

McDonough Stampede Charity Classic:

Respondent Feedback

Based on 13 Candidly AI Calls
July 2026



Candidly AI
An Intelligent Conversation Platform



Contents

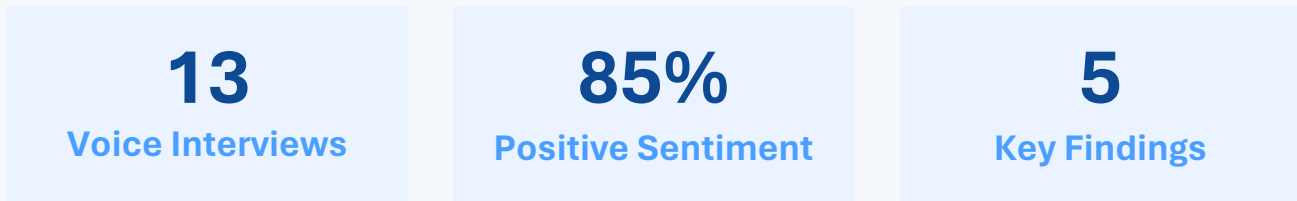
<u>Executive Summary</u>	3
<u>Assessment Overview</u>	5
KEY FINDINGS	
01 <u>How would you describe your experience at the McDonough Stampede Charity Classic?</u>	7
02 <u>What are some ideas you have to make next year's tournament even better?</u>	8
03 <u>Who should we be reaching out to next year, whether it's potential sponsors or players?</u>	9
04 <u>Is there anything from another golf tournament you've played that we should bring to ours?</u>	10
05 <u>Do you have any feedback for Springbank Links?</u>	11
<u>What's Working Well</u>	12
<u>Key Insights</u>	12
<u>What Participants Are Hoping For</u>	13
<u>Outreach Directory</u>	14
<u>Suggestion Register</u>	15
<u>Conclusion</u>	18
<u>Coverage</u>	19

Executive Summary

This report summarizes voluntary feedback from respondents of the McDonough Stampede Charity Classic, a charity golf tournament supporting Wood's Homes and the Locker Room project, gathered through one-on-one interviews on the Candidly AI voice platform. Participants are anonymized as Caller 1 through Caller 13, and individual responses are kept confidential.

McDonough Stampede Charity Classic conducted thirteen one-on-one voice interviews via the Candidly AI platform between June 28 and July 1, 2026. These interviews were designed to capture direct feedback from participants regarding their experience, potential improvements, and opportunities for growth.

The methodology employed five scripted questions, covering experience, improvements, outreach, external tournament ideas, and venue feedback, supplemented by adaptive follow-up questions to probe deeper into specific participant responses.



On overall sentiment, 11 callers described the tournament in positive terms, 2 callers were mixed, raising the food and the beverage cart against an otherwise good day, and 0 callers were negative. Each classification rests on that caller's own words.



WHAT WE DISCOVERED

- 01 Organization is the tournament's strongest asset.** Callers described the day as smooth end to end and named the organizers directly rather than praising logistics in the abstract, which is the kind of specific credit that is hard to manufacture. (Caller 1, Caller 2, Caller 3, Caller 4, Caller 10)
- 02 The asks are refinements, not repairs.** Every suggestion assumed the event already works and proposed to sharpen it, from an earlier date and longer notice to cart signage and a second beverage cart. Nothing raised was a complaint about the tournament's premise. (Caller 1, Caller 2, Caller 4, Caller 5, Caller 7)
- 03 Callers will open their own networks.** The outreach names arrived unprompted and mostly through personal ties rather than as generic sponsor suggestions, which makes this a warmer pipeline than a cold list of local businesses. (Caller 1, Caller 2, Caller 5, Caller 8, Caller 9, Caller 12)
- 04 The thin harvest on outside ideas is itself the finding.** Only three callers offered comparisons to other tournaments, and what they named were additions rather than fixes, which says the format is not being measured against a better one. (Caller 4, Caller 5, Caller 6)
- 05 The venue's people rated higher than its catering.** Staff and course condition drew consistent praise while food produced the only genuine split of the engagement, making it the one venue item with a decision attached. (Caller 2, Caller 4, Caller 6, Caller 9, Caller 11, Caller 12)

THE OPPORTUNITY

The foundation has successfully built a high-energy, well-organized event that participants genuinely enjoy. The opportunity lies in transitioning from a smoothly run tournament to a highly interactive brand experience by deepening sponsor integration and refining the logistical flow of the day.

THE VISION

A premier charity golf event that balances high-level competition with seamless social connection, supported by a robust network of local sponsors and a frictionless player experience from registration to the final hole.



Assessment Overview

PARTICIPATION

Completed Interviews	13
Assessment Period	June 28, 2026 – July 1, 2026
Method	Candidly AI Platform
Format	One-on-one voice interview
Interview Duration Range	3m 50s to 8m 36s

RESPONDENT BREAKDOWN

Callers were not asked to disclose their name or title; they are referenced as Caller 1 through Caller 13 throughout this report. These caller numbers are independent of the order of calls in the source transcript, and every quote is verified by its text rather than by caller number.

Caller 1

2026-06-28 · 6m 09s

Caller 2

2026-06-28 · 6m 52s

Caller 3

2026-06-29 · 8m 36s

Caller 4

2026-06-29 · 4m 28s

Caller 5

2026-06-29 · 7m 14s

Caller 6

2026-06-29 · 5m 06s

Caller 7

2026-06-30 · 5m 41s

Caller 8

2026-06-30 · 3m 50s

Caller 9

2026-07-01 · 5m 52s

Caller 10

2026-07-01 · 7m 20s

Caller 11

2026-07-01 · 5m 15s

Caller 12

2026-07-01 · 5m 23s

Caller 13

2026-07-01 · 5m 30s

METHODOLOGY

Thirteen one-on-one voice interviews via the Candidly AI platform, 2026-06-28 to 2026-07-01, respondents anonymized Caller 1 to Caller 13. Five scripted questions plus adaptive follow-ups grounded in each respondent's answers.

Each participant was asked the following questions:

- 01 How would you describe your experience at the McDonough Stampede Charity Classic?
- 02 What are some ideas you have to make next year's tournament even better?
- 03 Who should we be reaching out to next year, whether it's potential sponsors or players?
- 04 Is there anything from another golf tournament you've played that we should bring to ours?
- 05 Do you have any feedback for Springbank Links?

Every quote in this report is a mechanically verified verbatim excerpt of a caller's interview transcript, and every interviewed caller is represented. These guarantees are enforced in code: a draft that does not pass verification is never finished. Quotes preserve participants' natural speech as spoken, so hesitations and repetitions appear as they occurred rather than being tidied.



Key Findings

1 How would you describe your experience at the McDonough Stampede Charity Classic?

We asked participants to describe their overall experience at the tournament. The response was broadly positive, with several callers highlighting the organization and the atmosphere.

What We Heard

“Absolutely fantastic. I had so much fun from the organization. It was just smooth.”

— Caller 1

“Overall it was really positive. I think it was really well organized by both Jackson and Noah from start to finish.”

— Caller 2

“Was honestly electric really good day um fantastic weather um and and really well organized uh end to end.”

— Caller 3

“100 % fun, just a great day.”

— Caller 4

“It was pretty awesome. I had a great time.”

— Caller 10

High Marks for Organization

Callers consistently noted that the event felt professional and well-managed. Specific praise was directed at the organizers, Jackson and Noah, for creating a smooth flow from arrival through the various stages of the day.

- 2 What are some ideas you have to make next year's tournament even better?**
We asked for specific suggestions to improve future iterations of the tournament. Ideas ranged from logistical changes to new competitive elements.

What We Heard

"If they can move the event a weekend earlier, that they'll be able to fill up in no time."

— Caller 1

"I think it would be really awesome for all of the sponsorships on each of the holes to kind of have really fun activations."

— Caller 2

"I would love the idea of gifts to start the tournament."

— Caller 1

"I think it would be pretty cool to incorporate that competition with everybody watching at the end of the uh night."

— Caller 5

"The only thing I would do is put some signage on the carts as to which hole is which."

— Caller 4

"I think for sponsors who make the point of donating or sort of making the sponsorship effort, making the connection of the guys who are playing in the tournament to the companies would have been great."

— Caller 7

The Engagement Opportunity

A recurring theme in the suggestions was the desire for more interactive sponsor presence. Callers suggested moving beyond static signage toward activations or games that engage players directly at the holes.

Logistical Refinements

Several callers suggested practical improvements, such as providing more notice for the event date, improving cart signage, and offering starting gifts to build early excitement.

3 Who should we be reaching out to next year, whether it's potential sponsors or players?

We asked participants for recommendations regarding potential new sponsors or players to involve in future tournaments.

What We Heard

"I think that it'd be really cool if y'all reached out to Lina's. I know that the winner has some good ties to Lina's, and maybe they could do complimentary kind of what Spolumbo's did with their hot dogs."

— Caller 1

"You should reach out to Strawberry Milk Mob's boyfriend, Joel Haymour, who runs a golf company himself called Roque, I think."

— Caller 2

"Takomo Irons, they're really big at sponsoring YouTubers."

— Caller 5

"I'd love to see the flames get involved with this thing and maybe some local influencers."

— Caller 12

"Absolute Yardworks, I would love to possibly sponsor the tournament next year."

— Caller 9

"I can probably get in person with Noah and let him know about Kelt Exploration, In-Line Pigging would be a really good sponsor."

— Caller 8

Local and Niche Targets

Recommendations fell into two categories: local Calgary-based businesses (such as Lina's and Absolute Yardworks) and niche golf-related brands (such as Takomo Irons or Roque) that could provide high-value engagement or prizes.

4 Is there anything from another golf tournament you've played that we should bring to ours?

We asked if there were specific elements from other tournaments that participants found particularly effective.

What We Heard

"I think a prize sponsor of some kind, whether given that there was a hole-in-one, some sort of sponsorship on that."

— Caller 4

"I really liked the uh scramble chip off."

— Caller 5

"I would like to see my actual score versus my net score with a handicap."

— Caller 6

A Thin Harvest

This question drew relatively few specific comparisons to other tournaments, though the desire for more robust prize sponsorship and specialized competitions (like a chip-off) was noted.

5 Do you have any feedback for Springbank Links?

We asked for feedback regarding the venue, Springbank Links, covering staff, course condition, and service.

What We Heard

“I thought that their staff were absolutely positive and energetic and super excited about hosting the tournament.”

— Caller 4

“I think Springbank Links was super, super on it. Every single one of the staff members was awesome. The food was great. They're very organized.”

— Caller 2

“The greens were super fast, almost like putting on a pane of glass.”

— Caller 9

“The food could have been a little bit better, though. I was a little disappointed in the quality.”

— Caller 6

“I had a blast. I did notice that we did get cut off from the beverage cart with like 10 holes left. We didn't see her out there”

— Caller 11

“They did an amazing job and their staff and everyone was just so helpful and kind the whole day and they really went above and beyond.”

— Caller 12

Divergent Views on Food Quality

Of the 3 callers who spoke to food, 2 were positive, including specific praise for the breakfast sandwiches and the food overall, while 1 felt lunch and dinner fell short of expectations

Course and Service Logistics

The course and staff drew consistent praise throughout, with callers specifically highlighting the condition of the greens and staff who went above and beyond to help. The one operational note raised was beverage cart coverage: with 110 players on course, one caller felt the cart didn't make it back around in the final holes.



What's Working Well

STRONG ORGANIZATIONAL FOUNDATION

The core logistics, registration, the transition between rounds, and the overall tournament flow, were cited as major strengths that provided a sense of professionalism and ease.

"I think the flow really made sense and that it ran pretty organized."

— Caller 12

Key Insights

THE SOCIAL COMPETITIVE BALANCE

The tension that runs across every question is between keeping the day genuinely competitive and keeping it social. It surfaces in how callers talk about the split format and again in what they want from sponsors. Of the 4 callers who spoke to the format, 2 valued the competitive individual round, 1 valued the afternoon scramble, and 1 valued having both in the same day. No caller argued for dropping either half.

"But personally, I don't really agree with that. I like to compete. Um, and I wanted to try and win the afternoon."

— Caller 10

The competitive case was made most directly about the morning round.

"The solo play in the morning was um a great way to really get into the game really get focused."

— Caller 3

The social case was made about the afternoon, and on inclusion grounds.

"The second round was a scramble. It makes it a little bit more enjoyable when you're not the best golfer as well."

— Caller 13



What Participants Are Hoping For

ENHANCED SPONSOR INTEGRATION

Participants expressed a desire for sponsors to be more than just signs on a hole, suggesting they become active participants in the day's energy.

"I think it'd be really awesome for any of the other sponsors to really come and kind of really hype up the golfers."

— Caller 2

Outreach Directory

Names are as mentioned in the interviews and copied verbatim from the transcript. Confirm spelling before any outreach. This captures who was named and is not a guaranteed-exhaustive list.

TO REACH OUT

LINA'S

CALLER 1

Potential food/hospitality sponsor with local ties

"I think that it'd be really cool if y'all reached out to Lina's. I know that the winner has some good ties to Lina's, and maybe they could do complimentary kind of what Spolumbo's did with their hot dogs"

JOEL HAYMOUR

CALLER 2

Owner of Roque golf company; potential player or merch sponsor

"You should reach out to Strawberry Milk Mob's boyfriend, Joel Haymour, who runs a golf company himself called Roque, I think"

TAKOMO IRONS

CALLER 5

Golf equipment brand with strong digital marketing presence

"Takomo Irons, they're really big at sponsoring YouTubers"

LAST BEST

CALLER 7

Local community-focused brand

"I think from a sponsor perspective, I've always been impressed with what Last Best does in Calgary"

KELT EXPLORATION

CALLER 8

Potential sponsor via contact Tim Collis

"I can probably get in person with Noah and let him know about Kelt Exploration"

ABSOLUTE YARDWORKS

CALLER 9

Local landscaping business interested in sponsorship

"Absolute Yardworks, I would love to possibly sponsor the tournament next year"

THE FLAMES

CALLER 12

Local sports team to increase community engagement

"I'd love to see the flames get involved with this thing"

ZACH MELLUM & DEVIN DEROUIN

CALLER 13

Interested players for next year

*"I know Zach Mellum is interested in going."
"Devin Derouin probably would come next year as well"*

TO KEEP

SPOLUMBO'S

CALLER 2

Successful food sponsor for the halfway house

"you should definitely keep Spolumbo's as a sponsor for the halfway sausage dogs."

F45

CALLER 1

Engaging sponsor that provided music and prizes

"my favorite was probably F45"

SAWBACK & TIDE

CALLER 6

Existing beverage sponsors to retain

"Sawback and, uh, Tide."

Suggestion Register

CHANGES TO MAKE

01 Move the tournament date earlier

"if they can move the event a weekend earlier"

– CALLER 1

02 Provide at least four months' notice for the event

"give guys at least four months' heads up"

– CALLER 1

03 Add a second beverage cart and improve back-nine coverage

"Add another cart girl."

– CALLER 11

04 Include hole-number signage on carts

"put some signage on the carts as to which hole is which."

– CALLER 4

05 Adjust tee-box layouts on holes 4 and 5 to prevent backups

"That would be hole four or five. It's just the main issue is that I personally, I can't tee off until people leave the green"

– CALLER 11

06 Display gross and net scoring clearly

"I would like to see my actual score versus my net score with a handicap."

– CALLER 6

07 Offer an opt-in or opt-out for the championship round

"maybe having the option for people to opt out or opt into the championship round"

– CALLER 10

08 Incorporate a chip-off finale competition

"it would be pretty cool to incorporate that competition with everybody watching at the end of the uh night"

– CALLER 5

09 Provide starting gifts for players

"I would love the idea of gifts to start the tournament."

– CALLER 1

10 Secure a dedicated hole-in-one prize sponsor

"I think a prize sponsor of some kind, whether given that there was a hole -in -one, some sort of sponsorship on that"

– CALLER 4

11 Create a dedicated ladies grouping

"exploring what it would look like to have maybe a ladies grouping"

– CALLER 12

12 Implement interactive sponsor activations

"I think it would be really awesome for all of the sponsorships on each of the holes to kind of have really fun activations"

– CALLER 2

13 Introduce sponsors directly to the players

“making the connection of the guys who are playing in the tournament to the companies would have been great.”

– CALLER 7

TO KEEP

01 The bagpiper

“I did love the bagpiper this year.”

– CALLER 1

02 The \$50 mulligans

“Mulligan's cost of 50 bucks, but I actually don't mind the idea”

– CALLER 10

03 The Hole Prizes

“you guys got the hole prizes. That was really good. Hole prizes are awesome.”

– CALLER 11

04 The live website scoring

“the scoring system was incredible and it really just brought legitimacy and prestige to our event.”

– CALLER 12

05 The split format

“I thought the split format was really fun, unique.”

– CALLER 7

06 The breakfast sandwiches

“I actually quite enjoyed the breakfast sandwiches they did.”

– CALLER 10

Conclusion

The McDonough Stampede Charity Classic has established itself as a high-energy, well-organized event that resonates deeply with its participants. The foundation has successfully navigated the complexities of a large-scale tournament, creating a unique atmosphere that balances charity, competition, and community.

Moving forward, the focus should shift toward refining the logistical details, specifically beverage service and course pacing, and elevating the sponsor experience through interactive activations. By addressing these tactical opportunities, the tournament is well-positioned to grow in both scale and prestige.



Coverage

Every caller is represented. The reach of each theme below is computed from the report's own quotes.

THEME REACH

Who should we be reaching out to next year, whether it's potential sponsors or players?	6 of 13 Callers
How would you describe your experience at the McDonough Stampede Charity Classic?	5 of 13 Callers
What are some ideas you have to make next year's tournament even better?	5 of 13 Callers
Do you have any feedback for Springbank Links?	4 of 13 Callers
Key insights	3 of 13 Callers
Is there anything from another golf tournament you've played that we should bring to ours?	3 of 13 Callers
What participants are hoping for	1 of 13 Callers
What's working well	1 of 13 Callers

CALLER COVERAGE

C1 Caller 1 ★★★★ Appears 4 times	C2 Caller 2 ★★★★★ Appears 5 times	C3 Caller 3 ★★ Appears 2 times	C4 Caller 4 ★★★★ Appears 4 times
C5 Caller 5 ★★★ Appears 3 times	C6 Caller 6 ★★ Appears 2 times	C7 Caller 7 ★ Appears 1 time	C8 Caller 8 ★ Appears 1 time
C9 Caller 9 ★★ Appears 2 times	C10 Caller 10 ★★ Appears 2 times	C11 Caller 11 ★ Appears 1 time	C12 Caller 12 ★★★ Appears 3 times
C13 Caller 13 ★ Appears 1 time			