

SPONSORSHIP PACKAGE

Please find the following enclosed:



Sponsorship Ideas



Sponsorship Registration Form



Sample Letter to Sponsor

Sponsorship Ideas

These sponsorship ideas are merely suggestions and we recognize that each individual event will be unique. We encourage you to do what you can and to have fun. We appreciate the effort that you are putting forth and would like to be as much help as possible to you in return. Sponsors can make a big difference. Sponsors can donate money, prizes, and auction items. They can pay for advertising space as well. Sponsors can be individuals or local groups or companies. The following is a list of examples of sponsorship ideas from which you should feel free to draw and add to.

The Bare Essentials

Program Advertisements: These can be either Corporate Sponsors advertising a local business, or personal "Honorariums" that individuals write in honor of another.

Golf facilities may donate golf packages, gift certificates or items from the Pro Shop. These may be used as prizes for "Longest Drive," "Closest to the Pin," or Putting Contests, or used as raffle and/or auction items.

Raffle Items vary as do the price of the raffle tickets. You can sell tickets individually or at a discount for a number of tickets. Donated gifts from the pro shop and other local companies can be used as raffle items.

Donated items or gift certificates: you might want to set a starting point for the market value of the item to be used in raffles and auctions. Items of little value such as pens or post-it notes donated from local companies might be included as part of a goodie bag, however.

Donations can be t-shirts, dinner-for-two, golf-for-two, local spa packages, gift baskets, sports and golf equipment.

Salons may donate sample products. Suntan lotion is an extremely appropriate donation, for prevention of cancer and particularly during summer sporting events.

Sponsor a hole: Sponsors would put corporate signage surrounding the green by their hole.

The Extra Mile

Silent Auction: Higher ticket price items might raise more money if sold at an auction rather than a raffle.

Silent Auction Items can range from a golf package donated by the golf course, vacation getaways sponsored by an airline or travel agent, dinner for 2 or 4 at a local restaurant, spa packages, jewelry, artwork, or something unique or locally renown.

Sponsor the banquet. A sponsor of the banquet would underwrite the cost of the lunch, dinner or awards ceremony. The sponsor(s) of the banquet should be acknowledged on table tents at each table. Or a local restaurant could cater the whole event (check on club rules).

Set Sponsorship Levels: i.e. Gold, Silver, & Bronze. If there are a number of sponsors at a variety of levels, add Platinum and Co-Host. Set the sponsorship levels so that there is appropriate recognition for the higher sponsors as well as incentive for companies to give at a higher level.

Examples of high level sponsor giveaways: 1-4 playing spot(s) in the event; team/corporate photographs; plaques; certificates; signage on golf carts; signage at entrance to course, finish of the course, or at the banquet; company logo in printed materials.

Convenience stores have access to vendors that may be interested in being involved.

Contest Sponsors: Might give cash prizes or giveaways to contest winners. Cash prizes can go entirely to charity or 50/50. Insurance companies give large payouts depending on the premium.

Spas or chiropractors might set up a message chair and give massages for donations.

~~Joe Smith Memorial Golf Tournament~~

Proceeds to benefit the



Tuesday July 17, 2005

Springville Golf Course
16601 West Main Street
Springville, MD 22212
(301) 867-5309

Be a Sponsor...

Sponsorship Levels

Co-Host Sponsor - \$10,000
4 golfing spots, signage at the beginning and end of the course, on a golf cart, and at the banquet, full page ad in event program, team photo, acknowledgement plaque.

Platinum Sponsor – \$7,500
4 golfing spots, signage at the banquet, large ad in event program, advertising space on a golf cart, "sponsor a hole", team photo, acknowledgement plaque.

Gold Sponsor - \$5,000
2 golfing spots, ad in the event program, advertising space on a golf cart, "sponsor a hole", acknowledgement plaque.

Silver Sponsor - \$3,000
1 golfing spot, ad in the event program, "sponsor 2 holes," acknowledgement plaque.

Bronze Sponsor - \$1,000
1 golfing spot, ad in the event program, "sponsor a hole."

Registration Form

Name: _____
Company: _____
Address: _____
Phone: _____
Email: _____

Sponsorship Levels

- Co-Host Sponsor
 Platinum Sponsor
 Gold Sponsor
 Silver Sponsor
 Bronze Sponsor

Players

1. _____
2. _____
3. _____
4. _____

Joe Smith Memorial Golf Tournament



Springville Golf Course • 16601 West Main Street • Springville, MD 22212

Date

Name
Organization
Address

Dear Name:

Thank you so much for your interest in sponsoring the Joe Smith Memorial Golf Tournament. The proceeds of the event will be donated to the American Institute for Cancer Research (AICR). AICR has been chosen for this event to honor the life of Joe Smith and to contribute to the fight against cancer in his memory.

AICR is a 501 (c) (3) non-profit organization founded in 1982 to focus greater attention on research for cancer prevention and treatment specifically in the area of diet and nutrition, one of today's most promising fields in the fight against cancer. AICR is also dedicated to education programs. AICR offers personal service and materials to help people understand the link between diet and cancer, and make lifestyle changes in order to lower their cancer risk. The proceeds from this event will help continue to provide valuable research and education programs in this ongoing fight against cancer. For more information on AICR, please visit their website at www.aicr.org.

Please help to make this event a memorable and successful one. Hopefully, together with your support, we can make this an annual event that will bring the community together as well as raise funds for this important organization every year. Your contribution means a lot.

Gold, Silver, and Bronze Sponsorship indicates a monetary donation from an individual or organization in support of the event in one of 3 levels:

- Bronze Level Sponsorship in the amount of \$_____ includes:
- Silver Level Sponsorship in the amount of \$_____ includes:
- Gold Level Sponsorship in the amount of \$_____ includes:

We welcome donations for the silent auction as well. If you would like some ideas on the types of items and services to donate please contact me and we can discuss a variety of options.

We are also looking for a sponsor to underwrite the cost of the banquet. I would be happy to discuss this option with you as well.

Thank you for your time. I'm looking forward to an exciting day of golf and am eager to discuss with you in what way you can help in support of the community and cancer research and education. I look forward to hearing from you. Please contact me at 333.444.5555.

Sincerely,

Tom Smith
Event Coordinator