

# 2010 Sponsorship Programs



## Overview

How would you like to have **access to over 230 high-powered, local, women executives and business owners** as your newest clients?

***A relationship with the Minnesota Metro Chapter of the Executive Women's Golf Association can offer you just that!***

According to a national survey of EWGA members, we provide you access to individuals with both decision making authority and strong buying power: Details on EWGA members:

- Over 53% are employed in mid-upper management positions at major corporations; over 11% own their own business
- Over 79% have college degrees or advance level degree
- 65% are between the ages of 36 and 55
- 50% have personal annual income over \$80,000; 76% have household income over \$80,000

Women account for over 80% of consumer spending decisions and in the business arena, their impact on key purchasing decisions is accelerating.

Our chapter sponsorship programs offer you a variety of ways to connect with our membership to broaden awareness of your business, build a connection with real buyers and promote your goods and services to a targeted audience very cost effectively.

This is ***Your Shot to Our Green*** - we want to give you the best shot to our membership's "green".



*We'd like to give you the best shot to our membership's 'green'*

For more details, please contact me directly.

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## Sponsorship Programs

**What is a sponsorship?** A sponsorship is a relationship between your business and an organization whose members have a need or desire for the products or services you sell. Unlike a donation to a charity, a sponsorship allows you to purchase access to the buying power of the organization's members so you can market your business to a new set of prospective customers.

**What are the benefits of being a sponsor?** There are dozens of good reasons to sponsor an organization. Here are some that might be most important to you:

- Increase the visibility of your company through the activities of the organization you are sponsoring
- Increase your business' reach through an affiliation with an organization that is influential in its industry
- Grow your customer base by meeting potential customers who may not know about your products or services
- Reach new prospective customers that already have an interest in what you sell or do, but who do not know you
- Generate new business-to-business revenue through partnerships with other sponsors
- Create relationships with long term value
- Gain a network of customers and business partners

A sponsorship can help you become better known in the marketplace; expand your customer base; create a new niche for your business; build customer loyalty; become more connected with your community; and build a larger network of business contacts. All these things lead to increased revenue for your business.

**Sponsoring organizations focused on women with strong buying power makes good business sense.**

- Women account for over 80% of all consumer purchases in the United States
- Women dominate decision making on everything from autos to healthcare: 91% of new homes - 66% of PCs - 92% of vacations - 80% of healthcare - 65% of new cars - 89% of bank accounts - 93% of food - 93% of OTC pharmaceuticals
- American women spend about \$5 trillion annually – over half the GDP
- Women spend 20% more than men on golf equipment, the same as men on rounds of golf and 50% more than men on social activities surrounding golf
- Women spend 10% of their annual income on clothes, 5% on cosmetics and hair products, 5% on travel and 2% on luxury items

## Is the Executive Women's Golf Association the right sponsorship partner for you?

### Executive Women's Golf Association (EWGA) – A National View

The Executive Women's Golf Association (EWGA) is a not-for-profit organization formed in 1991. The EWGA mission is connecting women to learn, play, and enjoy golf for business and for fun. Its vision is enriching the lives of women through the game of golf.

The Association is headquartered in Palm Beach Gardens, Florida on the grounds of the PGA National Resort and Spa. It is guided by a nine-member volunteer Board of Directors as well as fourteen full time and two part time employees. The membership is comprised primarily of career-oriented women and currently has nearly 20,000 members. The Association is organized into local Chapters – 120 in the U.S. states along with International Chapters in Canada & France – offering a wide range of organized golf activities, player development and education programs, volunteer, social and networking opportunities for both novice and experienced golfers.

Over 25 nationally recognized sponsors support the EWGA. If you would like more information about our organization from a national view, please see our Association website at [www.ewga.com](http://www.ewga.com). If you would like to explore a national sponsorship as well as a local one, we would be happy to connect you with our headquarters personnel.

### Minnesota Metro EWGA Chapter – A Local View

**Membership:** Our current local chapter membership has grown to over 230 local business and professional women representing virtually every part of the twin cities, major employer and profession. In 2009, our chapter was recognized for our membership retention and membership growth results in 2008 and we have had similar growth and retention throughout our 2009 year.

**Golf:** Throughout the golf season, members may choose from over 14 leagues at 12 area golf courses regularly and 2 traveling leagues that include a broader array of courses. We bring our membership a variety of educational clinics and focus on all skill levels. Monthly golf events are offered throughout the Minnesota golf season at courses around the metro area. The EWGA Championship Series is the largest amateur women's golf tournament in the United States, offering competition at the local, sectional and national levels. The Minnesota Metro Chapter participates in this event and has hosted our event at a variety of supporting courses over the years.

**Networking and Community Support:** The Chapter offers a wide variety of networking opportunities year-round, including three major events during the golf season (Spring Tee Off, Member Meet-and-Greet and Year-End Celebration). In addition, the Chapter hosts a variety of monthly social and networking events ("19<sup>th</sup> Hole Events") year-round at local establishments. Members are also given the opportunity to support numerous charitable organizations. Some of the organizations the Minnesota Metro Chapter supports are the LPGA Girls Golf Club, the Fairway Foundation, Feed Our Starving Children and Toys for Tots.

If you'd like to know more about the EWGA Minnesota metro Chapter, please see our website at [www.mnewg.org](http://www.mnewg.org).

## How our Sponsorship Program Works

The Minnesota Metro Chapter has many opportunities offered through our Sponsorship Program, to allow each sponsor the option to contribute at various levels based on your business needs/goals.

The following Sponsorship Levels are available:

- **Chapter Support Sponsorships**
  - Hole In One Sponsor
  - Double Eagle Sponsor
  - Eagle Sponsor
  - Birdie Sponsor
  - Par Sponsor
  - Fairway Sponsor
- **Specialized Services Sponsorships**
  - Chapter Championship Sponsor
  - Other Major Event Sponsor
  - Spring Tee-Off Table Sponsors (Preferred and Basic)
  - Preferred Course Sponsorships (Plus and Basic)

**Details of our Sponsorship Opportunities:** Details of our Sponsorship Programs are included in the following pages:

- Pages 6 and 7 provide an overview of our 2010 Sponsorship Opportunities
- Pages 8 to 14 provide details of each Sponsorship Level

A high level Calendar of Events, as it currently stands is included on page 15.

Finally, included in this packet, pages 15 through 21, we have included instructions on working with our Sponsorship Committee to complete your Sponsorship Form and establish our working relationship throughout 2010

**Prizes and Raffle Drawings:** Our chapter gives away prizes and holds raffles to encourage participation in many of our events and to promote our sponsors actively with our membership. In addition to your sponsorship, we highly encourage all sponsors to donate prizes for distribution to membership – particularly for our Spring Tee-Off, Chapter Championship and Year-End Event. Your gift will be presented to the membership and you will be identified by name to the group. In addition, if you are hosting a networking event, we recommend you consider giving a prize of approx. \$50 for a drawing and, if appropriate, a coupon or promotion toward additional services for all participating.

**We look forward to working with you!**

## Sponsorship Overview – Chapter Support Sponsor Programs

		Chapter Support Sponsorship Programs					
Sponsor Level →		Hole In One Sponsor	Double Eagle Sponsor	Eagle Sponsor	Birdie Sponsor	Par Sponsor	Fairway Sponsor
<b>Benefit ↓</b>	<b>Sponsorship Cost →</b>	<b>\$2,000</b>	<b>\$1,500</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>	<b>\$125</b>
<b>Membership</b>							
	Classic Membership - Per Member	1	1				
<b>Event Participation</b>							
	Tee Off Registration	1	1	1	1	1	
	Year End Event Registration	1	1	1	1	1	
	Chapter Championship Registration - golf & dinner	1	1				
<b>Exclusivity</b>							
	Guaranteed exclusivity to business area	Yes	Yes				
<b>Event Marketing</b>							
	Appearance / Speaker at Networking Event	1	1	1			
	Tee Off Event Display Table - Large	1	1	1			
	Tee Off Event Display Table - Small or Shared						
	\$75 Off Tee Of Event Display Table of Choice				1		
	\$50 Off Tee Off Event Display Table of Choice					1	1
<b>Website Advertising:</b>							
	Web Pkg: 1 yr, profile, logo, link, Sponsor Page	1	1	1	1	1	1
	Web Pkg: 1 yr, profile, logo, link, Course Page						
	Website Ad, Home Page, One Month	12	3	1			
	Website Ad, League Page, One Month		2	1	1		
	Website Ad, Other Page, One Month		7	10	2		
<b>Member Handbook Advertising</b>							
	Full Page Advertisement with Premier Placement	1					
	Full Page Advertisement		1				
	3/4 Page Advertisement			1			
	1/2 Page Advertisement				1	1	
	1/4 Page Advertisement						1
	Live Links from Ad to Your Website	Yes	Yes	Yes	Yes		
<b>Other Promotion - Blasts, Newsletters, etc.</b>							
	Email Blast to Membership - Exclusive	2	2	1			
	Inclusion in Non Exclusive Sponsor Email Blasts	1	1	1	1		
	Email Blast - Non Exclusive - Preferred Courses						
	Newsletter Ad or Article	1					
	MN Metro EWGA Sponsor Certificate	1	1	1	1	1	1
	Company name in sponsored event marketing						

## Sponsorship Overview – Specialized Services Sponsorship Programs

		Specialized Services Sponsorship Programs					
Sponsor Level →		Chapter Champ. Sponsor	Other Major Event Sponsor	Preferred Table Sponsor	Standard Table Sponsor	Preferred Course Plus	Preferred Course
<b>Benefit ↓</b>	<b>Sponsorship Cost →</b>	<b>\$1,500</b>	<b>\$1,000</b>	<b>\$125</b>	<b>\$75</b>	<b>\$250</b>	<b>\$125</b>
<b>Membership</b>							
	Classic Membership - Per Member	1					
<b>Event Participation</b>							
	Tee Off Registration	1	1				
	Year End Event Registration	1	1				
	Chapter Championship Registration - golf & dinner	1					
<b>Exclusivity</b>							
	Guaranteed exclusivity to business area	Yes					
<b>Event Marketing</b>							
	Appearance / Speaker at Networking Event	1	1				
	Tee Off Event Display Table - Large	1	1	1			
	Tee Off Event Display Table - Small or Shared						
	\$75 Off Tee Of Event Display Table of Choice				1	1	
	\$50 Off Tee Off Event Display Table of Choice						1
<b>Website Advertising:</b>							
	Web Pkg: 1 yr, profile, logo, link, Sponsor Page	1	1				
	Web Pkg: 1 yr, profile, logo, link, Course Page					1	1
	Website Ad, Home Page, One Month	3	1				
	Website Ad, League Page, One Month	2	1				
	Website Ad, Other Page, One Month	7	4				
<b>Member Handbook Advertising</b>							
	Full Page Advertisement with Premier Placement						
	Full Page Advertisement	1	1				
	3/4 Page Advertisement						
	1/2 Page Advertisement					1	
	1/4 Page Advertisement			1	1		1
	Live Links from Ad to Your Website	Yes	Yes				
<b>Other Promotion - Blasts, Newsletters, etc.</b>							
	Email Blast to Membership - Exclusive	2	2				
	Inclusion in Non Exclusive Sponsor Email Blasts	1	1				
	Email Blast - Non Exclusive - Preferred Courses					1	1
	Newsletter Ad or Article						
	MN Metro EWGA Sponsor Certificate	1	1			1	1
	Company name in all sponsored event marketing	1	1				

## Sponsorship Level Details – Chapter Support Sponsor Programs

### Chapter Support Sponsor Programs

Chapter support sponsor programs and chapter event sponsor programs are designed for those organizations who want to build a relationship with our members throughout the year to promote their products or services. These programs are designed around cash sponsorship to the chapter and the levels of sponsorship listed below are designed for cash donations.

**Cash vs. In-Kind Contributions:** Our chapter support sponsorships programs are designed for cash sponsorships. However, our sponsorship committee will work with our sponsors for in-kind donations that help the chapter, either in terms of prizes to our membership or in terms of services that offset costs that the chapter would incur.

**In Kind Value:** The valuation of in-kind services must be established by completing the “In-Kind Donation Form”

**Sponsorship Level for In-Kind:** Value of in-kind services must be at least 50% greater than the cash sponsorship. For example, the Hole-In-One Sponsor Level (below) has a cash sponsorship level of \$2,000. A mix (as example) of \$1,000 cash and \$1,500 in-kind would allow a sponsor to receive this level of services.

**In-Kind Services Offsetting Chapter Costs:** Services provided to the chapter that offset actual costs that the chapter incurs or would have incurred (printing, event services, website hosting, etc.) will be considered as a 1:1 for a cash donation.

### Hole In One Sponsor

- **Sponsorship:** \$2,000 Cash
- **General Sponsorship Benefits:**
  - **Chapter Membership:** *One (1) complimentary Classic EWGA membership*
  - **Complimentary Event Registrations throughout the year:** One (1) ticket each to Chapter Spring Tee-Off, Chapter Year End Event and Chapter Championship Event, including social golf and dinner
  - **Exclusivity:** Chapter sponsorship exclusivity in business area
  - **Certificate of Appreciation:** One (1) signed certificate for display at your place of business
- **Event Marketing Opportunities:**
  - **Keynote Speaker/Event Hosting:** One (1) keynote speaking opportunity at one chapter networking event OR the opportunity to host one (1) event at your place of business
  - **Tee-Off Table Registration:** One (1) complimentary full-size table at the Chapter Spring Tee Off to present your business and interact directly with our membership
- **Chapter Advertising Opportunities:**
  - **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website ([www.mnewg.org](http://www.mnewg.org)) on the Sponsor Page
  - **Additional Website Advertising:** Your ad featured on the home page every month
  - **Handbook Advertising:** Full page ad in the EWGA MN Metro Member Handbook (electronic) with live links to your website with choice of location for ad placement
  - **Newsletter Advertising:** Full page advertisement in our Electronic Newsletter OR article in our Electronic Newsletter under the column “Meet the Sponsor”
  - **Email Blasts:** Two (2) customized exclusive email blasts to our chapter membership during the calendar year presenting your business, messages, special promotions or coupons and inclusion in all non-exclusive blasts focused on sponsors (at least 1)

## Sponsorship Level Details – Chapter Support Sponsor Programs

### Double Eagle Sponsor

- Sponsorship: \$1,500 Cash
- General Sponsorship Benefits:
  - **Chapter Membership:** One (1) complimentary Classic EWGA membership
  - **Complimentary Event Registrations throughout the year:** One (1) ticket each to Chapter Spring Tee-Off, Chapter Year End Event and Chapter Championship Event, including social golf and dinner
  - **Exclusivity:** Chapter sponsorship exclusivity in business area
  - **Certificate of Appreciation:** One (1) signed certificate for display at your place of business
- Event Marketing Opportunities:
  - **Keynote Speaker/Event Hosting:** One (1) keynote speaking opportunity at one chapter networking event OR the opportunity to host one (1) event at your place of business
  - **Tee-Off Table Registration:** One (1) complimentary full-size table at the Chapter Spring Tee Off to present your business and interact directly with our membership
- Chapter Advertising Opportunities:
  - **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website ([www.mnewg.org](http://www.mnewg.org)) on the Sponsor Page
  - **Additional Website Advertising:** Your ad featured on the home page three (3) months, league page two (2) months, other page of your choice (aside from Home or League) seven (7) months
  - **Handbook Advertising:** Full page ad in the EWGA MN Metro Member Handbook (electronic) with live links to your website
  - **Email Blasts:** Two (2) customized exclusive email blasts to our chapter membership during the calendar year presenting your business and messages and inclusion in all non-exclusive blasts focused on sponsors (at least 1).

### Eagle Sponsor

- Sponsorship: \$1,000 Cash
- General Sponsorship Benefits:
  - **Complimentary Event Registrations:** One (1) ticket each to Chapter Spring Tee-Off and Chapter Year End Event
  - **Certificate of Appreciation:** One (1) signed certificate for display at your place of business
- Event Marketing Opportunities:
  - **Keynote Speaker/Event Hosting:** One (1) keynote speaking opportunity at one chapter networking event OR the opportunity to host one (1) event at your place of business
  - **Tee-Off Table Registration:** One (1) complimentary full-size table at the Chapter Spring Tee Off to present your business and interact directly with our membership
- Chapter Advertising Opportunities:
  - **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website ([www.mnewg.org](http://www.mnewg.org)) on the Sponsor Page
  - **Additional Website Advertising:** Your ad featured on the home page one (1) month, league page one (1) months, other page of your choice (aside from Home or League) ten (10) months
  - **Handbook Advertising:** 3/4 page ad in the EWGA MN Metro Member Handbook (electronic) with live links to your website
  - **Email Blasts:** Two (2) customized exclusive email blasts to our chapter membership during the calendar year presenting your business and messages and inclusion in all non-exclusive blasts focused on sponsors (at least 1)

## Sponsorship Level Details – Chapter Support Sponsor Programs

### Birdie Sponsor

- **Sponsorship:** \$500 Cash
- **General Sponsorship Benefits:**
  - **Complimentary Event Registrations:** One (1) ticket each to Chapter Spring Tee-Off and Chapter Year End Event
  - **Certificate of Appreciation:** One (1) signed certificate for display at your place of business
- **Event Marketing Opportunities:**
  - **Tee-Off Table Registration:** \$75 off table of your choice (large or small/shared) at the Chapter Spring Tee Off to present your business and interact directly with our membership
- **Chapter Advertising Opportunities:**
  - **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website ([www.mnewg.org](http://www.mnewg.org)) on the Sponsor Page
  - **Additional Website Advertising:** Your ad featured on the league page one (1) month and other page (not league or home page) two (2) months
  - **Handbook Advertising:** 1/2 page ad in the EWGA MN Metro Member Handbook (electronic) with live links to your website
  - **Email Blasts:** Inclusion in all non-exclusive blasts focused on sponsors (at least 1)

### Par Sponsor

- **Sponsorship:** \$250 Cash
- **General Sponsorship Benefits:**
  - **Complimentary Event Registrations:** One (1) ticket each to Chapter Spring Tee-Off and Chapter Year End Event
  - **Certificate of Appreciation:** One (1) signed certificate for display at your place of business
- **Event Marketing Opportunities:**
  - **Tee-Off Table Registration:** \$50 off table of your choice (large or small/shared) at the Chapter Spring Tee Off to present your business and interact directly with our membership
- **Chapter Advertising Opportunities:**
  - **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website ([www.mnewg.org](http://www.mnewg.org)) on the Sponsor Page
  - **Handbook Advertising:** 1/2 page ad in the EWGA MN Metro Member Handbook (electronic)

### Fairway Sponsor

- **Sponsorship:** \$125 Cash
- **Event Marketing Opportunities:**
  - **Tee-Off Table Registration:** \$50 off table of your choice (large or small/shared) at the Chapter Spring Tee Off to present your business and interact directly with our membership
  - **Certificate of Appreciation:** One (1) signed certificate for display at your place of business
- **Chapter Advertising Opportunities:**
  - **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website ([www.mnewg.org](http://www.mnewg.org)) on the Sponsor Page
  - **Handbook Advertising:** 1/4 page ad in the EWGA MN Metro Member Handbook (electronic)

## Sponsorship Level Details – Event Sponsor Programs

### Chapter Championship Sponsor

- **Sponsorship:** \$1,500 Cash
- **General Sponsorship Benefits:**
  - **Chapter Membership:** One (1) complimentary Classic EWGA membership
  - **Complimentary Event Registrations throughout the year:** One (1) ticket each to Chapter Spring Tee-Off, Chapter Year End Event and Chapter Championship Event, including social golf and dinner
  - **Exclusivity:** Chapter sponsorship exclusivity in business area
  - **Certificate of Appreciation:** One (1) signed certificate for display at your place of business
- **Event Marketing Opportunities:**
  - **Keynote Speaker/Event Hosting:** Keynote speaking opportunity Chapter Championship
  - **Tee-Off Table Registration:** One (1) complimentary full-size table at the Chapter Spring Tee Off to present your business and interact directly with our membership
- **Chapter Advertising Opportunities:**
  - **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website ([www.mnewg.org](http://www.mnewg.org)) on the Sponsor Page
  - **Additional Website Advertising:** Your ad featured on the home page three (3) months, league page two (2) months, other page of your choice (aside from Home or League) seven (7) months
  - **Handbook Advertising:** Full page ad in the EWGA MN Metro Member Handbook (electronic) with live links to your website
  - **Email Blasts:** Two (2) customized email blasts to our chapter membership related to the Chapter Championship Event presenting your business and messages; inclusion in all non-exclusive blasts focused on sponsors (at least 1)
  - **Event Marketing Materials:** Your company name displayed on all publicity for Chapter Championship

### Other Major Event Sponsor

- **Sponsorship:** \$750 Cash plus \$250 cash or in-kind for each event sponsoring
- **General Sponsorship Benefits:**
  - **Complimentary Event Registrations:** One (1) ticket each to Chapter Spring Tee-Off and, Chapter Year End Event
  - **Certificate of Appreciation:** One (1) signed certificate for display at your place of business
- **Event Marketing Opportunities:**
  - **Keynote Speaker/Event Hosting:** Keynote speaking opportunity at sponsored event(s)
  - **Tee-Off Table Registration:** One (1) complimentary full-size table at the Chapter Spring Tee Off to present your business and interact directly with our membership
- **Chapter Advertising Opportunities:**
  - **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website ([www.mnewg.org](http://www.mnewg.org)) on the Sponsor Page
  - **Additional Website Advertising:** Your ad featured on the home page one (1) month, league page one (1) month, other page of your choice (aside from Home or League) four (4) months
  - **Handbook Advertising:** Full page ad in the EWGA MN Metro Member Handbook (electronic) with live links to your website
  - **Email Blasts:** Two (2) customized email blasts to our chapter membership related to the Chapter Championship Event presenting your business and messages; inclusion in all non-exclusive blasts focused on sponsors (at least 1)
  - **Event Marketing Materials:** Your company name displayed on all publicity for sponsored event(s)

## Sponsorship Level Details – *Table Sponsor Programs*

### Table Sponsorships at Spring Tee-Off

Table sponsorships are geared for those businesses who want basic exposure to our membership and who want to personally present their products or services to our membership at our Spring Tee-Off event. The Tee-Off event generally draws well over 100 members and our chapter promotes a 'Passport' program at the event to encourage members to visit vendor tables. Attendees must get signature from a number of table sponsors to be eligible for higher-value prizes.

**Incentives/Promotions at Event:** To maintain a relationship with our members beyond the Tee-Off event, it is highly recommended that you provide a discount coupon or promotion to provide incentive for a longer relationship.

**Giveaway Prizes for Membership:** Table sponsors are expected to contribute a gift or gifts that will be used for our raffle or given away to our membership at the Tee-Off event.

### Table Sponsor – Preferred Level

- **Sponsorship:** \$125 Cash and \$75+ in-kind gift(s) for giveaway at event
- **Event Marketing Opportunities:**
  - **Tee-Off Table Registration:** One (1) complimentary **full-size table** at the Chapter Spring Tee-Off to present your business and interact directly with our membership
- **Chapter Advertising Opportunities:**
  - **Handbook Advertising:** 1/4 page ad in the EWGA MN Metro Member Handbook (electronic)

### Table Sponsor – Standard Level

- **Sponsorship:** \$75 Cash and \$75+ in-kind gift(s) for giveaway at event
- **Event Marketing Opportunities:**
  - **Tee-Off Table Registration:** One (1) complimentary **small table** (or shared larger table) at the Chapter Spring Tee-Off to present your business and interact directly with our membership
- **Chapter Advertising Opportunities:**
  - **Handbook Advertising:** 1/4 page ad in the EWGA MN Metro Member Handbook (electronic)

## Sponsorship Level Details – Preferred Course Program

### Preferred Course Program

Our chapter has many leagues and events throughout the year to serve our membership. Many courses around the Twin Cities want to be considered preferred for these activities and actively participate in our programs to build and maintain awareness with our membership and to be a part of our programs. Outside the area, a number of courses want to market to our membership for out of town golf events or weekends.

**Member Benefits At Course:** Many of our preferred courses offer 'at course' benefits for members who show a valid EWGA card . These benefits are promoted to our chapter's membership on the website and in handbook advertising. This helps draw members to the course and allows the course to help understand the value of their marketing dollars to our organization. This is not required of our preferred courses, but is highly recommended.

*Examples: Discount (dollar value or % off green fees, senior rates, cart included with 18-hole round, discount in pro shop, 4<sup>th</sup> green fee free with three paid. Some have limits to weekdays or afternoons on weekends, some don't.*

**Giveaway Prizes for Membership:** All preferred courses are encouraged to donate at least four rounds of golf at their facility to give away at Spring Tee-Off or other event during the year.

### Preferred Course - Plus

- **Sponsorship:** \$250 Cash
- **Event Marketing Opportunities:**
  - **Tee-Off Table Registration:** \$75 off table of your choice (large or small/shared) at the Chapter Spring Tee Off to present your course and interact directly with our membership
- **Chapter Advertising Opportunities:**
  - **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website ([www.mnewg.org](http://www.mnewg.org)) on the Preferred Course Page
  - **Handbook Advertising:** 1/2 page ad in the EWGA MN Metro Member Handbook (electronic)
  - **Email Blasts:** Inclusion in one (1) preferred course email blast to membership in May
- **Other:**
  - **Certificate of Appreciation:** One (1) signed certificate for display at your place of business

### Preferred Course - Basic

- **Sponsorship:** \$125 Cash
- **Event Marketing Opportunities:**
  - **Tee-Off Table Registration:** \$50 off table of your choice (large or small/shared) at the Chapter Spring Tee Off to present your course and interact directly with our membership
- **Chapter Advertising Opportunities:**
  - **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website ([www.mnewg.org](http://www.mnewg.org)) on the Preferred Course Page
  - **Handbook Advertising:** 1/4 page ad in the EWGA MN Metro Member Handbook (electronic)
  - **Email Blasts:** Inclusion in one (1) preferred course email blast to membership in May
- **Other:**
  - **Certificate of Appreciation:** One (1) signed certificate for display at your place of business

## Sponsorship Level Details – Preferred Course Program

### Multiple Course Options

A number of our preferred courses have partnership or ownership arrangements whereby they want to promote multiple courses in a single advertisement or under a single sponsorship agreement. Rather than charging each course the full rate, we have provided options that allow multiple courses to sponsor together at a more reasonable rate. Adding additional courses to a sponsorship ranges from \$75-\$150 over above listed rates and includes the increasing of the size of the handbook ad by and additional 1/4 page over above sizes listed.

### Preferred Course Certificate of Appreciation

Included as part of our preferred course program is a Certificate of Appreciation from our chapter that we encourage you to display in your pro shop, reflecting your support of our chapter and identifying you as a preferred course.



## 2010 Chapter Calendar of Events

<p><b>January 2010:</b></p> <ul style="list-style-type: none"> <li>• 19<sup>th</sup> Hole Networking Event 1-25-10</li> </ul>	<p><b>February 2010:</b></p> <ul style="list-style-type: none"> <li>• 19th Hole Networking Event</li> </ul>
<p><b>March 2010:</b></p> <ul style="list-style-type: none"> <li>• Spring Tee Off (Major Event)</li> </ul>	<p><b>April 2010:</b></p> <ul style="list-style-type: none"> <li>• 19th Hole Networking Event</li> <li>• New Member Orientation</li> <li>• Golf Education</li> </ul>
<p><b>May 2010:</b></p> <ul style="list-style-type: none"> <li>• 19th Hole Networking Event</li> <li>• Golf Leagues</li> <li>• Golf Events</li> <li>• Golf Education</li> </ul>	<p><b>June 2010:</b></p> <ul style="list-style-type: none"> <li>• Member Meet and Greet Networking Event</li> <li>• Fairway Foundation Tournament</li> <li>• Golf Leagues</li> <li>• Golf Events</li> <li>• Golf Education</li> </ul>
<p><b>July 2010:</b></p> <ul style="list-style-type: none"> <li>• 19th Hole Networking Event</li> <li>• Chapter Championship (Major Event)</li> <li>• Golf Leagues</li> <li>• Golf Events</li> <li>• Golf Education</li> </ul>	<p><b>August 2010:</b></p> <ul style="list-style-type: none"> <li>• 19th Hole Networking Event</li> <li>• Golf Leagues</li> <li>• Golf Events</li> <li>• Golf Education</li> </ul>
<p><b>September 2010:</b></p> <ul style="list-style-type: none"> <li>• 19th Hole Networking Event</li> <li>• Golf Event</li> </ul>	<p><b>October 2010:</b></p> <ul style="list-style-type: none"> <li>• 19th Hole Networking Event - TBD</li> <li>• Year End Event (Major Event)</li> </ul>
<p><b>November 2010:</b></p> <ul style="list-style-type: none"> <li>• 19th Hole Networking Event</li> </ul>	<p><b>December 2010:</b></p> <ul style="list-style-type: none"> <li>• 19th Hole Networking Event</li> <li>• HO-HO-HO Toys For Tots Event</li> </ul>

19<sup>th</sup> Hole Networking Events are typically the first Monday of each month. Actual dates of events, tournaments and leagues are listed on the [www.mnewg.org](http://www.mnewg.org) website.

## Next Steps

1. Review the benefits of each Sponsorship Level and contact **Kymerly Eide, Sponsorship Chair** to discuss your interest in proceeding. Phone: 952-600-2530 or Email: [sponsorship@mnewg.org](mailto:sponsorship@mnewg.org).
2. We will work with you to address your Sponsorship needs, answer questions, & draft a Sponsorship Agreement. Please let us know if you have unique needs or would like to discuss customized options.
3. We will prepare the Sponsorship Agreement with you and mail or email two copies for signature along with a **Sponsorship Check List** to gather your Company Information, Logo, Ad, & Website Address for posting on the EWGA-Minnesota Metro Website and within our *Gallery Gazette Newsletter*, depending on your sponsorship level.
4. Please remember this is a partnership; any question, idea, or concern should be discussed to promote a mutually beneficial relationship. We look forward to helping you promote your business within the EWGA Minnesota Metro Chapter and its members.

Please contact the following individual to complete the process.

Kymerly Eide  
Sponsorship Chair  
EWGA – Minnesota Metro Chapter  
612-600-2530  
[sponsorship@mnewg.org](mailto:sponsorship@mnewg.org)  
[www.mnewg.org](http://www.mnewg.org)  
[www.ewga.com](http://www.ewga.com)

# 2010 Sponsorship Forms/Checklists



## Minnesota Metro Chapter 2010 Sponsorship Form

To secure your sponsorship opportunity outlined below, ***please identify the sponsorship package desired, complete the application, sign and mail with your check to the address listed below*** .

**Mailing address:** Kymberly Eide, EWGA Sponsorship Chair  
38 West Minnehaha Parkway, Minneapolis, MN 55419  
**Make checks payable to:** MN Metro EWGA  
**Questions, call:** Kymberly Eide, 612-600-2530

### Sponsorship Packages (calendar year 2010)

#### Chapter Support Sponsorships

- Hole In One Sponsor (\$2,000)
- Double Eagle Sponsor (\$1,500)
- Eagle Sponsor (\$1,000)
- Birdie Sponsor (\$500)
- Par Sponsor (\$250)
- Fairway Sponsor (\$125)

#### Event-Specific Sponsorships

- Chapter Championship Sponsor (\$1,500)
- Major Event Sponsor - Spring Tee Off Only: (\$1,000)
- Major Event Sponsor – Both Spring Tee Off and Year End Event (\$1,250)

***Make checks payable to: MN Metro EWGA***

**Company Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Contact Phone:** \_\_\_\_\_ **Email address:** \_\_\_\_\_

**Company Address:** \_\_\_\_\_

**City, State, Zip code:** \_\_\_\_\_

**Website address:** \_\_\_\_\_

Are you are interested in providing a Discount on good or services? "Sponsor Specials" are given a special page on our website!

Yes \_\_\_\_\_ No \_\_\_\_\_ Amount/Type of Discount \_\_\_\_\_

Once we receive your completed Sponsorship Form, a member of our Sponsorship Committee will contact you to talk through the remaining steps to ensure a successful sponsor partnership.

**Sponsor's Authorized Signature:** \_\_\_\_\_

**Name (printed):** \_\_\_\_\_

**Date:** \_\_\_\_\_

## Minnesota Metro Chapter 2010 Preferred Course Form

To secure your preferred course sponsorship ***please identify the sponsorship package desired, complete the application, sign and mail with your check and any donated rain check/tee times to the address listed below.***

**Mailing address:** Kymberly Eide, EWGA Sponsorship Chair  
38 West Minnehaha Parkway, Minneapolis, MN 55419  
**Make checks payable to:** MN Metro EWGA  
**Questions, call:** Kymberly Eide, 612-600-2530

### Sponsorship Packages (calendar year 2010)

#### Preferred Course Sponsorships

- Preferred Course - Plus (\$250)
- Preferred Course - Basic (\$125)
- Multiple Course options (one ad, multiple related courses promoted)
  - Two courses – add \$75 to above level
  - Three courses – add \$125 to above level
  - Four courses – add \$150 to above level

Note: If multiple courses are selected, please use second sheet to complete information if needed.

***Make checks payable to: MN Metro EWGA***

**Number of donated rain checks/tee times included** (recommend 4 x 18 holes): \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Contact Phone:** \_\_\_\_\_ **Email address:** \_\_\_\_\_

**Company Address:** \_\_\_\_\_

**City, State, Zip code:** \_\_\_\_\_

**Website address:** \_\_\_\_\_

Do you wish us to note a member 'on course' benefit such as percentage off green fees, pro shop discount or inclusion of cart with paid green fees (details will be put in handbook and website ads)?

Yes \_\_\_\_\_ No \_\_\_\_\_

If so, what promotional offer would you like to include:

Once we receive your completed Sponsorship Form, a member of our Sponsorship Committee will contact you to talk through the remaining steps to ensure a successful sponsor partnership.

**Sponsor's Authorized Signature:** \_\_\_\_\_

**Name (printed):** \_\_\_\_\_

**Date:** \_\_\_\_\_

## Sponsor Checklist

Thank you for choosing to support the Minnesota Metro Chapter of EWGA. The following check list will assist us in setting up our communications vehicles to promote your company and ensure you receive optimum value for your sponsorship.

Please review your Sponsorship Agreement for accuracy and gather the following information to provide to us:

1. Company Name, Logo, Ad, & Website Address for posting on our website and within our *Gallery Gazette* Newsletter, depending on your Sponsorship Level.
  - The logo must be in computer file format, preferably GIF or JPEG and at least 300dpi
2. Advertising “Tag Line” or promotional wording which is to be shown on our website.
  - For ideas, please review the sponsor pages and/or preferred courses on our website at [www.mnewg.org](http://www.mnewg.org)
  - The ad should be in computer file format, preferably GIF or JPEG
3. Description of your company and its products or services along with a marketing/ promotion brochure to be used in writing a promotional article for our newsletter, depending on your Sponsorship Level.
4. Prepare your check payable to Minnesota Metro EWGA and submit payment per the arrangements outlined on the Sponsorship or Preferred Course Form.
5. You may donate door prizes and gifts in-kind in advance of events which we keep in inventory (this is preferred for most in-kind donations) or you may bring items with you for the events you will attend, as appropriate (e.g., if you are sponsoring an event).

Please contact us if you have any questions at [sponsorship@mnewg.org](mailto:sponsorship@mnewg.org)

We want to ensure you receive value for your support of our Chapter.

## **In Kind Donations of Goods or Services Form**

EWGA MN Metro must approve all in-kind sponsorship including the products and services to be delivered and the valuation of those products or services. Therefore, please complete the form below and forward it to

By Mail: Kymberly Eide, 38 West Minnehaha Parkway, Minneapolis, MN 55419  
By Email: kymberly@kymberlyeide.com

**Specific description of In Kind sponsor goods and services:**

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**Date when MN Metro Chapter will receive In Kind Donation:**

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**Value of In Kind Donation (and rationale for value):**

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**EWGA MN Metro Chapter Sponsorship Chair's Signature/Date:**

\_\_\_\_\_  
**Sponsorship Chair**

\_\_\_\_\_  
**Date**