

# PlayYellow

a program of

**Children's Miracle Network Hospitals**

## ACTIVATION TOOLKIT

# A Cause Close to the Heart

Launched in 2019 through a partnership with Jack and Barbara Nicklaus and the PGA Tour, **Play Yellow** is a Children's Miracle Network Hospitals program with a goal to galvanize the golf industry to fundraise for local member children's hospitals.

The program's namesake is representative of a color close to Jack and Barbara's heart. In the '60s, their friend Craig Smith was diagnosed with Ewing's sarcoma as a teenager. While Craig battled the disease, Jack and Barbara rallied to support him.

Jack would wear a yellow shirt — Craig's favorite color — which Craig believed brought Jack luck on the course. Over the years, Jack could be found wearing a yellow shirt on tournament Sundays.

Now, Craig's legacy lives on through Jack and Barbara's passion for providing support and hope for children's health.



## Why Play Yellow?

Play Yellow raises funds for 170 member children's hospitals in communities across the country.

These hospitals address today's most challenging health issues for children and their families, all while preparing for those to come.

By participating in Play Yellow, participants can gain the opportunity to join the Play Yellow Invitational. This incredible event offers the chance to meet Barbara Nicklaus in an intimate setting while golfing on a prestigious course and networking with other golf celebrities and influencers.



# Partnership

- 2023 marked the 40-year partnership anniversary between Marriott International and Children's Miracle Network Hospitals.
- **Marriott has raised \$150M since beginning of partnership in 1983.**
- As of 2023, Marriott has raised more than \$3.5M through Marriott golf events, including Play Yellow Tournaments.
- Since rebranding 20 of the Children's Miracle Network Hospitals tournaments to Play Yellow, we have seen amazing results and renewed efforts and energy to support a worthy cause.



# Get Involved



Any new or existing golf tournament anywhere across the country can be a part of Play Yellow and raise funds for their local member children's hospital.

## **All recreational golf tournament fundraising for Play Yellow falls under the banner of the Play Yellow Challenge.**

- The GolfStatus tool can be used for event management.
  - If interested in GolfStatus, please email Amy Moyer at [amy.moyer@marriott.com](mailto:amy.moyer@marriott.com).
- Capitalize on the implied endorsement from Golf's Greatest Champion, Jack Nicklaus.
- Planning resources, such as best practices, branded swag, and kits are available for a turnkey execution.

# Incorporate Play Yellow

There are a variety of ways to incorporate Play Yellow into your new or existing golf tournament.

A minimum of one option from each category must be incorporated to become a Play Yellow event:

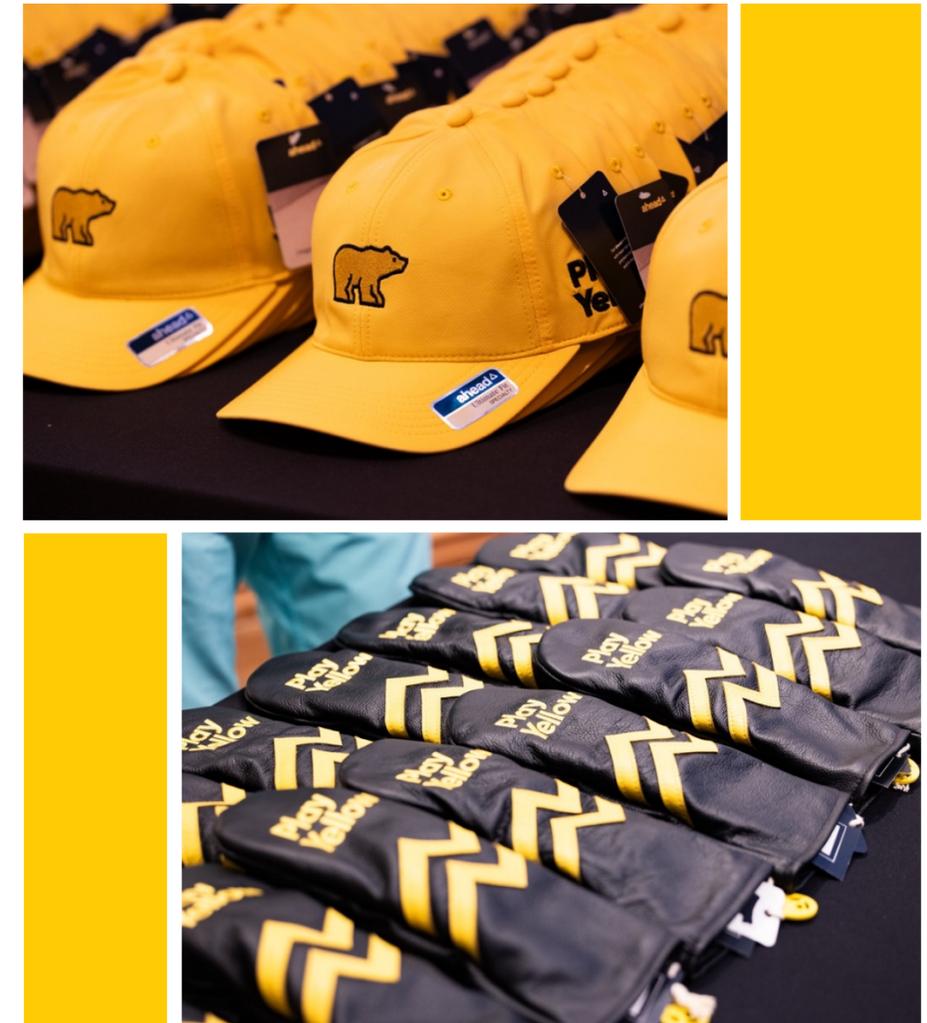
## Play Yellow Messaging (incorporate at least one of the below):

- Play Yellow video\* during program
- Add a postcard\* size Play Yellow sheet explaining the mission in each goodie bag
- Signage incorporated to the event that tells the Play Yellow Story  
Jack and Barbara or Play Yellow Ambassador Imagery and Story incorporated into the program and/or signage on course

## Play Yellow Logo (incorporate at least one of the below):

- Play Yellow golf balls, hats, and golf shirts as swag
- Play Yellow fundraiser on course
- Social media post highlighting Play Yellow prior to event (Play Yellow must be incorporated into the event's name)

\* See appendix.



# The Play Yellow Invitational

The Play Yellow Invitational is an exclusive event hosted by Jack and Barbara Nicklaus to recognize and thank those that have engaged in fundraising for Play Yellow throughout the year.

Any new Play Yellow Events that raise \$250,000 or current events that raise an additional \$50,000 are invited to the Play Yellow Invitational.

Those who make their way to the Play Yellow invitational can expect unique dining, entertainment, and golf at one of the most beautiful courses in the U.S. There will also be meet-and-greet opportunities with Jack Nicklaus, Barbara Nicklaus, and other celebrity ambassadors.



# TOOLS & RESOURCES

# Developing the Tournament

## Identify the Golf Course and Set the Date

- When starting a new Play Yellow event, schedule 9-12 months out before the event date.
- For a first-year event, keep it to a one-day, 18-hole tournament.
- Day of the week:
  - Monday, Thursday, and Friday are desirable days for golfers participating in a Play Yellow Tournament.
- Determine the golf format, starting tee time, or assigned tee times.

## Utilizing the Course + Costs

- Cart fees, caddie/forecaddie (plus gratuity)
- Food and beverage
- Clubhouse amenities - audio/visual; setup for breakfast, lunch and/or dinner; special setup for cocktail reception
- Determine the minimum (72) and maximum (112, 124, 144) number of players.
- For a Play Yellow event, budget expenses accordingly to meet a 38% expense ratio with approximately 60% of fundraising going back to the organization.



# Revenue Enhancers

## The Yellow Ball Competition

For best ball tournaments, this is a competition within the competition. Each team begins to play using a yellow ball, which is rotated between players for each hole. During the rotation of the yellow ball, the score of the golfer with the yellow ball is recorded. Any team that loses the ball is eliminated. If more than one team manages not to lose the ball, then the winner is decided by the teams' scores for the yellow ball.

## The Play Yellow Wheel of Fortune...or Misfortune

Set up a yellow spinning wheel on a hole with some fun (and not so fun) options that participants can use for that hole. Participants will make a donation for the opportunity to spin the wheel. Options on the wheel can include good choices like Your second shot is your first or Take one stroke off your hole score; and some not so good choices like Putt with your driver or Tee off with your Pitching Wedge.

## Mulligans

Offer a chance for players to take another swing without adding a stroke to their scorecard. Turn this into a fundraiser by charging golfers for each mulligan. You can sell them individually or in packages (1 for \$10, 2 for \$18, 3 for \$25 etc.). You can sell them as golfers check in to use throughout the tournament AND have volunteers strategically placed on the course to sell all day.

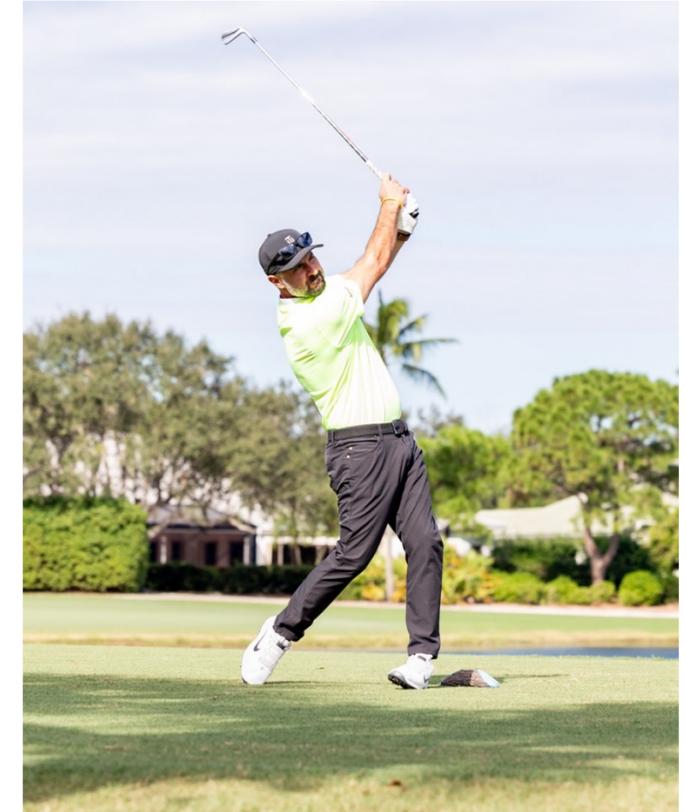
## Drink & Snack Golf Cart

Load up the back of a golf cart with snacks, ice and cold drinks, then drive the course and sell your golfers what they want. Sodas are the best sellers but don't forget to include snack foods like pretzels and chips. You may also want to add items like small bottles of sunscreen or hats and visors in case people forgot the essentials. Don't forget to send extra raffle tickets and mulligans, just in case someone is in the buying mood.

## Fun Package

Create a "Fun" bundle package complete with a raffle prize. As an example, a fun package for a foursome at \$100/each could include:

- All players tee off from a Play Yellow tee on hole #14.
- Each player receives one mulligan that can be used for any shot.
- Each player receives one free toss/throw-out of any greenside bunker.
- One raffle ticket for each player in the foursome with additional raffle tickets available for purchase. (Raffle prize example: Framed, signed pin flag from Jack Nicklaus)



# Benchmarks and Deadlines

## Event benchmarks - 30, 60, 90 days prior to the tournament:

- **90 days before the event:**
  - Sell out all sponsorship levels.
  - 80% of your golfers and foursomes should be sold.
  - Finalize all corporate recognition on the course (hole signs, pin flags, clubhouse and halfway house signage).
  - Establish if a featured guest and/or entertainment will be included (and works with the budget).
  - Identify if a local Children's Miracle Network Hospital will be engaged. The Play Yellow team can help facilitate introductions.
- **60 days before the event:**
  - Secure volunteers for event. Volunteers can include assistance at registration, player gift area, on-course contests, and selling revenue enhancers.
  - Send event itinerary to everyone registered.
  - All signage and player gift items should be purchased. Coordinate with course regarding shipping and storage.
- **30 days before the event:**
  - Work with the golf course to identify when event setup can begin.
  - Finalize individuals who will participate with Call to Carts or speak at a awards lunch/dinner.
  - Seven (7) days prior to the event, send all player information — handicaps, hole assignments, etc. — to the golf course pro. Be prepared for any last-minute changes, and send new player information to pros as soon as possible.

# Programmatic Assets

Work with your Play Yellow team to acquire a Play Yellow kit.



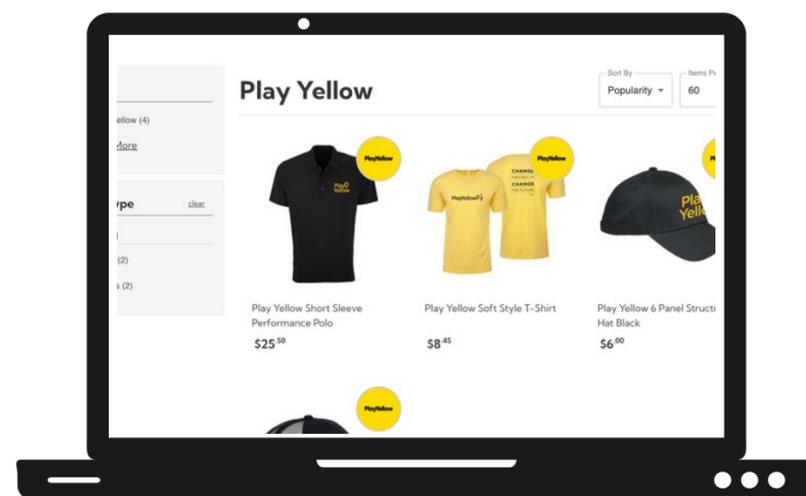
Play Yellow Branded Kit



Tournament Kit  
(EZ Up, Feather Flags, etc.)



Guides



Play Yellow Shop  
(click "Shop" on PlayYellow.org)



Images, Videos, Logos,  
etc.



Golf Status  
Tournament Planning Tool

# Programmatic Assets (cont'd)

## Additional merchandise information:

- Currently working with St. Andrews Products to create a customized Play Yellow accessories with a custom logo
  - If interested, reach out to Brett Stark at [brett.stark@marriott.com](mailto:brett.stark@marriott.com).
- TaylorMade, Titleist, Adidas, and other Avendra-approved preferred partners should be considered for tournament merchandise and prizes.
- Golf balls needed for tournaments should be ordered from (based on availability):
  - TaylorMade
  - Titleist
  - Reach out to Brett Stark for pricing details and availability.



# Programmatic Assets (cont'd)

## Infographic

**PlayYellow**  
a program of  
Children's Miracle Network Hospitals

**Hospital logo**

Members of Children's Miracle Network Hospitals\*:

- Provide **32M** patient visits for **10M** kids every year.
- Treat **62** children every minute.
- Provide **\$6,500** every minute in **charitable care** to patients, to help save kids' lives.

Since 1983 Children's Miracle Network Hospitals' **partners and programs** have raised more than **\$8 billion** for our member hospitals across the U.S. and Canada.

Member hospitals **use the funds** however they need them most.

- Every day, member hospitals **treat\*** **35,000** patients
- 12,721** kids with **emergencies**
- 1,890** kids for **diabetes**
- 1,718** kids for **cancer**
- 814** babies in **nicu/newborn ICU**

Our member hospitals **provide** **\$3.4 billion** in **charitable care** for patients in need annually.

**Change Kids' Health. Change the Future.**

**Give Today!**

\*Based on estimates provided in response to the 2021 Children's Miracle Network Hospitals Census Survey

## Yard Signs

**PlayYellow**  
a program of  
Children's Miracle Network Hospitals

**Add logo here**

**Join Jack and Barbara Nicklaus and support your children's hospital.**

Golf is more than just a game of 18 holes. It's a pursuit that demands passion, patience, and perseverance – traits that unite millions of golfers, golf pros, club managers, and fans around their shared love for the sport. When golfers play where the green meets yellow, we can make a huge difference in the lives of millions of children and families.

**Change Kids' Health. Change the Future.**

**Give Today!**

Visit [playyellow.org](http://playyellow.org) and join the Play Yellow team!

**Join Jack and Barbara Nicklaus and support your children's hospital.**

For many years Jack Nicklaus wore yellow to show his support for Craig, a young man battling cancer. Today, Jack and Barbara Nicklaus are inviting you to Play Yellow and show your support for kids like Craig at your children's hospital.

**Give Today!**

Visit [playyellow.org](http://playyellow.org) and join the Play Yellow team!

## Table Tents

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**Add logo here**

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**Give Today!**

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# Programmatic Assets (cont'd)

[Play Yellow Video](#) (download/play here)



# Marketing and Recruitment

## Event Website and Online Registration

Play Yellow works with GolfStatus.org. The Play Yellow team can facilitate an introduction with the company.

- Customer service team will build out the website with high-resolution photos.
- Upload sponsorship levels and individual/foursome fees.
- Upload organization and corporate partner logos.
- Capture the golf format, starting tee time, or list assigned tee times.
- Participants can register on the platform, and event manager will have access to all donor information
- Utilize the GolfStatus URL to share with attendees, prospective sponsors, volunteers, and corporate partners.



# Sponsorship Acknowledgment

## Sponsorships

AVAILABLE SPONSORSHIPS

SPONSOR LIST



Children's Miracle Network Hospitals



E-Z-GO



Howard Fertilizer & Chemical Co.



JABIL



Beard Equipment/ John Deere Golf



Crown Linen



Rinnai



The Tampa EDITION



J.J. Taylor Distributing



Ferguson

# Hole Assignments + Marketing the Golf Course

## Hole Assignments

### ROUND 1

Hole 1A  
11:30 AM

- Bill Nault
- Jim Connelly
- Clark Sweat
- Kane Calamari

Hole 1B  
11:30 AM

- Derek Abernathy
- Chef Yuhi Fujinaga
- Mike Hanley
- Geoff Glijiv

Hole 2A  
11:30 AM

- Mike House
- Scott Faircloth
- Monica Taylor Lotty
- Julia Vinson

## Hawk's Landing Golf Club

Hawk's Landing

8701 World Center Dr  
Orlando, FL

[www.golfhawkslanding.com](http://www.golfhawkslanding.com)

(407) 238-8660

### Scorecard

Only tees active for this event are included.

Hawk's Landing

| Hole | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
|------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|
|------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|



# Play Yellow + Marriott Golf Live Leaderboard

2022 Central Florida Business Council Play Yellow Golf Tournament

Event Details Sponsorships Hole Assignments Course Details Leaderboards Donate Log In

Leaderboards

Team (Gross) X

Calculated at 6:45 PM. Fetched at 4:03 PM



| POS | Team Name                                   | Total | Thru | Today | Strokes |   |   |
|-----|---|-------|------|-------|---------|---|---|
| 1   | Hunt / Hunt / Fox / DeZavala                | -15   | F    | -15   | 55      | ★ | ▼ |
| T2  | Joseph / Grguric / Kolmansberger / Hodges   | -13   | F    | -13   | 57      | ★ | ▼ |
| T2  | Dybul / Parker / Voisin / Mears             | -13   | 17   | -13   | 53      | ★ | ▼ |
| T4  | Nault / Connelly / Sweat / Calamari         | -12   | F    | -12   | 58      | ★ | ▼ |
| T4  | Arnold / Zelenak / Hayner / Hayner          | -12   | F    | -12   | 58      | ★ | ▼ |
| 6   | Meyer / Reyes / Hull / Arafet               | -11   | F    | -11   | 59      | ★ | ▼ |
| T7  | D'Orval / Simon / MIKE'S HARD / MIKE'S HARD | -10   | F    | -10   | 60      | ★ | ▼ |

MAKE A DONATION





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[bevans@cmnhospitals.org](mailto:bevans@cmnhospitals.org)

# THANK YOU

