



2011 Sponsorship Program

The **Executive Women's Golf Association** is a national organization of women recreational golfers. Its mission is to provide opportunities for women to learn, play, and enjoy the game of golf for business and for life. EWGA has been featured in *USA Today*, *Entrepreneur*, *Executive Female*, *PGA Magazine*, *GOLF WEEK* and numerous other national and regional publications.

Members of the Executive Women's Golf Association are a prime market for a variety of business and personal services as well as golf products and services. Below is a profile of our membership:

- In their prime earning years and highly educated
- Employed full time in high-level responsibility positions; over 50% either own their own business or work in senior management/executive/professional positions or technical professions
- 38% of members have a personal annual income between \$50,000 and \$80,000, while 39% earn in excess of \$80,000
- Play an average of 29 rounds of golf per year and spend an average of over \$2,600 per year on golf equipment, instruction, apparel, and greens fees. This is almost four times the average for women golfers in general.

The **Baltimore Regional Chapter** has 140 members who participate in weekly leagues across the Baltimore metro area, as well as play in 20+ golf events each season. The chapter also has an active schedule of social and networking events. These events, plus an extensive communications program that includes email blasts and a web site, offer numerous opportunities for sponsors and advertisers to promote their products and services.

Sponsorship proceeds are used to defray the Chapter's administrative costs which include program costs, Golf Education, Golf Outings, Social and Business Networking events.

The following pages provide detailed information about our sponsorship opportunities.

Overview of Annual Sponsorship Levels

Sponsorship Level	Contribution
ACE Sponsor	\$1,500
EAGLE Sponsor	\$750
Spring Kick-Off Event Sponsor	\$500
Chapter Championship Event Sponsor	\$300
Golf Outings Sponsors (<i>various Events T.B.D.</i>)	\$250
Education Clinic Sponsor	\$200
Golf Tee Sign Sponsor	\$150

For more information, contact us at
www.ewgbaltimore.org
 or contact:
 Mia Tripodi by phone at 443.956.7044

Sponsorship Contribution

- 1) 100% Cash Contribution
- 2) 100% In-kind service/product*
- 3) Combination of cash and in-kind service/product*

**In-kind option is available for most sponsorship levels, unless noted that cash is required. The market value of in-kind product/service must be 25% greater than the value of the sponsorship level. Example: If EAGLE (\$750 Level) sponsor opts for 100% in-kind, then product/service value must equal \$950. If EAGLE sponsor opts for a combination of cash/in-kind with cash equal to \$200, then the balance of in-kind product is \$750 less \$200 cash = \$550 x 1.25 = \$690 value in in-kind product/service.*

Types of supporting in-kind services that the Chapter uses include:

- Golf Event Decorations – i.e. Flowers
- Website Hosting
- Website Design/Support
- Accounting Services
- Golf Event Gifts/Prizes – i.e. golf rounds, retail items, airline tickets . . . “you name it”
- PR/Marketing Services
- General Printing or Copying
- Legal Services
- Tax Preparation
- Social Event Location Hosting

ACE Sponsor - \$1,500 Cash (or) \$1,875 In-Kind

We can customize ACE Level to meet Sponsor and Chapter needs. The Sponsorship year runs from November to the following October.

Sponsor Benefits Include:

- ❖ Placement on Chapter **website** with recognition as follows:
 - Company name/logo featured on our **home page**, which is rotated with other sponsors.
 - Company name/logo listed on our **sponsor page with link** to company's website.
- ❖ Exposure via the Chapter **e-blasts** to all members:
 - Company name/logo **with link** to company's website.
 - In addition to link, opportunity for one (1) "Sponsorship Spotlight," providing news on your company/product/service and promotions.
- ❖ Exposure at **Season Opener and Golf Event** as follows:
 - Company name/logo included in breakfast program.
 - Placement of promotional items to market sponsor's business via company materials, sale of products, etc.
 - **Optional:** Exposure of your product/services used as a prize or gift at event.
 - **Optional:** Use one of your complimentary event entries (listed below) to opt for the breakfast/meal at this event.
- ❖ Opportunities at all member events (golf, education, and social/networking) as follows:
 - Company name displayed at event registration table.
 - (2) Tee Signs at all golf events
 - Opportunity to distribute promotional materials at all events. Providing materials must be initiated by the Sponsor. The Sponsor can view the Chapter's Events Calendar on the website to plan accordingly.
 - **Optional:** Exposure of Sponsor product/service used as prize or gift at event.
- ❖ Two (2) Complimentary event entries to EWGA-Baltimore events – with your choice of golf, education or social/networking events – over \$200 value.

NOTE: Promotion on Chapter's website is limited to ACE, EAGLE and Education Partner Sponsors.

EAGLE Sponsor - \$750 Cash (or) \$950 In-Kind

We can customize ACE Level to meet Sponsor and Chapter needs. The Sponsorship year runs from November to the following October.

Sponsor Benefits Include:

- ❖ Placement on Chapter **website** with recognition as follows:
 - Company name/logo featured on our **home page**, which is rotated with other sponsors.
 - Company name/logo listed on our **sponsor page with link** to company's website.
- ❖ Exposure via the Chapter **e-blasts** to all members:
 - Company name/logo **with link** to company's website.
 - In addition to link, opportunity for one (1) "Sponsorship Spotlight," providing news on your company/product/service and promotions.
- ❖ Exposure at **Season Opener and Golf Event** as follows:
 - Company name/logo included in breakfast program.
 - Placement of promotional items to market sponsor's business via company materials, sale of products, etc.
 - **Optional:** Exposure of your product/services used as a prize or gift at event.
 - **Optional:** Use one of your complimentary event entries (listed below) to opt for the breakfast/meal at this event.
- ❖ Opportunities at all member events (golf, education, and social/networking) as follows:
 - Company name displayed at event registration table.
 - (1) Tee Sign at all golf events
 - Opportunity to distribute promotional materials at all events. Providing materials must be initiated by the Sponsor. The Sponsor can view the Chapter's Events Calendar on the website to plan accordingly.
 - **Optional:** Exposure of Sponsor product/service used as prize or gift at event.
- ❖ One (1) Complimentary event entry to EWGA-Baltimore events – with your choice of golf, education or social/networking events – over \$75 value.

NOTE: Promotion on Chapter's website is limited to ACE, EAGLE and Education Partner Sponsors.

Spring Kick-Off Event Sponsor - \$500 Cash (\$400 for EWGA Members)**

The Chapter offers Sponsorship opportunities at our premier and largest member-attended event – our Season Opener Breakfast and Golf Event, held in the month of April. This is the only event for this Sponsorship category.

*We can customize the Sponsor Level to meet Sponsor and Chapter needs in terms of in-kind product or service. **For EWGA Members who may select this sponsorship category, there is a 20% discount. The Sponsorship year runs from November to the following October.*

Sponsor Benefits Include:

- ❖ Placement of promotional items to market sponsor's business via company materials, sale of products, etc.
- ❖ Company name included in the event program.
- ❖ (1) Tee Sign
- ❖ Opportunity to distribute promotional materials at the event.
- ❖ **Optional:** Exposure of Sponsor product/services used as a prize or gift at event.
- ❖ **Optional:** One (1) complimentary breakfast for Sponsor representative – over \$75 value.

NOTE: Promotion on Chapter's website is limited to ACE, EAGLE and Education Partner Sponsors.

Chapter Championship Event Sponsor - \$300 Cash (\$240 for EWGA Members)**

The Chapter offers Sponsorship opportunities at our Chapter Championship Golf Event, held in the month of July. This is the only event for this Sponsorship category.

We can customize the Sponsor Level to meet Sponsor and Chapter needs in terms of in-kind product or service. For EWGA Members who may select this sponsorship category, there is a 20% discount. The Sponsorship year runs from November to the following October.

Sponsor Benefits Include:

- ❖ Placement of promotional items to market sponsor's business via company materials, sale of products, etc.
- ❖ Company name included in the event program.
- ❖ (1) Tee Sign
- ❖ Opportunity to distribute promotional materials at the event.
- ❖ **Optional:** Exposure of Sponsor product/services used as a prize or gift at event.
- ❖ **Optional:** One (1) complimentary meal for Sponsor representative – over \$75 value.

NOTE: Promotion on Chapter's website is limited to ACE, EAGLE and Education Partner Sponsors.

Golf Event Sponsor - \$250 Cash (\$200 for EWGA Members)**

The Chapter offers Sponsorship opportunities at our various Golf Events, held throughout the year and outlined on the Baltimore Chapter Events Calendar.

We can customize the Sponsor Level to meet Sponsor and Chapter needs in terms of in-kind product or service. For EWGA Members who may select this sponsorship category, there is a 20% discount. The Sponsorship year runs from November to the following October.

Sponsor Benefits Include:

- ❖ Placement of promotional items to market sponsor's business via company materials, sale of products, etc.
- ❖ Company name included in the event program.
- ❖ (1) Tee Sign
- ❖ Opportunity to distribute promotional materials at the event.
- ❖ **Optional:** Exposure of Sponsor product/services used as a prize or gift at event.
- ❖ **Optional:** One (1) complimentary meal for Sponsor representative – over \$75 value.

NOTE: Promotion on Chapter's website is limited to ACE, EAGLE and Education Partner Sponsors.

Education Clinic Partner Sponsor - \$200 Cash (\$160 for EWGA Members)**

The Education Partner fee is a cash-only contribution; cannot be substituted for in-kind products or services. For EWGA Members who may select this sponsorship category, there is a 20% discount. The Sponsorship year runs from November to the following October.

Education Partner Sponsorship is available to those facilities and businesses that provide golf education-oriented services and products. The Education Partner will be required to provide the Chapter specific benefits to assist members with different aspects of learning and practicing the game of golf. Examples include discounts on educational products and services and/or hosting Educational Events.

Sponsor Benefits Include:

- ❖ Placement on Chapter **website** with recognition as Education Partner Sponsor as follows:
 - Company name/logo featured on **Education page with link** to company's website.
- ❖ Exposure at **Season Opener and Golf Event** as follows:
 - Company name/logo included in breakfast/luncheon program.
 - Company information in event goody bag.
 - Shared table top display with other Education Partners at breakfast/luncheon for company materials.
 - Complimentary breakfast/lunch for one (1) sponsor representative.
 - **Optional:** Exposure of Sponsor product/services used as a prize or gift at event.
- ❖ Hosting Educational Events for the membership, coordinated by the Education Committee.

Golf Tee Sign Sponsors - \$150 Cash

(\$120 for EWGA Members; \$100 for EWGA Past Presidents)**

The Chapter offers Tee Sign Sponsorship opportunities at our various Golf Events, held throughout the year and outlined on the Baltimore Chapter Events Calendar.

For EWGA Members who may select this sponsorship category, there is a 20% discount. The Sponsorship year runs from November to the following October.

Sponsor Benefits Include:

- ❖ Placement of Sponsor Logo on (1) Tee Sign at all Chapter Golf Events.
- ❖ Opportunity to distribute promotional materials at the event.
- ❖ Company name included in the event program.
- ❖ **Optional:** Exposure of Sponsor product/services used as a prize or gift at event.

NOTE: Promotion on Chapter’s website is limited to ACE, EAGLE and Education Partner Sponsors.

SUMMARY OF SPONSORSHIP BENEFITS				
<u>Sponsor Benefits</u>	<u>ACE</u>	<u>EAGLE</u>	<u>EVENT</u>	<u>EDUCATION</u>
Kick-Off Luncheon Exhibitor table, etc.	X (full table)	X (full table)	X (full table)	X (shared table)
Sponsor Info Avail. at all Events	X	X	X	X
Tee Box Sign at all Golf Events	X (2 tee signs at all events)	X (1 tee sign at all events)	X (1 tee sign at 1 event)	
Sponsor Spotlight in E-blast to membership	X (one time)	X (one time)		
Logo/Link on Chapter Website	X (sponsorship page)	X (sponsorship page)	X (sponsorship page)	X (education page)
Entry Fee for Chapter Event	X (two)	X (one)	X (one)	X (one)
Opportunity to Host an Educational Event				X (min. 1 time)

NOTE: A Sponsor can upgrade its Sponsorship Level to ACE or EAGLE to gain additional exposure to our membership. The upgrade fee can be in the form of 1) additional cash, 2) in-kind product/service or 3) a combination of cash and in-kind product/service. The required fee will be credited toward the ACE or EAGLE Sponsorship contribution.

Member-Get-a-Sponsor – A Fun Competition!

In the FY 2011 season we are asking members to help in identifying and inviting supporting organizations to become official sponsors of the EWGA Baltimore Regional Chapter. To encourage current EWGA members to join in the effort don't miss the following:

She who helps secure sponsors at the highest level will treat herself to a surprise package of perks (i.e. golf products/services and rounds) that exceeds a \$200 value!*

*The highest level = the member who has the highest total value of sponsorships. Minimum value is \$1,500 in sponsorship.

For more information, contact us at: www.ewgbaltimore.org