

2025 CPKC Women's Open Committee Post-Event Report

Committee: Sales Committee

Submitted by: Kara Hawke & Michael Freeman - Co-Chairs

Responsibilities:

Our committee was dedicated to promoting the Corporate Hospitality opportunities, as well as the PRO-AM, to club members and the surrounding community, beginning a year in advance of the tournament. Our group of volunteers took on the role of engaging members and leveraging personal networks to spark interest and build awareness around the tournament, ultimately helping to educate everyone on the various VIP experiences available for purchase.

What went well:

As Co-Chairs, we began with an orientation meeting with Golf Canada, which proved to be both thorough and invaluable in setting us on the right path. From there, we established a volunteer committee. Rather than creating a large group, we chose to hand-pick three individuals, each representing a distinct demographic within the club, ensuring broad coverage and complementing the efforts of the committee co-chairs. We prioritized quality over quantity, assembling a small group of highly experienced, well-connected, and charismatic individuals. Each was given the freedom to take an approach they felt comfortable with when engaging fellow members — never too aggressive, always respectful of their time and space, and mindful that we will all continue to co-exist at the club long after the tournament.

Immediately after distributing the Sales Brochure to our membership, we launched with a 'Sales Night' — a reception where members could learn more about the Corporate Hospitality options, explore the PRO-AM experience, and meet the Golf Canada team. This intimate event generated real excitement and led to some early sales. Over the following 11 months, our committee maintained strong

communication regarding who we were contacting and progress, often connecting through informal, spontaneous meetings at the club.

Committee members consistently maintained a presence and were highly effective at club events whenever there was an opportunity to promote the tournament. We were grateful to have the team from Golf Canada join us at these events as well.

We worked closely with our club's communications team to highlight the VIP experiences and educate members on an ongoing basis through newsletters, signage etc. (both digital and printed materials).

The support from the Golf Canada Sales Manager was exceptional. Inquiries were answered promptly, with helpful information and selling tips provided throughout. Once introductions were made by email, Golf Canada was quick to step in and guide individuals seamlessly through the purchase process.

Lastly, our committee consistently felt the full support from our tournament co-chairs and our club's leadership team.

What could have gone better?

Weekly meetings often proved difficult for committee members to attend and were not always necessary. It's important to remember that we are volunteers generously giving our time, and to respect both our efforts and our commitment. We were also intentional and selective in sharing our contacts, and often preferred to make initial outreach ourselves before involving Golf Canada directly.

Expectations were not always clear. In our view, the primary responsibility for sales should rest with Golf Canada. At times, sales responsibility seemed to be shifted predominantly to our club.

We understand that the Women's Open has historically faced challenges selling in the GTA. Not being fully aware of this beforehand, we were rather shocked that our 'Sales Night' brought in far less sales compared to the previous year's host club. Additionally, the potential economic slowdown, uncertainty with tariffs etc. made sales even more challenging. That said, we did our best and feel that our efforts were quite successful.

Suggestions for future events:

Establishing shared goals and sales expectations in advance.

Co-chairs & committee members should have a voice in determining the frequency of meetings.

The cost for the PRO-AM drew criticism for being too steep. Perhaps there's a need for pricing reconsideration. A best practice would be to collaborate with host club chairs on pricing, so it accurately reflects both economic climate and the local market. Since each market is unique, pricing should be evaluated and adapted annually.

What is your favourite memory from the CPKC Women's Open?

Seeing our championship course and club showcased on the world stage was incredible — and of course seeing Brooke Henderson win was the ultimate highlight!