

Brand experiences that educate and inspire



Sports & Event Management

From major professional sporting events to corporate events to consumer events to trade shows and meetings, we will help you develop and control your brand experience, deliver your key messages more effectively and create a positive and lasting impression among your target audience.

And with our strong working relationships with sports properties and entertainment venues, we can help you determine where event sponsorship fits into your overall marketing mix.

"Tracy West never disappoints when it comes to running events. She covers all the bases. From taking care of players' needs, to making sure sponsors are totally satisfied, to building some of the best crowds on the Champions Tour, every aspect of the Bank of America Championship is first-class all the way."

Tom Kite, PGA TOUR/
Champions Tour Professional



Sports and Entertainment

A full-service event management and marketing company, Hayson manages sports and entertainment events including professional golf tournaments, cause-related runs and walks, outdoor concerts, corporate and consumer expos and more.



Professional Golf Tournaments

The Hayson team has been involved in managing over 43 professional golf tournaments on the Champions Tour since 1990.

We always see the big picture and still nail even the tiniest details. From strategic planning, to sponsor development, to tournament operations, to media relations, to volunteer recruitment, to all-important player relations, we are on the ball through the final putt and beyond.

Hayson team members have been involved in managing the following Champions Tour and U.S. Senior Open events:

TOURNAMENT	YEAR
Hayson Sports Group	
 Bank of America Championship Nashawtuc C.C. Boston	1999-Current
Pro Links Sports	
 3M Championship TPC of Twin Cities Minneapolis	1993-2004
 SBC Championship Oak Hills C.C. San Antonio	2000-2004
 Allianz Championship Glen Oaks C.C. Des Moines	2001-2004
 FedEx Kinko's Classic The Hills C.C. Austin	2003-2004
 Administaff Sm. Bus. Classic Augusta Pines G.C. Houston	2004
 Verizon Classic TPC of Tampa Bay	1999-2003
 The USGA Canterbury Golf Club Cleveland	1996
 The USGA Olympia Fields C.C. Chicago	1997
 The USGA Des Moines Golf & C.C.	1999
Utah Showdown Park Meadows C.C. Park City	1998
First of America Classic The Elks C.C. Grand Rapids	1990-1992

Corporate Hospitality and Golf

Hayson can provide you with hospitality packages to any PGA TOUR, Champions Tour and LPGA Tour stop, the Majors, the Ryder Cup, and other major sporting events around the world. And we can help you negotiate and/or manage your company's partnership with any professional golf tournament in the U.S. or abroad.

If you'd rather play than watch, Hayson can arrange for you and your key clients and prospects to play the finest courses in the world. By paying attention to the smallest detail and emphasizing quality, Hayson ensures an outstanding experience. Whether a weekend get-away or a week-long series of events and meetings, Hayson will develop a fun, first-class, worry-free program, so you can spend quality time with your clients and prospects.

Hayson will handle everything including guest invitations, air and ground transportation, hotel accommodations, meals, welcome gifts, non-golf activities, top-name speakers and entertainment, while addressing any special needs you and your group might have.

In addition, Hayson can help you with all the many details associated with your company's or association's golf tournament. By allowing Hayson to handle tournament invitations, marketing, logistics, gifts, awards and more, you can rest assured that your event will be flawlessly executed, and you can spend your time where it matters most.

Sponsorship Sales

Hayson's sponsorship development experts have a wealth of contacts throughout New England's corporate community. With these contacts and our reputation for supporting and/or orchestrating top-tier events, Hayson is able to get qualified prospects to take notice of your sponsorship opportunity.

Whether as a consultant or a sponsorship sales broker, Hayson will work with you to develop a strategic and compelling sales kit and associated web site to gain credibility and achieve goals.

Tickets & Trip Packages

Hayson can help you and your guests experience the thrill of attending the biggest and best golf events in golf in the world. From event tickets to complete turn-key packages including transportation and lodging, let us help you treat your customers, prospects or top producers to a memory that will last a lifetime.

- Masters
- U.S. Open
- British Open
- Ryder Cup
- PGA Championship
- All PGA TOUR, Champions Tour, and LPGA Tour Events
- Any Other Major Sporting Event in the World

Event Management

Are you interested in creating an extraordinary experience for your customers, prospects and/or employees? Are you looking for a unique and exciting concept for your event?

Let Hayson help you design a very special event based on your company's marketing objectives. Whether it's an awards ceremony, athletic event, fundraiser, festival or corporate meeting, Hayson can help you develop the concept, choose the venue, create the right atmosphere and handle all associated logistics and marketing.

We'll handle all the back room details so you can be out front achieving your goals.

Event Production

Hayson can handle every aspect of your special event from site selection to post-event analysis. Our experienced staff is expert in:

- Accommodations
- Budget development
- Copywriting, speechwriting, scriptwriting
- Customer ticketing or registration
- Crowd control and security
- Database management
- Food and beverage planning
- Graphic design
- Logo design
- Media relations
- On-line entry and registration
- Permits and insurance
- Post event report and budget reconciliation
 - Advertising recap and tear sheets
 - Audience attendance and demographics
 - Event collateral samples
 - Media recap and press clippings
 - Photo documentation
 - Sweepstakes and prize fulfillment
- Presentations and collateral
- Print production and mailing management
- Product demonstration
- Product sampling and sales
- Scenic design, staging and lighting
- Signs and banners
- Speaker support
- Sponsorship programs
- Staff training and event staffing
- Staging, lighting and sound
- Sales materials and collateral design
- Travel arrangements
- Talent & entertainment booking
- Traffic control
- Venue scouting, planning and negotiations
- Vendor negotiations
- VIP & customer hospitality
- Video production
- Web site design

Event Sponsorship

There are so many sponsorship choices and until now so little guidance about which events are best suited for your brand.

Let Hayson help you generate brand awareness, promote a new product and boost sales with a strategic special event sponsorship. The right event sponsorship can set you apart in the marketplace and enable you to reach your goals more efficiently than traditional marketing methods.

As with all our event marketing and management services, we start by immersing ourselves in your business. Once we come to know your people, products, services and value proposition, we can then help you define your sponsorship objectives and determine where sponsorship fits into your overall marketing mix. We then go on to develop specific recommendations to meet your needs.

In certain situations, we may recommend pursuing a naming rights opportunity. And in all cases we will work with you to negotiate the most effective sponsor partnership with the event or property owner.

At Hayson, we know that a sponsorship is only as good as the promotional strategies that allow your customers and prospects to be drawn into the promotional experience. We will help you leverage the sponsorship to build your brand, drive sales, strengthen customer loyalty and boost employee morale.

Event Marketing

Once the event sponsorship is negotiated, Hayson will work with you to develop and implement a comprehensive event marketing program that might include:

- Presence in event communications materials
- Inclusion in print and broadcast advertising
- Associated sweepstakes and other interactive programs
- Opportunities to participate in cross promotions with other event sponsors
- Inclusion in public relations campaign

But our support doesn't end there. We know that every dollar spent on event marketing should be tied to achieving a desired outcome in the sales cycle. That's why we strive to build event marketing programs that not only seek to create top of mind awareness, but also work in generating leads and measurable sales.

Corporate Events

Whatever the occasion, companies are recognizing that well-conceived and managed corporate events can be very valuable business tools. They enable you to gather together current and potential customers, employees, donors, media and more – all with the express purpose of promoting your company, introducing new products, raising morale or soliciting donations.

Let Hayson help you with your next employee outing, holiday party, ribbon-cutting ceremony, building dedication, open house, product launch and more. Give those who are most important to your business a wonderful and unforgettable experience.

Trade Shows

By design, trade shows give you the opportunity to showcase your work to a highly targeted audience. Whether the show is geared to your clients and prospects or allows you to network with others in your industry, you want to make the right impression, generate leads and relationships and establish your position in the marketplace.

Let Hayson help you identify the right shows for your products and services, produce a dynamic trade show booth, and handle pre- and post-show communication.

Fundraising Events

Fundraising can be a tricky endeavor. While the right fundraiser can make thousands of dollars for your organization, the wrong one can actually lose money

Naturally, when choosing a fundraiser, the first place to start is with research. Let Hayson help you understand what other organizations have been doing and what has worked for them. If it's a fundraising event you are planning, let us help you create a popular and repeatable event, select the location, build the invitation list, and handle all associated details to ensure a successful outcome.

Fundraising is all about credibility. Don't let a botched fundraising event or partnership cripple your organization. Hayson can help you ensure the continued support of your benefactors, grow your base of support, and operate a meaningful, credible and cost-effective fundraising program.

Athlete / Celebrity Appearances

The right celebrities and personalities can bring an unmatched excitement to an event. Some bring humor, some provide unique insights and some just exude the attractive quality known as "star power!" However you define it, one thing that celebrities consistently deliver is a crowd!

Hayson has a working relationship with numerous professional athletes and celebrities who can add energy to the atmosphere of any event. We hand-pick and screen the celebrities we recommend. We make sure that each celebrity embodies the same qualities we value in our own organization – accessible, committed, fun, and engaged.

Let us know what you are looking to achieve and we'll find the right celebrity for your group and for your budget.

Event Merchandising

Hayson delivers the goods! From top-quality golf shirts, to the hottest new equipment, to special gift ideas, Hayson can provide an assortment of high quality, name brand golf products at affordable prices.

- Corporate merchandising
- Incentive programs
- Tee gifts
- Tournament awards

Hayson will work with you to understand your needs and your budget and to • deliver a solution that makes sense for your business.

We are proud of our relationship with well-respected partners including names such as Titleist, FootJoy, Callaway Golf, Cutter & Buck, AHEAD, Zero Restriction, Club Glove and many more!

CUTTER & BUCK 



About Us

At Hayson, we recognize that corporate events and customer hospitality seldom achieve desired results unless done as part of a strategic marketing plan. We take the time to get to know your business and your event marketing strategy and help you plan and execute all the marketing activities to support that strategy and achieve desired outcomes.

Hayson's senior team has extensive experience in professional sports, event management, event marketing, advertising and public relations. Known for our creative and innovative approach and impeccable attention to detail, Hayson can orchestrate events ranging from small receptions for 10 to events for 50,000 people. And as a full service integrated event marketing company, we handle all associated logistics and marketing communications.

Look to Hayson to assist you with your professional sports partnerships, anniversary events, product launches, consumer promotions, sales meetings, awards presentations, seminars, tradeshow, road shows, user group conferences, client entertainment, training and motivational programs, team building programs and press events.

People

Tracy West, President



As the former co-founder, partner and executive vice president of operations of Pro Links Sports of Dallas, Texas, Tracy has been involved in managing more than 40 professional golf tournaments and more than a thousand associated corporate events and sponsorship programs. Since 1998, West has served as Tournament Director for the Bank of America Championship, the PGA TOUR's Champions Tour event at Nashawtuc Country Club in Concord, Massachusetts. In 2004, Tracy and her event team launched Hayson Sports Group and Hayson Event Group. Hayson is building on its outstanding reputation and expertise in PGA TOUR event management, and is now providing event management and marketing services to companies of all sizes in New England. Tracy began her career in various product marketing, forecasting and research roles at Herman Miller, Inc. and Foremost Insurance Company.

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John Slattery, Executive Vice President



With nearly 25 years of experience in television, event marketing and sales, John joined Hayson in the summer of 2005, after operating the New England Marketing Connection, an advertising and public relations agency that he founded in 2002. During a 17 year career at NESN, the cable network of the Boston Red Sox, John served as the Vice President of Marketing Communications and Vice President of New Business Development. While at NESN, John orchestrated consumer and corporate events and was recognized with numerous awards for excellence in advertising, marketing and broadcasting, including an Emmy Award. John began his career with Agnew, Carter, McCarthy, Inc. Public Relations in Boston.

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Kristina Kintzer, Tournament Manager



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Denise Greska, Tournament Coordinator



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Clients

Hayson has earned its reputation for world class event management by working with companies like:

- 1st Americard
- AHEAD Golf
- Anheuser-Busch (take off Michelob)
- Blue Cross Blue Shield of Massachusetts
- Canon USA
- CBS Radio (take off Infinity)
- Charles Schwab & Co.
- Cingular Wireless
- Columbia Management
- Cross Pen
- Diageo (take off Crown Royal)
- Dunkin' Donuts
- Foxwoods Resort Casino
- Frito-Lay
- Gainesborough Investments
- Georgia-Pacific
- GMAC Financial Services
- Grace Construction
- Harvard Pilgrim Healthcare
- Lufthansa Airlines
- Massachusetts General Hospital
- MBNA
- NBC Universal
- Sentient Jet
- Smith & Wollensky
- The Danforth Associates
- The International
- Toshiba

Testimonials

“Tracy West never disappoints when it comes to running events. She covers all the bases. From taking care of all the players' needs, to making sure the sponsors are totally satisfied, to building some of the best crowds on the Champions Tour, every aspect of the Bank of America Championship is first-class all the way.”

– Tom Kite, PGA TOUR/Champions Tour Professional

"Tracy is the best. We get spoiled at most of the places we go, but Tracy extends a warm, personal invitation to each and every player out here, and they appreciate it. Of course, this is a special place for me, but speaking for most of the players out here, I know they think the world of Tracy and the fabulous job she does when we are in town. We know there's a lot of work involved."

– Allen Doyle, PGA TOUR/Champions Tour Professional

