



NAME

David Hoskins

COMPANY

Luton Town Football Club

EVENT TYPE

Corporate Golf Day

EVENT OBJECTIVES

The golf day is a memoriam to ex-Luton Town player Andy King, hosted by Luton Town Football Club. The golf day has 18-20 ex-footballers taking part, many of whom played in the premier league and internationally, alongside football and golf fans. The event raises money for two worthy charities each year.

EVENT EXECUTION

Luton Hoo and its grounds are idyllic and a pleasure to be in. Luton Town Football Club wanted to hold a prestigious golf day at a venue where people would be looking forward to playing there. Luton Hoo ticked all the boxes for the requirements we had for hosting an event and with the help of the Luton Hoo event staff and golf pros, we were made to feel in very safe hands. For the past two years, the Andy King golf day has been held at Luton Hoo golf club. The event is always well covered by media and attended by the likes of Sky Sports, covering players in attendance and speaking to the ex-footballers. Luton Hoo itself is an iconic venue locally and is hard pushed to be beaten on appearance. The course itself is always well received and enjoyed by golfers of all standards who participate in the event.

EVENT RESULTS

As a football club in Luton, venue is very important to us. As much as possible, we like to work alongside local businesses / venues. This being said, we wouldn't compromise quality due to location. Luton Hoo is in a great location, but is also a great establishment. Both of the golf days we have held, have been a great success. From booking the date in the diary to turning up on the day, everything in-between was seamless. All guests taking part thoroughly enjoyed themselves and most importantly a good amount of money was raised for the two worthy charities. From booking, to playing on the day, the staff could not be more attentive and helpful. Nothing is too much trouble, questions are also answered quickly and even on the day, the assistance is second to none.

