



2009 Tee Off For Tigers Golf Tournament

The 3rd Annual Tee Off For Tigers Golf Tournament was hosted at Galloway Golf Course, April 23, 2009. This event benefited the Sport Marketing Association at the University of Memphis. The event was a student driven initiative, in which the tournament was 100 percent planned and executed by the students of the SMA and the Sport and Leisure Management programs. “This hands-on experience brings value and an added layer of legitimacy to the theories discussed in the classroom as students are forced to fully grasp those concepts and apply them in the real world setting, it’s a great opportunity for individuals to expand their skill set,” says SMA President, Zach Pritchard. SMA members were asked to sell sponsorships, teams, develop day of event plans among other tasks associated with hosting an event. Members sold 15 teams and sponsorships to Lenny’s Subs, Gibson’s Doughnuts, Morgan Keegan and ParMasters. Additionally, items were donated from the University of Memphis Athletic Department, Memphis Grizzlies and the Memphis Zoo.

The event raised approximately \$3,000 for the Sport Marketing Association. These funds are used to provide professional development opportunities to the SMA members, bring guest speakers to campus and fund other SMA events such as the Dodgeball Tournament held in the Fall. The team from ParMasters took this year’s championship shooting 17 under for the 4-player scramble.

THANK YOU TO THE 2009 TEE OFF FOR TIGERS SPONSORS



Morgan Keegan

