote the event through video, photography, social media, or press coverage.

Local Government / Public Safety

- May be involved depending on crowd size, traffic needs, or event permits required for legal compliance and safety

Project Management Tool Part II: Triangle Flexibility

(The flexibility ranking of each side of the project triangle - scope, time and cost - from the least flexible to most flexible. Quality is important, because it is the goal of every project delivery.)



1. Scope (Least Flexible)

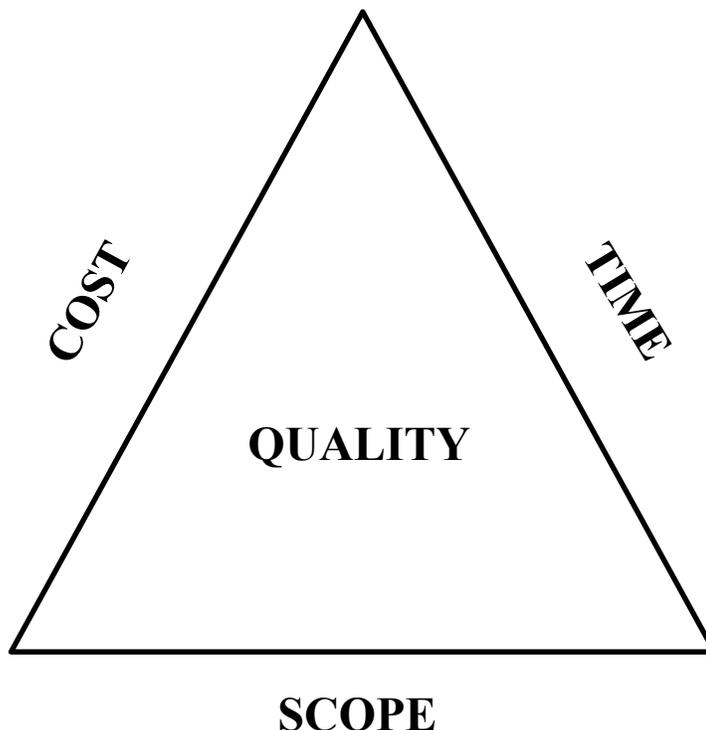
The scope includes honoring veterans, raising funds for Operation Homefront, and delivering a meaningful, well-organized golf event with community impact. Because these goals are central to the mission and expectations of stakeholders, especially sponsors and beneficiaries, there is very little room for compromise on the scope of what the event promises to deliver.

2. Time

The event must occur within a specific seasonal window to ensure participation and maximize attendance (e.g., spring or early summer). However, there is some flexibility in terms of the exact date, time of day, and timeline for planning milestones, depending on venue availability and participant schedules.

3. Cost (Most Flexible)

While staying within budget is important, fundraising through sponsorships, donations, and entry fees allows some room to scale up or down depending on available resources. Cost can be adjusted more easily than scope or time, such as reducing amenities, changing vendors, or reworking promotional materials, without compromising the overall mission.





Project Management Tool Part III: Scope Statement

(The work that must be performed to deliver the event with the specified features and functions. Again, a 1-2 sentence explanation under the specific headlines will be sufficient.)

Project/Event Scope:

The Homefront Invitational Year Two will be a one-day charity golf tournament hosted in the Birmingham, Alabama area, designed to raise funds for Operation Homefront while honoring local veterans. The event will include 18 holes of golf, a pre-round military tribute, sponsorship activations, raffle prizes, and a post-tournament awards ceremony with catered lunch.

Project/Event Deliverables:

Secured golf course venue with confirmed date and contract
Marketing and promotional materials (digital flyers, social posts, press release)
Event registration platform with payment processing
Confirmed sponsorship packages and agreements
Tournament signage, banners, and branded materials
Volunteer and staff assignments with schedule
Catering and vendor contracts for lunch and refreshments
Post-event financial report and sponsor recap deck

Project/Event Exclusions:

Travel and lodging arrangements for participants and guests will not be handled by the event organizers.
Merchandise sales (e.g., branded apparel) will not be managed or facilitated by the project team.
Long-term partnerships or recurring annual contracts with sponsors are not included in this year's scope.
On-site medical services beyond basic first aid will not be provided.
Live broadcast or streaming of the event will not be included in the event execution plan.

Project/Event Constraints:

Budget Limitations



- Total spending must remain under \$6,500, limiting flexibility in venue upgrades, talent fees, and extra amenities.

Venue Availability

- Golden Park’s availability may be restricted due to minor league scheduling and city events, which impacts planning and setup timelines.

Time Restrictions

- The event must be executed within a single weekend, including setup and teardown, with no option to extend due to municipal permit limitations.

Volunteer Workforce

- The project relies heavily on volunteers, which may affect efficiency and limit the scope of responsibilities each team can manage.

Sponsorship Commitments

- Finalization of event offerings depends on sponsor buy-in, which can delay certain deliverables if partnerships aren't secured early.

Project/Event Assumptions:

Weather Will Be Cooperative

- The event is assumed to take place during a weekend with no severe weather disruptions, as the majority of activities are outdoors.

Community Support Remains Strong

- It is assumed that local businesses, veteran organizations, and previous partners will continue to support the event through sponsorships, donations, or volunteer hours.

Venue Access and Permits Are Approved

- It is assumed that the city of Columbus will grant the necessary permits and allow full access to Golden Park for setup, event execution, and teardown.

Marketing Channels Will Be Effective

- The event’s social media, email marketing, and earned media efforts are assumed to generate enough awareness and attendance based on last year’s performance.

Participants and Volunteers Will Follow Through

- It is assumed that registered golfers, sponsors, and volunteers will honor their commitments and show up on event day without major cancellations.