

2011 Sponsorship Programs



Overview

How would you like to have **access to over 200 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 2010 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 27% are employed in mid-upper management positions at major corporations; over 10% own their own business and another 22% are educated professionals (lawyers, doctors, engineers, architects, etc.)
- Over 84% have college degrees or advance level degree
- The vast majority, while in different life stages, are in their peak earning years
- Majority of members are suburban in both location and lifestyle
- 36% have personal annual income \$50-\$100K; 25% have personal income over \$100K and 45% have a household income over \$100K

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.

For more details, please contact me directly.

Kymberly Eide
Sponsorship Chair
EWGA . Minnesota Metro Chapter
Cell: 612-600-2530
Email: sponsorship@mnewg.org
www.mnewg.org
www.ewga.com

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. The membership is comprised primarily of career-oriented women and currently has a network of nearly 20,000 women. The Association is organized into local Chapters . 120 in the U.S. states and Canada . offering a wide range of organized golf activities, player development and education programs, volunteer, social and networking opportunities for both novice and experienced golfers. Since its inception, more than 100,000 women have benefited from membership in the EWGA.

Minnesota Metro EWGA Chapter – A Local View

Membership: Our current local chapter membership has over 200 local business and professional women representing virtually every part of the twin cities, major employer and profession.

Golf: Throughout the golf season, members may choose from 9 weekday leagues at 9 area golf courses and 3 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/Sponsor Expo, Member Meet-and-Greet and Year-End Celebration). In addition, the Chapter hosts a variety of monthly social and networking events (9th 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.

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
 - Golf Professional Sponsors
 - 19th Hole Sponsors
 - Spring Tee-Off Table Sponsors
 - Preferred Course Sponsorships (Plus and Basic)

Giveaway Prizes and 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/Sponsor Expo, 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 and Event Sponsorship Programs

Benefit ↓ Sponsorship Cost →	General Chapter Support Sponsorships						Event Sponsorship		
	Hole In One Sponsor	Double Eagle Sponsor	Eagle Sponsor	Birdie Sponsor	Par Sponsor	Fairway Sponsor	Chapter Champ. Sponsor	Other Major Event Sponsor	19th Hole Sponsor
Benefit ↓ Sponsorship Cost →	\$2,000	\$1,500	\$1,000	\$500	\$250	\$125	\$1,500	\$1,000	\$75
Membership									
Classic Membership - Per Member	1	1					1		
Chapter Event Participation									
Tee Off Registration	1	1	1	1	1		1	1	
Year End Event Registration or Other Event	1	1	1	1	1		1	1	
Registration for Chapter Championship OR Major Social Golf Tournament (golf and meal)	1	1					1		
Exclusivity									
Guaranteed exclusivity to business area	1	1					1		
Event Marketing									
Appearance/Speaker at Networking or Golf Event	1	1	1				1	1	
Tee Off Event Display Table - Large	1	1	1				1	1	
\$70 Off Tee Off Event Display Table				1					
\$50 Off Tee Off Event Display Table					1				
\$20 Off Tee Off Event Display Table						1			
Website Advertising:									
Web Pkg: 1 yr, profile, logo, link, Sponsor Page	1	1	1	1	1	1	1	1	
Web list as 19th Hole Sponsor - name, location									1
Website Ad, Home Page, One Month	12	3	1				3	1	
Website Ad, League Page, One Month		2	1	1			2	1	
Website Ad, Other Page, One Month		7	10	2			7	4	
Member Handbook Advertising									
Full Page Advertisement with Premier Placement	1								
Full Page Advertisement		1					1	1	
3/4 Page Advertisement			1						
1/2 Page Advertisement				1	1				
1/4 Page Advertisement						1			
Live Links from Ad to Your Website	1	1	1	1			1	1	
Other Promotion - Blasts, Newsletters, etc.									
Email Blast to Membership - Exclusive	2	2	1	1			2		
Inclusion in Non Exclusive Sponsor Email Blasts	1	1	1	1	1	1	1	1	
Newsletter Ad or Article/Profile	1	1					1		
MN Metro EWGA Sponsor Certificate	1	1	1	1	1	1	1	1	
Company name in all sponsored event marketing							1	1	1

Sponsorship Overview – Specialized Services Sponsorship Programs

Sponsor Level →	Golf Pro Sponsorships		Preferred Courses		Table Sponsorship	
	Golf Pro Plus	Golf Pro Basic	Preferred Course Plus	Preferred Course	Preferred Table Sponsor	Standard Table Sponsor
Benefit ↓	Sponsorship Cost →		\$250	\$125	\$135	\$85
	\$175 + \$300 In Kind	\$125 + \$200 In Kind				
Chapter Event Participation						
Tee Off Registration	1	1			1	1
Year End Event Registration or Other Event	1	1				
Event Marketing						
Tee Off Event Display Table - Large					1	
Tee Off Event Display Table - Small or Shared						1
\$70 Off Tee Off Event Display Table			1			
\$50 Off Tee Off Event Display Table	1					
\$20 Off Tee Off Event Display Table		1		1		
Website Advertising:						
Web Pkg: 1 yr, profile, logo, link, Course Page			1	1		
Web Pkg: 1 yr, profile, logo, link, Golf Pro Page	1	1				
Member Handbook Advertising						
1/2 Page Advertisement	1		1			
1/4 Page Advertisement		1		1		
Live Links from Ad to Your Website			1			
Other Promotion - Blasts, Newsletters, etc.						
Email Blast to Membership - Exclusive	1					
Email Blast - Non Exclusive - Preferred Courses			1	1		
Email Blast - Chapter Golf Pro Profiles	1	1				
Promotion of Services through Golf Education	1	1				
MN Metro EWGA Sponsor Certificate	1	1	1	1		

2011 Chapter and Event Sponsorship Programs



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 that help offset the cost of chapter operations and activities. 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 should be generally 200% the value of the cash sponsorship contribution. Some package services require some level of cash sponsorship.

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:**
 - ó **Chapter Membership: One (1) complimentary Classic EWGA membership**
 - ó **Complimentary Event Registrations throughout the year:** One (1) ticket each to Chapter Spring Tee-Off, Chapter Year End Event and Chapter Championship or major social golf event, including social golf and dinner
 - ó **Certificate of Appreciation:** One (1) signed certificate for display at your place of business
- **Event Marketing Opportunities:**
 - ó **Keynote Speaker/Event Hosting:** One (1) keynote speaking opportunity at one chapter networking or golf event OR the opportunity to host one (1) event at your place of business
 - ó **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:**
 - ó **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website (www.mnewg.org) on the Sponsor Page
 - ó **Additional Website Advertising:** Your ad featured on the home page every month
 - ó **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
 - ó **Newsletter Advertising:** Full page advertisement in our Electronic Newsletter OR article in our Electronic Newsletter under the column Meet the Sponsor+
 - ó **Email Blasts:** Two (2) customized exclusive email blasts to our chapter membership during the calendar year presenting your business, messages, special promotions or coupons; inclusion in all non-exclusive email blasts
 - ó **Newsletters:** Inclusion in newsletter sections focused on sponsors

Sponsorship Level Details – Chapter Support Sponsor Programs

Double Eagle Sponsor

- **Sponsorship:** \$1,500 Cash
- **General Sponsorship Benefits:**
 - ó **Chapter Membership:** One (1) complimentary Classic EWGA membership
 - ó **Complimentary Event Registrations throughout the year:** One (1) ticket each to Chapter Spring Tee-Off & Sponsor Expo, Chapter Year End Event and Chapter Championship Event, including social golf and dinner
 - ó **Certificate of Appreciation:** One (1) signed certificate for display at your place of business
- **Event Marketing Opportunities:**
 - ó **Keynote Speaker/Event Hosting:** One (1) keynote speaking opportunity at one chapter networking event or golf event OR the opportunity to host one (1) event at your place of business
 - ó **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:**
 - ó **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website (www.mnewg.org) on the Sponsor Page
 - ó **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
 - ó **Handbook Advertising:** Full page ad in the EWGA MN Metro Member Handbook (electronic) with live links to your website
 - ó **Email Blasts:** Two (2) customized exclusive email blasts to our chapter membership during the calendar year presenting your business and inclusion in all non-exclusive email blasts
 - ó **Newsletters:** Inclusion in newsletter sections focused on sponsors

Eagle Sponsor

- **Sponsorship:** \$1,000 Cash
- **General Sponsorship Benefits:**
 - ó **Complimentary Event Registrations:** One (1) ticket each to Chapter Spring Tee-Off & Sponsor Expo and Chapter Year End Event
 - ó **Certificate of Appreciation:** One (1) signed certificate for display at your place of business
- **Event Marketing Opportunities:**
 - ó **Keynote Speaker/Event Hosting:** One (1) keynote speaking opportunity at one chapter networking event or golf event OR the opportunity to host one (1) event at your place of business
 - ó **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:**
 - ó **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website (www.mnewg.org) on the Sponsor Page
 - ó **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
 - ó **Handbook Advertising:** 3/4 page ad in the EWGA MN Metro Member Handbook (electronic) with live links to your website
 - ó **Email Blasts:** One (1) customized exclusive email blast to our chapter membership during the calendar year presenting your business and messages and inclusion in all non-exclusive email blasts
 - ó **Newsletters:** Inclusion in newsletter sections focused on sponsors

Sponsorship Level Details – Chapter Support Sponsor Programs

Birdie Sponsor

- **Sponsorship:** \$500 Cash
- **General Sponsorship Benefits:**
 - ó **Complimentary Event Registrations:** One (1) ticket each to Chapter Spring Tee-Off & Sponsor Expo and Chapter Year End Event
 - ó **Certificate of Appreciation:** One (1) signed certificate for display at your place of business
- **Event Marketing Opportunities:**
 - ó **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:**
 - ó **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website (www.mnewg.org) on the Sponsor Page
 - ó **Additional Website Advertising:** Your ad featured on the league page one (1) month and other page (not league or home page) two (2) months
 - ó **Handbook Advertising:** 1/2 page ad in the EWGA MN Metro Member Handbook (electronic) with live links to your website
 - ó **Emails/Newsletters:** Inclusion in non-exclusive blasts or newsletter sections focused on sponsors

Par Sponsor

- **Sponsorship:** \$250 Cash
- **General Sponsorship Benefits:**
 - ó **Complimentary Event Registrations:** One (1) ticket each to Chapter Spring Tee-Off & Sponsor Expo and Chapter Year End Event
 - ó **Certificate of Appreciation:** One (1) signed certificate for display at your place of business
- **Event Marketing Opportunities:**
 - ó **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:**
 - ó **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website (www.mnewg.org) on the Sponsor Page
 - ó **Handbook Advertising:** 1/2 page ad in the EWGA MN Metro Member Handbook (electronic)
 - ó **Emails/Newsletters:** Inclusion in non-exclusive blasts or newsletter sections focused on sponsors

Fairway Sponsor

- **Sponsorship:** \$125 Cash
- **Event Marketing Opportunities:**
 - ó **Tee-Off Table Registration:** \$25 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
 - ó **Certificate of Appreciation:** One (1) signed certificate for display at your place of business
- **Chapter Advertising Opportunities:**
 - ó **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website (www.mnewg.org) on the Sponsor Page
 - ó **Handbook Advertising:** 1/4 page ad in the EWGA MN Metro Member Handbook (electronic)
 - ó **Emails/Newsletters:** Inclusion in non-exclusive blasts or newsletter sections focused on sponsors

Sponsorship Level Details – Event Sponsor Programs

Chapter Championship Sponsor

- **Sponsorship:** \$1,500 Cash
- **General Sponsorship Benefits:**
 - ó **Chapter Membership:** One (1) complimentary Classic EWGA membership
 - ó **Complimentary Event Registrations throughout the year:** One (1) ticket each to Chapter Spring Tee-Off & Sponsor Expo, Chapter Year End Event and Chapter Championship Event, including social golf and dinner
 - ó **Certificate of Appreciation:** One (1) signed certificate for display at your place of business
- **Event Marketing Opportunities:**
 - ó **Keynote Speaker/Event Hosting:** Keynote speaking opportunity at Chapter Championship
 - ó **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:**
 - ó **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website (www.mnewg.org) on the Sponsor Page
 - ó **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
 - ó **Handbook Advertising:** Full page ad in the EWGA MN Metro Member Handbook (electronic) with live links to your website
 - ó **Email/Newsletter 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 or newsletter sections focused on sponsors
 - ó **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:**
 - ó **Complimentary Event Registrations:** One (1) ticket each to Chapter Spring Tee-Off & Sponsor Expo and, Chapter Year End Event
 - ó **Certificate of Appreciation:** One (1) signed certificate for display at your place of business
- **Event Marketing Opportunities:**
 - ó **Keynote Speaker/Event Hosting:** Keynote speaking opportunity at sponsored event(s)
 - ó **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:**
 - ó **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website (www.mnewg.org) on the Sponsor Page
 - ó **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
 - ó **Handbook Advertising:** Full page ad in the EWGA MN Metro Member Handbook (electronic) with live links to your website
 - ó **Email/Newsletter Blasts:** Two (2) customized email blasts to our chapter membership related to the sponsored Event presenting your business and messages; inclusion in all non-exclusive blasts or newsletter sections focused on sponsors
 - ó **Event Marketing Materials:** Your company name displayed on all publicity for sponsored event(s)

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.
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
www.mnewg.org
www.ewga.com

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
 - Ad options:
 - We can use your ad from 2009 if you have one on file with us
 - We can receive an ad or image you would like to use (must be computer file format, preferably GIF or JPEG)
 - Our graphics partner can create one for you. We are happy to put you in touch with them. You will need to contract with them directly for the ad creation work.
2. Advertising ~~Tag~~ 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
 - 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

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

Minnesota Metro Chapter 2011 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 (April 1, 2011 to March 31, 2012)

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)

Golf Professional Sponsorship

- Golf Professional . Basic Sponsorship (\$125 + \$200 in kind)
- Golf Professional . Plus Sponsorship (\$175 + \$300 in kind)

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: _____

2011 Preferred Course Sponsorship Programs



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 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, 4th 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 & Sponsor Expo or other event during the year.

Preferred Course - Plus

- **Sponsorship:** \$250 Cash
- **Event Marketing Opportunities:**
 - ó **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:**
 - ó **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website (www.mnewg.org) on the Preferred Course Page
 - ó **Handbook Advertising:** 1/2 page ad in the EWGA MN Metro Member Handbook (electronic) with live links to your website
 - ó **Email Blasts:** Inclusion in one (1) preferred course email blast to membership in May
- **Other:**
 - ó **Certificate of Appreciation:** One (1) signed certificate for display at your place of business

Preferred Course - Basic

- **Sponsorship:** \$125 Cash (live link from handbook, add \$25)
- **Event Marketing Opportunities:**
 - ó **Tee-Off Table Registration:** \$25 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:**
 - ó **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website (www.mnewg.org) on the Preferred Course Page
 - ó **Handbook Advertising:** 1/4 page ad in the EWGA MN Metro Member Handbook (electronic)
 - ó **Email Blasts:** Inclusion in one (1) preferred course email blast to membership in May
- **Other:**
 - ó **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.



Next Steps

5. 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.
6. 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.
7. 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.
8. 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
www.mnewg.org
www.ewga.com

Preferred Course 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 complete your Sponsorship Form 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
 - Ad options:
 - We can use your ad from 2009 if you have one on file with us
 - We can receive an ad or image you would like to use (must be computer file format, preferably GIF or JPEG)
 - Our graphics partner can create one for you. We are happy to put you in touch with them. You will need to contract with them directly for the ad creation work.
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
3. Prepare your check payable to Minnesota Metro EWGA and submit payment per the arrangements outlined on the Sponsorship or Preferred Course Form.
4. Please identify any prizes you will be donating and include those with your Sponsorship Form and your check. We will hold gifts in inventory for our events through the year.

Please contact us if you have any questions at sponsorship@mnewg.org (general email) or contact Kimberly Eide, Sponsorship Chair, directly at kymberly@kymberlyeide.com or by phone at 612-600-2530.

Minnesota Metro Chapter 2011 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 (April 1, 2011 to March 31, 2012)

Preferred Course Sponsorships

- Preferred Course - Plus (\$250)
- Preferred Course - Basic (\$125) Live Link from Handbook (+\$25 to Basic = \$150)
- 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: _____

2011 Golf Professional Sponsorship Programs



Sponsorship Level Details – *Golf Professional Sponsors*

Golf Professional Sponsor Programs

Golf Pro sponsor programs are designed for our PGA and LPGA professionals who work with our chapter to provide golf education and lesson programs to the membership. In exchange for sponsorship funding, the chapter publishes and promotes Golf Professional's educational program and provides marketing and other services to the Golf Professional sponsor.

Golf Pro Sponsor

- **Sponsorship:** \$125 Cash plus \$200 in-kind services (lessons, evaluations, donated clinic time, etc.)
- **General Sponsorship Benefits:**
 - ó **Complimentary Event Registrations throughout the year:** One (1) ticket each to Chapter Spring Tee-Off & Sponsor Expo and Chapter Year End Event, including
 - ó **Certificate of Appreciation:** One (1) signed certificate for display at your place of business
- **Golf Education and Other Promotion:**
 - ó **Promotion of Services through Golf Education:** Inclusion of clinics, lessons or programs as a part of chapter golf education programs; highlighted above other programs.
 - ó **Clinic Promotion:** (1) clinic or group lesson, organized with our Golf Education programs promoted to our membership; clinic or lesson fees to be paid by members attending
 - ó **Tee-Off Table Registration:** \$20 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:**
 - ó **Basic Sponsor Website Package:** Your professional profile, logo and hotlink on the Chapter Website (www.mnewg.org) on the Chapter Golf Pro page
 - ó **Handbook Advertising:** 1/4 page ad in the EWGA MN Metro Member Handbook (electronic)
 - ó **Email Blasts:** Inclusion in Chapter Golf Pro profile email blasts (2 during Spring/Summer)
 - ó **Newsletter Recognition:** Inclusion in newsletter sections focused on sponsors or chapter golf pros

Golf Pro PLUS Sponsor

- **Sponsorship:** \$175 Cash plus \$300 in-kind services (lessons, evaluations, donated clinic time, etc.)
- **General Sponsorship Benefits:**
 - ó **Complimentary Event Registrations throughout the year:** One (1) ticket each to Chapter Spring Tee-Off & Sponsor Expo and Chapter Year End Event
 - ó **Certificate of Appreciation:** One (1) signed certificate for display at your place of business
- **Golf Education and Other Promotion:**
 - ó **Promotion of Services through Golf Education:** Inclusion of clinics, lessons or programs as a part of chapter golf education programs; highlighted above other programs
 - ó **Clinic Promotion:** (1) clinic or group lesson, organized with our Golf Education programs promoted to our membership; clinic or lesson fees to be paid by members attending
 - ó **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:**
 - ó **Basic Sponsor Website Package:** Your professional profile, logo and hotlink on the Chapter Website (www.mnewg.org) on the Chapter Golf Pro page
 - ó **Handbook Advertising:** 1/2 page ad in the EWGA MN Metro Member Handbook (electronic)
 - ó **Email Blasts:** One (1) customized exclusive email blast to our chapter membership during the calendar year presenting your business and messages and inclusion in Chapter Golf Pro profile email blasts (2 during Spring/Summer)
 - ó **Newsletter Recognition:** Inclusion in newsletter sections focused on sponsors or chapter golf pros

Next Steps

9. 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.
10. 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.
11. 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.
12. 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
www.mnewg.org
www.ewga.com

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:

5. 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
 - Ad options:
 - We can use your ad from 2009 if you have one on file with us
 - We can receive an ad or image you would like to use (must be computer file format, preferably GIF or JPEG)
 - Our graphics partner can create one for you. We are happy to put you in touch with them. You will need to contract with them directly for the ad creation work.
6. Advertising ~~Tag~~ 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
 - The ad should be in computer file format, preferably GIF or JPEG
7. 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.
8. Prepare your check payable to Minnesota Metro EWGA and submit payment per the arrangements outlined on the Sponsorship or Preferred Course Form.
9. 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

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

Minnesota Metro Chapter 2011 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 (April 1, 2011 to March 31, 2012)

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)

Golf Professional Sponsorship

- Golf Professional . Basic Sponsorship (\$125 + \$200 in kind)
- Golf Professional . Plus Sponsorship (\$175 + \$300 in kind)

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: _____

2011 Specialized Sponsorship Programs Table, 19th Hole



Sponsorship Level Details – *Table Sponsor Programs*

Table Sponsorships at Spring Tee-Off & Sponsor Expo

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 & Sponsor Expo event. It's also an opportunity for our chapter sponsors and preferred courses to gain direct contact with membership.

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.

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 Sizes: Tables will be set up at the event by the hotel staff with table cover.

- ó Large Table: Standard 8qTable, set up at the event; table skirt or cover
- ó Shared 8qTable: ½ an 8qtable . shared with another sponsor, set up at the event, table skirt or cover

Meal: One (1) brunch for the event is included. Each additional brunch will be \$20 and is optional

Table Sponsor – Preferred Level

- **Sponsorship:** \$135 Cash and in-kind gift(s) for giveaway at event (~\$50-\$75 value recommended)
- **Event Marketing Opportunities:**
 - ó **Tee-Off Table Registration:** One (1) **full-size table** at the Chapter Spring Tee-Off & Sponsor Expo to present your business and interact directly with our membership. Includes (1) brunch at event.

Table Sponsor – Standard Level

- **Sponsorship:** \$85 Cash and in-kind gift(s) for giveaway at event (~\$50-\$75 value recommended)
- **Event Marketing Opportunities:**
 - ó **Tee-Off Table Registration:** One (1) **small table** (or shared larger table) at the Chapter Spring Tee-Off & Sponsor Expo to present your business and interact directly with our membership. Includes (1) brunch at event.

Discounts

- **Member discount** . current EWGA members in good standing at the time table registration will be given a \$25 discount off one large table; \$15 off a small table.
- **Sponsor discount** . chapter sponsorship levels may include a discount off one table or a table may be included in the sponsorship package.
- Membership and Sponsor discounts may be combined for a larger discount.

2011 MN Metro EWGA Tee-Off & Sponsor Expo - Table Sponsor Form

When: Saturday, March 12th, 2011 9 a.m. to Noon Setup starts: 7:30 a.m. Registration starts: 8:30 a.m.
Where: Rush Creek Golf Club 7801 Troy Lane North, Maple Grove, MN 55311 763-494-0400
Why exhibit? Expand your client/customer base ♦ Generate new business leads ♦ Network with fellow golf enthusiasts

What's included? Choice of 8qskirted table (\$135) or 4q(half an 8qtable; shared with another vendor) skirted table (\$85)

Electricity available (please provide your own power strip, extension cords)

Wireless internet connection

Special mention in the event program if registered by March 1

(1) Brunch is included in your fees; additional brunches may be purchased

Tables are limited – your payment guarantees your table based on receipt date. You will be notified if we receive payment and all tables are filled.

Please send your payment with the form below

Registration Form:

Standard Rates: Large (8q Table) \$135.00 Small (or Half/Shared) Table: \$85.00

Member Rates: Large (8q Table) \$110.00 Small (or Half/Shared) Table: \$70.00

Membership Number: _____

Sponsorship Level Discount: _____ 2011-2012 Sponsorship Level*: _____

** Must be a paid 2011 sponsor for discount here (alternatively, if sponsorship happens after Tee-Off Event, we will credit sponsorship amount by the difference).*

Fees:

Table (rate above less any sponsor discount) . includes 1 brunch \$ _____

Additional Brunch \$20.00 each Addq Brunches: _____ \$ _____

Total Included (Check) or Authorized to Credit Card: \$ _____

Prizes Donated for Tee-Off (Raffle or Giveaway): _____

Names: _____ **Company Name:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Daytime Phone _____ **E-mail:** _____

Payment Type: Check# _____ Visa MasterCard Discover

Please make check to: MN Metro EWGA

Credit Card Number: _____ **Expiration Date:** ____/____/____

Signature for Credit Card: _____

Send completed form and check to: Kymberly Eide, 38 West Minnehaha Parkway, Minneapolis, MN 55419

Phone/Email Contact Info: Phone: 612-600-2530 Email: kymberly@kymberlyeide.com

Registrations Will Not Be Accepted After Monday, March 7th, 2011

Thank you for exhibiting at the EWGA MN Metro Chapter Spring Tee Off

Sponsorship Level Details – 19th Hole Sponsor Programs

19th Hole Restaurant Sponsor

- **Sponsorship:** In-Kind Food/Drinks and/or Discount to 19thHole Attendees valued at approximately \$125.00
- **Details:** 19th Hole Sponsor provides food and/or drinks to membership attending 19th Hole or other networking event. In addition or in lieu of providing food/services at no charge, Sponsor may elect to provide a per-individual discount coupon for the date of the event to be included in the invitation that will be honored at the event.
- **Chapter Advertising Opportunities:**
 - ó **Email Event Promotions:** At least two email blasts will be sent to full membership regarding the event and will include brief promotion related to your business as defined by you. Promotion of your business, tag line and location will be included.
 - ó **Website Promotion:** For the year following the event sponsored, EWGA will list Sponsor's name, address, phone number and short tagline message under our 19th Hole/Restaurant Sponsors.

19th Hole Non-Restaurant Sponsor

- **Sponsorship:** Food/Drinks for 19thHole Attendees valued at least \$125.00
- **Details:** 19th Hole Sponsor provides food and/or drinks to membership attending 19th Hole or other networking event. In addition or in lieu of providing food/services at no charge, Sponsor may elect to provide a per-individual discount coupon for the 19th Hole participants.
- **Chapter Advertising Opportunities:**
 - ó **Email Event Promotions:** At least two email blasts will be sent to full membership regarding the event and will include brief promotion related to your business as defined by you. Promotion of your business, tag line and location will be included.
 - ó **Basic Sponsor Website Package:** Your company profile, logo and hotlink on the Chapter Website (www.mnewg.org) on the Sponsor Page

2011 Sponsorship Forms



[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
Questions? Phone: 612 600 2530 or email (above)

Specific description of In Kind sponsor goods and services:

Date when MN Metro Chapter will receive In Kind Donation:

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

Donating Organization Signature Attesting to the Values Identified Above

Signature

Printed Name

Date

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

Sponsorship Chair Signature

Printed Name

Date