



COMPANY CASE STUDY

EVENTS



Objectives

Muggsy Bogues Family Foundation wants to host their signature fundraiser, MB Celebrity Golf Classic, as a **hybrid event**. The organization aims to raise \$50,000 to continue its mission while **building community relationships** with sponsors, players and volunteers.



Challenges

The pandemic brought about many events with hybrid options, so this event's online option should be **easy-to-use and unique**. All health and safety guidelines must be followed for the wellbeing of the venue, teams, and participants while **maximizing their experience**.



BG Solutions

- Craft **event plans** including budgets, responsibilities, run of show and more.
- Facilitate **communication with vendors** like venue, photographer, and meals.
- Secure a **variety of media placements** with local outlets to share the event, the organization and its story.

BG'S DIRECT IMPACT



Landed media partner for **all-day event coverage** with one of the community's most trusted outlets



On-site team assistance to ensure a smooth and enjoyable event



Facilitate relationships between the organization and celebrities, players, volunteers and more



Secured celebrity attendees that widened our reach to further spread awareness of the event and its purpose



Helped reach and **pass the fundraising goal**



"Having BG be a part of the event planning and communication made a difference. Working alongside our new executive director, the Bogues Group helped elevate our event and reach our fundraising goals."

- MUGGSY BOGUES,
FOUNDER AND PRESIDENT