

2012 Delta Sigma Phi Charity Golf Tournament

Benefitting Aware Awake Alive and its mission of saving young adult lives from alcohol poisoning

Background: Delta Sigma Phi has a large group of alumni that returns to Cal Poly every year at the Open House weekend. They usually have an unorganized group of 25 or so who get together to play golf on Friday before the business meeting start on Saturday morning. The idea of formalizing the game into a meaningful charity event that had some intrinsic value to the actives and alumni increased the number of people participating.

The goals were to increase participation in the golf day from previous years, promulgate the message of AAA and develop enough of a profit to be meaningful for the charity and worth the effort.

The tournament and auction: Considering the weather was forecast to be cold, rainy and windy, and that it held true, the turnout who braved the elements were to be commended. Many of the brothers and wives who played also sponsored holes at \$100 or \$300 levels, or donated auction items. Originally, the planning didn't include an auction, but that part of the event contributed significantly towards the profitability of the event. The donations from the National Fraternity and the local Grand Council members were also helpful in exceeding the profitability target.

Additional notes:

The event was a success because of the work of a small group of alumni brothers (regrouped on a golf committee) as well as spouses, who helped man the tables, collected the entry fees, sold mulligans, hats and soggy cigars, and took pictures in the rain. The Pro at the Blacklakes Golf Resort, Rudi Fann, was also tremendously supportive and helpful in this endeavor.

Through sponsorships and donations from Delta Sigma Phi alumni and the National organization, the event surpassed its initial goal of profiting \$2,000 for AAA, with a final outcome above \$5,000. The National Director, Scott Wiley, was able to attend the BBQ and willing to commit Delta Sigma Phi National Fraternity to a \$1,000 Platinum sponsorship based on the good work and effort of so many Cal Poly, Delta Sig alumni.