



# 2021 MSAE Spring Golf Outing Sponsorship Opportunities

**Updated April 30, 2021**

**May 17, 2021**

**The Medalist Golf Club**

**15701 N-Drive N., Marshall, MI 49068**

**8 AM to 4:30 PM**

***9:30 AM Shotgun Start***



## Become a Sponsor Today!

Join us **Monday, May 17<sup>th</sup>** for the **2021 MSAE Spring Golf Outing!** This year's outing is hosted at The Medalist Golf Club, just 40 minutes south of Lansing.

After a year that defines unprecedented in a new light, the 2021 MSAE Spring Golf Outing is much more than just a great day of golf. We look forward to reconnecting with our association colleagues in a safe, socially distant manner! This year's event will provide for a **day of relaxation and building connections** with MSAE's association members, hospitality and tourism members, CVBs, industry vendors and suppliers, and other industry partners.

MSAE's annual golf event is attended by association decision-makers, their staff and guests from across the hospitality and association industries. In 2019, the last year this event was held at The Emerald, we had 104 golfers. After months of Zoom meetings with no in-person events, we expect to exceed that number for our 2021 golf outing.

Whether you're an avid golfer or just want to enjoy the day socializing with your team in the sunshine, this scramble-style golf event is a wonderful opportunity to build and expand your relationships across the industry. **Don't miss this opportunity to support Michigan's association community!**

**Contact: Monica Ackerson, CAE, APR    Phone: 517-749-2322    Email: Ackerson@MSAE.org**

## GOLF SPONSORSHIPS

### Double Eagle (Title) Sponsor I Sponsorship \$3,000

Whether you prefer the term double eagle or albatross, this is a special opportunity for a partner(s) to maximize their exposure and the opportunity for connections.

Sponsorship Benefits:

- One (1) complimentary foursome
- 10 x 10 Tent by The Emerald Clubhouse with logo signage
- Speaking opportunity at the 19<sup>th</sup> Hole Reception
- Opportunity to provide golfers with a special gift
- Logo on registration website and in on-site print materials
- Social media mention

### 19<sup>th</sup> Hole Awards Reception Sponsor I Sponsorship \$2,500

Some say the 19<sup>th</sup> hole is their favorite to play! Welcome our golfers back from a day on the course by hosting the afternoon Awards Reception.

Sponsorship Benefits:

- May decorate the clubhouse/banquet facility (*some restrictions may apply*)
- Welcome golfers to the awards reception and speaking opportunity at the 19<sup>th</sup> Hole Reception
- Assist with announcement of outing winners
- Opportunity to provide golfers with a special gift
- Logo on registration website and in on-site print materials
- Social media mention

## EAGLE LEVEL SPONSORSHIPS:

### Lunch Sponsor I \$1,500

You won't want to miss this opportunity for your company representative(s) to connect with golfers and swap stories as they stop for lunch.

Sponsorship Benefits:

- One (1) complimentary golfer
- Hang your company banner and up to two (2) representatives may greet golfers at the turn
- Recognition at 19<sup>th</sup> Hole Reception
- Logo on registration website and in on-site print materials
- Social media mention

### Eagle Sponsor I \$1,500 (More than one available)

Join us for a day on the course that includes a complimentary foursome and excellent exposure for your business.

Sponsorship Benefits:

- One (1) complimentary foursome
- Green sponsorship (\$200 credit toward other sponsorship level)
- Recognition at 19<sup>th</sup> Hole Reception
- Logo on registration website and in on-site print materials
- Social media mention

### Golf Ball Sponsor I \$1,250

MSAE has a new brand ! This is the first opportunity to provide members with MSAE logo materials. Your sponsorship will provide each golfer with a sleeve of balls at the event. Display your company logo on one side of the ball and the new MSAE logo on the other.

- Company logo on souvenir golf balls adjacent to MSAE logo
- One (1) complimentary golfer
- Recognition at 19<sup>th</sup> Hole Reception
- Company name on website and in on-site print materials
- Social media mention

### Thirst Quencher (Beverage Cart) Sponsor I \$1,000

Keep our golfers hydrated both on and off the course! The cost two beverages per golfer is included. All you need to do is help cheer our players on!

Sponsorship Benefits:

- Signage on Beverage Carts
- Option to provide company representatives to ride with/behind carts through the duration of the outing. There will be two (2) carts available for the event with one (1) cart on the front nine and one (1) cart on the back nine doing a continuous loop.
- Opportunity to provide golfers with a special gift
- Recognition at 19<sup>th</sup> Hole Reception
- Company name on website and in on-site print materials
- Social media mention

## BIRDIE LEVEL SPONSORSHIPS:

### Continental Breakfast Sponsor I \$750

Your company representatives can be on hand to greet golfers and make connections over coffee and breakfast or stay and spend a beautiful day with us on the course.

Sponsorship Benefits:

- Signage recognizing your company's sponsorship at the breakfast
- Opportunity for two (2) people to greet golfers during breakfast
- Opportunity to provide golfers with a special gift or to-go breakfast item (to be coordinated with MSAE and the host course)
- Recognition at 19<sup>th</sup> Hole Reception
- Company name on website and in on-site print materials
- Social media mention

### Golf Cart Sponsor I \$750

The Emerald is the Gem of Mid-Michigan Golf, a challenging course designed by Jerry Mathews. Every golfer will have a special appreciation for the golf cart sponsor!

Sponsorship Benefits:

- Signage on golf carts with organization logo
- Opportunity to leave item for golfers in cart cup holders
- Recognition at 19<sup>th</sup> Hole Reception
- Company name on website and in on-site print materials
- Social media mention

### Mulligan Sponsor I \$750

Your company logo will appear on all paper mulligans provided – one for each mulligan purchased, up to eight mulligans per team.

- Mulligans will be offered for presale. Sponsor may provide a representative to promote and sell mulligans at registration.
- Signage at registration acknowledging mulligan sponsor
- Recognition at 19<sup>th</sup> Hole Reception
- Company name on website and in on-site print materials
- Social media mention

### Hole-In-One Competition Sponsor I \$600 (One Remaining)

Even with the hole-by-hole pro pointers, The Emerald can have its fair share of surprises. Help us celebrate the moments by underwriting the cost of the hole-in-one competition(s).

Sponsorship Benefits:

- Recognized at assigned hole and in program
- Opportunity to setup at hole to promote services, if desired
- Opportunity to provide all golfers with a special gift
- Recognition at 19<sup>th</sup> Hole Reception
- Company name in on-site print materials
- Social media mention

## PAR LEVEL SPONSORSHIPS:

### Bag Check Sponsor I \$500

Sponsor may greet the golfers upon check-in and help direct them to their assigned carts.

- Sponsor will be allowed to welcome golfers to the event and if golfers desire, assist golfers in carrying bags to their carts
- Opportunity to provide a gift to golfers
- Recognition at 19<sup>th</sup> Hole Reception
- Company name in on-site print materials
- Social media mention

### Driving Range Sponsor I \$500

Sponsorship Benefits:

- Sponsor recognized at driving range and in program
- Greet golfers visiting the driving range – display optional
- Provide up to two (2) representatives to monitor a competition on the range, sponsor provides prize
- Recognition at 19<sup>th</sup> Hole Reception and opportunity to announce winner of range competition
- Company name in on-site print materials
- Social media mention

### Putting Contest Sponsor I \$500

Sponsorship Benefits:

- Sponsor recognized at putting green and in program
- Greet golfers visiting the putting green – display optional
- Provide up to two (2) representatives to monitor a putting contest, sponsor provides prize
- Recognition at 19<sup>th</sup> Hole Reception and opportunity to announce winner of putting contest
- Company name in on-site print materials
- Social media mention

### Say Monkey! Photography Sponsor I \$500

Team photos, silly photo booth fun, or catching the mulligan-worthy and game winning shots... Every golf outing needs an official photographer to round out the fun and send golfers home with photos to remember the day!

- Recognized in program and at the 19<sup>th</sup> Hole Reception
- Opportunity for photo booth and to greet golfers throughout the day as company representatives capture team photos and candid moments
- Photos become the property of MSAE to be used in future event promotion and for other purposes with photo credit provided to sponsor
- Company name in on-site print materials
- Social media mention and photo credits provided

### **Longest-Drive and Closest to Pin Competition Sponsors I \$425**

Who will be the star of the day? Help us underwrite the competition and be there with us at the 19<sup>th</sup> Hole Reception to honor the winner.

Sponsorship Benefits:

- Recognized at assigned hole and in program
- Opportunity to setup display at hole to promote services, if desired
- Sponsor provides the award and presents to winner at the 19<sup>th</sup> Hole Reception
- Company name in on-site print materials
- Social media mention
- Exclusive opportunities to monitor both tee and green – Contests assigned on first-come basis

### **On-Hole Contest and Game Sponsor I \$425**

Beat the Pro, Free Putt, Marshmallow Long Drive Challenge, Random Club Challenge, Closest-to-the-Pin... for the Wine! Your company representative can be at the tee to explain the rules and join in the fun.

Sponsorship Benefits:

- Recognized at assigned hole and in program
- Opportunity to setup at hole to promote services, if desired
- Recognition at 19<sup>th</sup> Hole Reception
- Company name in on-site print materials
- Social media mention
- Please note that it is possible to have a Green sponsor at the same hole

### **Tee Box Sponsor I \$325**

Sponsorship Benefits:

- Sponsor may provide one representative to supervise the assigned tee box
- May provide golfers with a special gift
- This sponsorship includes one lunch to be delivered to the tee. To bring an additional representative the cost of the sponsorship will be increased by \$100
- Please note that it is possible to have a Green sponsor at the same hole

### **Green Sponsor I \$200**

Sponsorship Benefits:

- This sponsorship includes signage only on the green
- Please note that it is possible to have a Green sponsor at the same hole

### **BONUS SPONSORSHIP OPPORTUNITY:**

#### **Balls, Towels, Visors, Tees, and More I Bonus Sponsorship Opportunity**

To thank our sponsors for being part of this fun tradition, sponsors are welcome to include promotional items in the bags provided to golfers. Approximately 120 golfers are expected to participate. Bags will be pre-stuffed and on carts when golfers arrive. To be included, items must arrive by Thursday, May 13.