

GOLF

Friday, June 23, 2023 . Harvest Golf Club



THE SPONSORSHIP OPPORTUNITIES

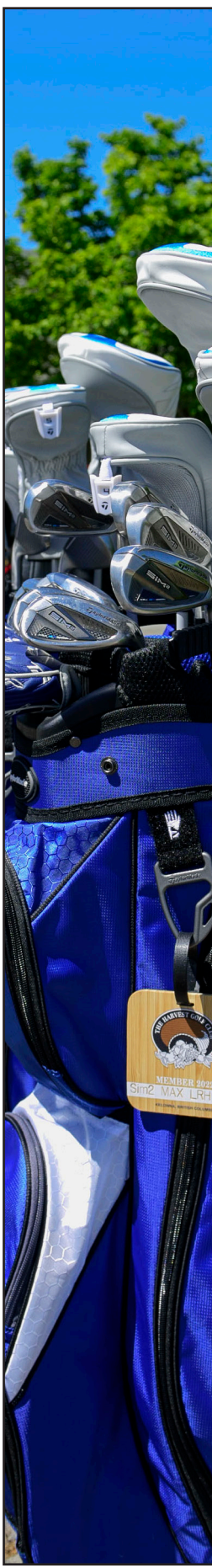


“IT WAS IMPORTANT FOR US TO SPONSOR THE EVENT FOR SEVERAL REASONS.

COMMUNITY INVOLVEMENT, BUILDING BUSINESS RELATIONSHIPS, BRAND VISIBILITY, TARGET MARKETING, AND THE OPPORTUNITY TO NETWORK WITH PEERS.”

Justin Hamilton, President
Future Home Automations
2022 Golf Sponsor





The Details



Friday, June 23, 2023



The Harvest Golf Club
2725 K.L.O. Road, Kelowna



10:00 am | registration
10:00 am to 12:30 pm | warm up, lunch (to go)
12:30 pm | shotgun start
6:00 pm | dinner and awards



\$215 | per member
*registration opens Tuesday, April 4
at 9:00 am



Registration includes one round of golf (18 holes), shared power golf cart, to-go lunch, and buffet dinner with prizes for on-course contests and top team. So. Much. Fun.





CHBA-CO Golf

. t h e e v e n t .

The event of the summer is teed up for June 23 at your favourite Okanagan course, The Harvest Golf Club. This event speaks for itself - summer, Okanagan sunshine, CHBA-CO members hitting the links for a day of networking, shenanigans, and a few bevs to make the golf ball hit the hole (or not).

The top team of the day will receive the infamous trophy and all the CHBA-CO bragging rights for one entire year.

We promise networking opportunities (isn't the golf course where all business deals are sealed), business and brand visibility (wait until you see ALL the super cool sponsorship opportunities in this deck), and target marketing to all your favourite and soon to be favourite CHBA-CO members. If building relationships and lead generation is your goal, this event has your name written all over it!

Don't miss this exclusive chance to be a part of something BIG this summer and set yourself up for a whole lot of business success.

SPONSORSHIPS
JUNE 2023 GOLF

The Target Market

This event will attract CHBA-CO members who ultimately, like to have fun, are somewhat competitive on the golf course but mostly enjoy the networking and extreme fun this annual event brings for all industry members.

The golf course will feature builders, renovators, suppliers, and designers and encourage networking and business development growth on and off the course.

CHBA-CO TARGET GROUPS: Builders, renovators, suppliers, and designers. Open to all members of CHBA-CO.

PERSONALITY: Extraverts and Introverts unite. Members who love to socialize with friends and co-workers (one and the same for most). Career oriented and goal focused. Loyal and dependable. Enjoy socializing with a beverage in hand and golf club on the green.

ATTITUDE AND INTERESTS: Positive members who love spending time together where fun is the name of the game and a little golf never hurt anybody. They believe in the work of their peers and the growth in the association. Confidence and reliability are at their core. Those wanting to build their business and reach within our membership.





The Marketing Plan

36K
website visits

300+ MEMBERS
builders, renovators,
suppliers, designers

2000+
social media followers

Registration for this event will go live at 9:00 am on Tuesday, April 4 to all members, including sponsors. The course capacity is 144 and we are anticipating a full sell-out for this event.

NEWSLETTER: We will promote the event in our April, May and June E-Newsletter.

WEB SITE: The event is currently on our website and will be OPEN for registration on Tuesday, April 4 at 9:00 am. Once sponsorships are confirmed, the page will be updated to reflect any sponsorship deliverables that apply.

SOCIAL MEDIA: Starting the week of April 3, we will post the event on social media. We will continue to promote during the weeks leading up to the event and ensure all deliverables are achieved.

The Sponsorship Catalogue

Based on our research and conversations, we understand your overall objectives are to engage your brand with our loyal members and cut through the clutter and position yourselves as an industry and community leader.

We have created a range of leverage ideas. Ideas of how you can use this sponsorship to achieve your goals.

TITLE SPONSOR | \$5,500

Imagine a golf tournament that has your name ALL OVER IT from start to finish. This is the big branding position with all the bells and whistles to elevate your company and position it front and centre leading up to and during the event. Trophy branding. Check. Golf foursome included. Check. ***BRAND NEW** 360 photobooth to capture each team during warm-up and all your brilliant branding included. analytics from previous event can be provided upon request.

LUNCH SPONSOR | \$3,000

Lunch is served and your participation will be recognized in this unique activation that will have to-go boxes ready to depart with each golfer or enjoy during the warm up session. Let's get a custom sticker on each box to put your sponsorship front and centre in this opportunity.

DINNER SPONSOR | \$3,000

After a hard day on the course, your sponsorship will be welcome as our golfers tuck into a delicious buffet dinner. Can we customize something here - 100%.

****NEW** SWAG BAG SPONSOR | \$3,000**

One of the best ways to get in front of your target market is to give them a gift. And a reusable gift is where it's at. We have sourced a Canadian-made, sustainable bag for your business or brand. Now your branding will live forever because these bags are in high demand and made from 100% certified recycled cotton (natural or black canvas available)

****NEW** SWAG BAG MERCH | \$850 - \$3,000**

Dip your toe into a sponsorship that keeps on giving (maybe not the snacks but the golfers will LOVE you for it) with our membership. Each item will be branded with your logo. Plug and play as we will take care of making sure these are complete and looking fine.

Golf Towel | \$1,000 . Ball and Ts Sleeve | \$3,000 . Sunglasses | \$1,000 . Baseball hat | \$2,500
Golf stress ball | \$850 . Collapsible beer cooler | \$850 . Shot glass | \$850 . Hip flask | \$2,000 . Snacks \$1,000

****NEW** ENTERTAINMENT SPONSOR | \$2,000**

Every good event needs great music. Let's get all those golfers in the mood by setting the mood with the best DJ money can buy. And then let's bring him back after the golf for the dinner and prizes!

THE WELCOME SIGNATURE COCKTAIL SPONSOR | \$2,000

As the Official Welcome Cocktail Sponsor, your logo will be printed on tags that will be affixed to each glass (glass tbc with golf course). An opportunity to be one of the primary points of contact for each golfer as they arrive and the ONLY Signature Cocktail Sponsor.

CART AND WATER SPONSOR | \$2,000

This sponsorship is designed for a company on the move as teams load into a power cart sponsored by YOU for the day. Branded water bottle included.

****NEW** HOLE IN ONE LOUNGE SPONSOR | \$2,000**

One of the most exciting activations this summer. An 80' space overlooking the 18th hole that will be decked out in lawn furniture, turf and lawn games and branded with your logo to ensure everyone knows the place to be.

The Sponsorship Catalogue (con't)

****NEW** PHOTOGRAPHY SPONSOR | \$1,800**

Shoot the Breeze will be on site the entire. We will deliver an album and post online via our web site with a custom border that showcases your logo on each photo. And because our photographer is that cool, a custom designed shirt with your branding is what she will wear as she moves around the course.

****NEW** UNLOCK THE LOCK SPONSOR | \$1,500**

A brand-new activation this summer with a grand prize of a Napoleon Prestige P500 stainless steel natural gas barbecue. Guests will purchase a key/code during the dinner and enter it into the lock box for a chance to win. Your logo will be all over this activation.

MULLIGAN SPONSOR | \$750

Even the best golfers need a little help once in a while. Sales of Mulligans will take place pre-event and on-site the day of. Your branding will be all over the tickets.

PUTTING CONTEST SPONSOR | \$700

With 2.5 hours from registration to tee time, this is your chance to shine and put together a prize package for the golfer who gets closest to the hole. *Prize to be supplied by sponsor.

****NEW** DRIVING RANGE SPONSOR | \$700**

With 2.5 hours from registration to tee time, this unique activation will have golfers warming up and taking a swing at a target positioned on the range that is brand identifiable. Hello, washing machine way out on the green as the target! *Prize to be supplied by sponsor.

HOLE SPONSORS | \$600 each

Sponsor a hole. Set up your hole with an activation. Network and have fun the entire day. The end. *All activations must be presented and approved by Nancy PRIOR to the event. We want to make the event extra awesome and for you to look your best! If we can help with that, awesome.

PRIZES | \$400 to \$500

Prizes. Prizes. Prizes.

Best Team | \$500 . Most Honest Team | \$500 . Ladies Longest Drive | \$400 . Ladies Longest Putt | \$400
Ladies KP | \$400 . Mens Longest Drive | \$400 . Mens Longest Putt | \$400 . Mens KP | \$400

THE ADD-ONS **cannot be purchased as a stand-alone opportunity*



MR. ICE CREAM TRUCK . SCOOTER'S ICE CREAM | \$1,100

Why not make your hole the place to be with your very own ice cream truck with your branding on all treats throughout the day.



SUGARBEES "BOOZY" ICE CREAM | \$1,500

The cutest little ice cream venture to hit the Okanagan. Sugarbees will work with you to pull off a very FUN activation with TWO @ 4oz containers of their best sellers (extra boozy just for YOU). Caramel Pecan Bourbon infused with OK Spirits BRBN and Strawberry Daiquiri and Pineapple Sherbet infused with Premium Rum. YUMMY! *flavours TBC and finalized with sponsor.

Who's Your Caddy

. t h e s p o n s o r s h i p d e l i v e r a b l e s .

AVAILABLE OPPORTUNITIES

- Title Sponsor
- Category Sponsor
- Speaking Opportunity

BRANDED COLLATERAL

- Unique Venue Signage
- Combined Venue Signage
- Unique Activation Branding

COMMUNICATIONS

- *Logo in pre-event email
- Logo in all event emails
- Social channel shout outs/tags
- Logo in post event email
- Announcement at event

WEBSITE/MARKETING

- logo/link to website
- instagram reel

CONTRACTS

- First right of refusal for renewal

HOSPITALITY

- Full event tickets
- Alert to tickets pre-release
- Lunch ticket(s)
- Dinner ticket(s)

TITLE	LUNCH OR DINNER	SWAG BAG	SWAGBAG MERCH	ENTER-TAINMENT	WELCOME COCKTAIL	CART + WATER
1	1lunch / 1 dinner	1	9	1	1	1
Logo						
	Logo	Logo	Logo	Logo	Logo	Logo
Yes						
Yes	Yes	Yes		Yes	Yes	
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
3	3	3	3	3	3	3
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
4						
Yes	Yes	Yes	Yes	Yes	Yes	Yes
incl.	1	1	1	1	1	1
incl.						

All sponsorship deliverables can be revisited if you find that the opportunities do not suit your needs. Happy to work through them with you to make it work. *Note that some deliverables are dependent on when the sponsorship is confirmed. Co-sponsoring is welcome.

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Unique Venue Signage

Combined Venue Signage

Unique Activation Branding

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*Logo in pre-event email

Logo in all pre-event emails

Social channel shout outs

Logo in post event email

Announcement at event

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logo/link to website

instagram reel

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Dinner ticket(s)

HOLE IN ONE LOUNGE	PHOTO - GRAPHY	UNLOCK THE LOCK	MULLIGAN	PUTTING / DRIVING RANGE / HOLES	PRIZES
1	1	1	1	1 / 1 / 18	8
Logo	Logo	Logo	Logo	Logo	Logo
Yes		Yes	Yes	Yes / Yes / Yes	Yes
Yes	Yes	Yes	Yes	Yes / Yes / Yes	Yes
Yes	Yes	Yes	Yes		
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
3	3	3	1	1	1
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes
1	1		1	1 / sponsorship	
1		1			1

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