



Sponsorship Packages



Canadian Sport Tourism Alliance
Alliance canadienne du tourisme sportif

[un] GOLF & Sport Tourism FORE-um... It's less golf and MORE of everything you love about a golf tournament!

WHO'S COMING?

- Destinations
- Suppliers to the sport tourism Industry
- Sport organizations & events rights holders

This event is exclusively for members of the Canadian Sport Tourism Alliance and offers another touch point between all sectors of the sport tourism community in Canada outside of CSTA's annual flagship event, Sport Events Congress!

WHAT'S IN IT FOR ME?

Event sponsors will be part of shaping this inaugural event in 2017!

[un] GOLF and the Sport Tourism FORE-um have been creatively designed to offer a balance of professional development, business development and networking in a carefree and relaxed environment.



Your Burning Question Answered... Is this event actually a golf tournament!?

Yes. And No.

There are three elements to the event:

PART 1: SPORT TOURISM FORE-um

It's a round table session with a hot topic assigned to each table. Each table host facilitates a 15-minute discussion on the designated hot topic and then attendees move onto another table featuring a different trending topic in sport tourism. It's interactive, engaging and a chance for the people in the room to share their own knowledge and learn from others.

PART 2: DRIVING RANGE SOCIAL

Ease into the big finale part of the event by hanging out at Lift, the Delta Ottawa Lounge

in between the Sport Tourism FORE-um and [un] GOLF. Grab a drink, socialise a bit or take a break to change into your golf attire or warm up your swing!

PART 3: [un] GOLF

What happens when you cross a golf tournament with a networking event? It's a mash-up that we call [un] GOLF. Attendees will have registered to participate as foursomes or solo golfers (assigned to a team). Upon arrival, each team will receive their scorecard and will be encouraged to play each 'hole' in the tournament. Points will be awarded for participation (and for proficiency) and the tournament prize will be awarded at the end to the team with the best score.

No real golf skill is required and no equipment either (other than the wackiest golf attire you can come up with or creative team costume)! The leaderboard will track the points while guests socialize, mingle and compete against each other in a fun and friendly golf-themed format. It's everything you love about a golf tournament without the hassle of searching for a lost ball in the rough or toughing it out on a dogleg par 5. And yes, it's November, so it's an indoor event!

TENTATIVE EVENT SCHEDULE (THURSDAY, NOVEMBER 30, 2017)

SPORT TOURISM FORE-um (BALLROOM B – DELTA OTTAWA)

1:30 pm to 2:45 pm The Front Nine (aka Round 1)

2:45 pm to 3 pm Beverage Cart (aka Refreshment Break)

3 pm to 4:30 pm The Back Nine (aka Round 2)

DRIVING RANGE SOCIAL (LIFT LOUNGE – DELTA OTTAWA)

4:30 pm to 6 pm

[un] GOLF (PENTHOUSE LEVEL – DELTA OTTAWA)

6 pm to 10 pm

Hole Sponsorships

Just like a traditional golf tournament, we've got three types of hole sponsorships up for grabs!

WATERING HOLES | 4 FOOD STATIONS | \$2000

We're serving up your favourite foods at [un] GOLF – sliders, poutine, pasta and more! Plus our soon to be infamous dessert bar, The Sweet Spot, will be available (featuring a golf-themed display of donuts, cupcakes, cake pops, candy and more!).

ACTIVITY HOLES | REGULAR | \$1000 EACH

Each hole in the tournament will offer a golf-themed activity requiring a combination of golf skill, no skill and everything in between!

Choose from these hole activations:

- Best Dressed foursome* (tablet voting using CSTA's online survey technology)
- Bean Bag Toss
- Kiss My Putt Putting Contest
- Longest Drive (awarded to the person who drove the farthest to attend the event)**
- Dimples & Divots Golf Trivia Contest
- Closest to the Hole (aka beer goggle toss)

* sponsor must also provide a prize package for 4 people valued at min. of \$200 total (\$50 per person) and CSTA will provide 4 travel vouchers on VIA valued at \$100 each.

** CSTA will provide a travel voucher on VIA valued at \$100 to the winner.



ACTIVITY HOLES – PREMIUM (SEE PRICING BELOW)

Premium holes include prime placement on the 'course', a larger footprint for the activity and more visibility for sponsors through onsite signage and advertising.

Choose from these hole activations:

- Golf Simulator (**\$2200**)
- Golf Cart Photo Booth (**\$3000**)
- Who's Your Caddy? Leaderboard (**\$2000**)
- Oxygen Bar (**\$2200**)
- Mulligan Massage Parlour (**\$2000**)

PACKAGE INCLUSIONS

Each hole sponsorship package includes:

- 2 registrations to both [un] GOLF and the Sport Tourism FORE um.
- Sponsor branding & activity identification at each hole.
- The right to host one round table session at the FORE-um (topic requires prior approval from CSTA) and a table marker identifying the topic and table sponsor.
- The option to run the hole activity during the event – staffed by your sponsor representative (s) OR have an event professional assigned to do so on behalf of the sponsor.
- 10% off the SEC18 sponsorship package of your choice (must be confirmed with CSTA prior to August 1, 2017; subject to availability).

Bonus for Premium Hole Sponsors! Premium hole sponsors receive two pre-event mentions on social media and company logo posted in the [un] GOLF section of CSTA's website.



PRESENTING SPONSOR | \$4000

Go all in as CSTA's presenting sponsor of the first-ever [un] GOLF and Sport Tourism FORE-um event. This is your chance to help the CSTA and its members paint the town green in 2017!

The presenting sponsor package includes:

- Branding on the [un] GOLF team scorecard.
- Presenting status phraseology in all event communications for both events.
- 4 registrations to both [un] GOLF and the Sport Tourism FORE-um.
- Opening remarks at the FORE-um and 2-mins of speaking at [un] GOLF, including presentation of the coveted tournament trophy to the winning team.
- The right to host one round table session at the FORE-um (topic requires prior approval from CSTA) and a table marker identifying the topic and table sponsor.
- 4 pre-event mentions on CSTA's social media.
- Company logo in the [un] GOLF section of CSTA's website.
- An ad banner in rotation on CSTA's website (canadiansporttourism.com) for a period of one year.
- One complimentary registration to Sport Events Congress 2018 in Halifax.
- 20% off the SEC18 sponsorship package of your choice (must be confirmed with CSTA prior to August 1, 2017; subject to availability).



DRIVING RANGE SOCIAL SPONSOR | \$2000*

Here's your chance to host the pre-event social leading into [un] GOLF in the hotel lounge, Lift. This package includes:

- 2 registrations to both [un] GOLF and the Sport Tourism FORE-um.
- Sponsor branding at the entrance to the lounge.
- The right to host one round table session at the FORE-um (topic requires prior approval from CSTA) and a table marker identifying the topic and table sponsor.
- 10% off the SEC18 sponsorship package of your choice (must be confirmed with CSTA prior to August 1, 2017; subject to availability).

** any additional activities, food and beverage offerings at the social will be the responsibility of the sponsor (to be coordinated directly with the hotel).*

CLUBHOUSE SPONSOR | \$2500

Upon arrival to the event, golfers will be greeted by our friendly golf pros at 'The Clubhouse' where they'll receive their team scorecard, an explanation of how to play, and a nametag. Your presenting status of The Clubhouse includes these features & benefits:

- 2 registrations to both [un] GOLF and the Sport Tourism FORE-um.

- Sponsor branding at The Clubhouse (two locations – one in the meeting room for the FORE-um and another on the Penthouse level of the hotel).
- The right to host one round table session at the FORE-um (topic requires prior approval from CSTA) and a table marker identifying the topic and table sponsor.
- 10% off the SEC18 sponsorship package of your choice (must be confirmed with CSTA prior to August 1, 2017; subject to availability).

BALL SPONSOR | \$1200

Every tournament player expects to go home with a set of golf balls! This is your chance to provide a sleeve of balls* branded with your company logo to each player. This package includes:

- 1 registration to both [un] GOLF and the Sport Tourism FORE-um.
- The right to host one round table session at the FORE-um (topic requires prior approval from CSTA) and a table marker identifying the topic and table sponsor.
- 10% off the SEC18 sponsorship package of your choice (must be confirmed with CSTA prior to August 1, 2017; subject to availability).

** Gift is at the cost of the sponsor – balls are not provided by CSTA as part of the sponsorship package.*

Confirm Your Spot!

Company/Organization Name

Contact Name

Contact Job Title

Contact Email

Contact Telephone

If you would like your company/organization to be identified differently from what is noted above, please indicate how you wish to be identified:

If you know the names of the 'golfers' that will be part of your group, please indicate names and email addresses here:

Signature: _____
(Your signature confirms your purchase of the selected sponsorship package)

PAYMENT

Sponsors will be invoiced for fees by CSTA and will have the option to pay via cheque or credit card. All sponsorship fees must be paid in full prior to November 1, 2017. If you have specific invoicing instructions, please indicate them here:

TOTAL FEES

Package Selected: \$ _____
Less discount for SEC18 sponsors (if applicable) \$ _____
Optional Add-ons: \$ _____
Total Owing: \$ _____

To confirm your spot, complete this form and return it to Krista Benoit via fax or email (fax: 819-682-9669 | email: kbenoit@canadiansporttourism.com). All packages are available on a first-come, first-served basis.

Sponsorship Packages

- Presenting Sponsor | \$4000
- Clubhouse Sponsor | \$2500
- Driving Range Social Sponsor | \$2000
- Ball Sponsor | \$1200
- Activity Hole Sponsor (Premium)
Selected Hole Activity: _____
Price: \$ _____
- Activity Hole Sponsor (Regular) | \$1000
Selected Hole Activity (1st choice): _____
Selected Hole Activity (2nd choice): _____
- Watering Hole Sponsor | \$2000
 - Food Station OR
 - Dessert Bar (The Sweet Spot)

Optional Add-Ons

Sponsors may purchase solo corporate golf registrations at a discounted rate of \$150 per person if purchased as part of any sponsorship package (a 25% discount).

__# of solo corporate registrations x \$150
= \$ _____

Sponsors may pre-purchase coupons for one glass of beer or wine redeemable at the cash bar at [un] GOLF.

- 4 drink coupons = \$32
- 8 drink coupons = \$60
- 12 drink coupons = \$84