



SPONSORSHIP OPPORTUNITIES

WSAE Spring Outing

May 19 - 20, 2013

Grand Geneva Resort, Lake Geneva, WI

WSAE Spring Outing SPONSORSHIP OPPORTUNITIES

Thank you for your interest in supporting the ASAE Foundation through your sponsorship of the Inaugural Spring Outing presented by WSAE and hosted by the Grand Geneva Resort & Spa. The event will include numerous networking opportunities with C-suite association executives, meeting professionals and decision makers in the Wisconsin and Greater Chicagoland area.

Co-hosts:

Keith Bura, CFO/COO

Association Forum of Chicagoland

Mark Engle, President & CEO

Association Management Center

Abe Eshkenazi, CEO

APICS-The Association for Operations Management

Dave Feldner, CAE

Chair, Wisconsin Society of Association Executives

Gary LaBranche, FASAE, CAE

President & CEO, Association for Corporate Growth

Lynda Patterson, FASAE, CAE

President/CEO Wisconsin Society of Association Executives

Ed Salek, CAE

Executive Director, STLE

Bill Sepic, CAE

CEO, Wisconsin Automobile and Truck Dealers Association

Our co-hosts invite you to join them Sunday, May 19 and Monday, May 20 for our Spring Outing that combines a golf tournament, golf clinic, tennis tournament, simple wellness and spa day, as well as a "Build-A-Bike" Community Service Project, where there will be something for everyone!



Wisconsin Society of Association Executives

SPRING OUTING

GOLF ● TENNIS ● SPA

Presented by



Benefiting



Hosted by



Grand Geneva Resort & Spa

7036 Grand Geneva Way, Lake Geneva, WI 53147 ● 800-558-3417 ● www.GrandGeneva.com

NEW FOR 2013!

Golf

The Grand Geneva Golf Club was awarded the *Conde Nast Traveler's* 2012 Readers Poll award for Top 10 Northern U.S. Golf Resorts, the Silver Medal by *Golf Magazine* and recognition as one of the top ten courses in the Midwest by *Par Excellence*. Designed by Bruce Harris, the Brute is the tougher of the two courses on property. While golfers at all skill levels will have fun on the course, the serious golfers will have to bring their "A" game or at least their "A" player to score well here.



Tennis

Our round-robin tennis tournament will offer opportunities to learn tips and drills including swing analysis and advice from a local USTA professional.



Community Service

Participants will have an opportunity to "Build-A Bike" for a local child in need. Happening Sunday, May 19 from 2 to 5 pm, volunteers and participants will assemble bicycles in teams of two. This is a feel-good activity sure to leave a lasting impression on a child in the metro area.

Expand Your Network

The networking begins Sunday, May 19 at the Participants' Party, open to golf, tennis, spa, Build-A-Bike participants and sponsors. On Monday make connections at the Awards Reception for golf and tennis participants and a Networking Lunch for spa participants.

Golf Clinic

Led by the Greater Chicago chapter of the EWGA-Executive Women's Golf Association, this one-of-a-kind day of golf instruction is for golfers of all skill levels and for both women and men. This is the perfect opportunity for golfers to network with peers while learning the basics from PGA and LPGA professional instructors in an enjoyable and comfortable environment.



SCHEDULE OF EVENTS

All events are held at the Grand Geneva Resort
(Schedule subject to Change)

Sunday, May 19

- 12:00 Noon Registration opens
- 2:00 to 5:00 pm Build-A-Bike Community Service Project
- 6:30 to 8:30 pm Participants' Party & Networking Event

Monday, May 20

All events are held at the Grand Geneva Resort

- 7:30 to 10:00 am Registration/Breakfast
 - 9:00 am Shotgun Start for Golf Tournament
 - 10:30 am EWGA Golf Clinic Begins
 - Tennis Tournament Begins
- 12:00 noon EWGA Golf Clinic Break for Lunch
- Tennis Tournament Break for Lunch
- Golf Tournament Lunch on Course
- 2:30 – 4:00 pm Golf Awards and Reception
Open to all participants

Spa

- 7:30 to 10:00 am Registration/Breakfast with golfers
- 10:00 am Mini treatment #1
- 10:30 am Mini treatment #2
- 11:00 am Spa Happy Hour
- 12:00 - 1:30 pm Lunch/Speaker on Nutrition topic
- 1:30 - 2:30 pm Additional treatments (optional)
- 2:30 – 4:00 pm Golf Awards and Reception
Open to all participants



Registration fees for non-sponsor industry partners/suppliers

Golf Foursome

(must include 2 customers/prospects)

\$800

Golf Twosome

(must include 1 customer/prospect)

\$400

Spa Registration

(same price as customers/prospects)

\$200

Additional Single Industry Partner/Supplier participation fee

(Golf, Tennis, Golf Clinic)

\$300

SPONSORSHIP LEVELS

Leading

\$10,000

Benefits:

- Sponsor recognition on event signage, all printed materials and all event communications
- Sponsor recognition on the event web page with link to your website
- Complimentary registration for up to three event attendees (non-golf)
- Complimentary foursome
- One complimentary golf hole with signage, marketing materials and a representatives at the hole
- Opportunity to speak and welcome participants at pairings party Sunday evening and awards reception Monday afternoon
- A Representative to be an honorary co-chair of the event
- Co-branding of event to compliment sponsors branding
- Exclusive leading sponsor – no other leading sponsors will be solicited
- Complimentary insertion of company provided marketing materials in all participant bags as well as company provided gifts
- First right of refusal for renewal as Leading Sponsor in future years

Golf, Tennis & Spa Sponsorship Opportunities

Select from the unique package of recognition and marketing exposure that best fits your budget and needs.

For more information

Stephen E. Peeler
(202) 626-2843
foundationgolf@asaecenter.org

Jennifer Brydges
(608) 310-7850
jbrydges@wsae.org

ACE

\$7,500

Choose from one of the opportunities below

- ☐ **Branded event golf shirts**
- ☒ ~~Non-golf events and Charitable event~~ **Sunday afternoon** SOLD

Benefits:

- Sponsor logo on sleeves of all shirts
- Sponsor recognition on event signage, all printed materials and event communications
- Sponsor recognition on the event web page with link to your website
- One complimentary foursome
- Complimentary registration for up to two non-golf event attendees
- One complimentary golf hole with signage and marketing materials
- May be combined with one Birdie level sponsorship



SPONSORSHIP LEVELS

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Jennifer Brydges
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jbrydges@wsae.org

Birdie

\$5,000 to \$3,000

Choose from one of the opportunities below

~~☐ **Decorations and Signage — \$5,000**~~ **SOLD**

Production of all event signage and banners, both on course and at at pairings party (may be in-kind)

Exclusive rights to produce signage – no other sponsor will be solicited



☐ **Hats or Visors — \$3,500**

Company logo on all 150 + participant hats or visors

~~☐ **Golf Balls — \$2,000**~~ **SOLD**

Company logos on Bridgestone B330 or Titleist ProV-1 golf balls given to all golf and golf clinic participants



☐ **Golf Ball Fitting — \$3,000**

Your logo will be displayed at fitting station Sunday prior to tournament, at pairings party and morning of event.

Benefits:

- Complimentary golf for two event attendees
- Sponsor recognition on event signage
- Sponsor recognition on the event web page with link to your website

Par

\$2,500 to \$1,800

Choose from one of the opportunities below

~~☐ **Breakfast — \$2,500**~~ **SOLD**

Company logo placed on coffee cups and event signage in room.



☐ **Lunch — \$2,500**

Custom branded lunch tote for all golfers may be provided for an additional fee by the sponsor.

~~☐ **Reception — \$2,500**~~ **SOLD**

Company logo will be printed on cocktail napkins and signage in room.



☐ **Beverage Cart — \$1,800**

Includes beer and non-alcoholic beverages

Company logo on three sides of beverage cart

Your staff can follow behind the cart to greet participants

Benefits:

- Designated display table in the event area
- Complimentary registration for two golf attendees
- Sponsor recognition on event signage
- Sponsor recognition on the event web page with link to your website

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Fairway

\$1,000

☐ Hole

Benefits:

- Sponsor recognition on hole signage
- Table at hole, two chairs and tent – plan a game, have a signature cocktail, make it fun!
- Complimentary registration for two non-golf event attendees
- Sponsor recognition on event signage
- Sponsor recognition on the event web page with link to your website
- Food and beverage are not included and can be arranged through our staff.



Escape

\$1,000

☐ Spa

Benefits:

- EXCLUSIVE opportunity for one company.
- Sponsor recognition on spa signage
- Table in lobby of spa. Offer tea and snacks. Make it fun!
- Champagne or wine served in the waiting area available at additional cost
- Complimentary registration for two non-golf / non-spa event attendees
- Sponsor recognition on event signage
- Sponsor recognition on the event web page with link to your website
-

Putt

\$500

☐ General Event Supporter

Benefits:

- Sponsor recognition on event signage
- Sponsor recognition on the event web page
- This is a great way to show your support if you can't attend.

SPONSOR EVENT RESERVATION FORM

EVENT SPONSOR* (check all that apply)

| | | |
|------------------|----------|--------------------------|
| Leading | \$10,000 | <input type="checkbox"/> |
| Ace | \$7,500 | <input type="checkbox"/> |
| Birdie (decor) | \$5,000 | <input type="checkbox"/> |
| Birdie (hats) | \$3,500 | <input type="checkbox"/> |
| Birdie (balls) | \$3,000 | <input type="checkbox"/> |
| Birdie (fitting) | \$3,000 | <input type="checkbox"/> |
| Par (breakfast) | \$2,500 | <input type="checkbox"/> |
| Par (lunch) | \$2,500 | <input type="checkbox"/> |
| Par (reception) | \$2,500 | <input type="checkbox"/> |
| Par (bev cart) | \$1,800 | <input type="checkbox"/> |
| Fairway | \$1,000 | <input type="checkbox"/> |
| Putt | \$500 | <input type="checkbox"/> |



GOLF REGISTRATION

| | | |
|--|-------|--------------------------|
| Foursome (Minimum invitation of two clients) | \$800 | <input type="checkbox"/> |
| Twosome (Minimum invitation of one client) | \$400 | <input type="checkbox"/> |
| Single Industry Partner-Golf Tournament | \$300 | <input type="checkbox"/> |
| Single Industry Partner-Spa Registration | \$200 | <input type="checkbox"/> |
| Single Industry Partner-Tennis | \$150 | <input type="checkbox"/> |
| Single Industry Partner-Golf Clinic | \$350 | <input type="checkbox"/> |

PRIMARY CONTACT PERSON

Name _____
Title _____
Organization _____
Phone _____ Email _____

PAYMENT INFORMATION (check one)

Check enclosed (make payable to WSAE and send to address below)

☐ Please send me an invoice

☐ Please charge my: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Amount _____ Account # _____ Exp: _____

Signature (for all payment types) _____

* Current Sponsors will be given first right of refusal for 60 days following each tournament. After 60 days non-reserved opportunities will be open to the public and will be granted on a first come first reserved basis. Sponsorships will not be considered confirmed until payment is received.

SEND PAYMENT TO:

Wisconsin Society of Association Executives

22 N Carroll St., Ste 300, Madison, WI 53703

Phone: (608) 310-7850

Fax: (608) 251-5941

Email: jbrydges@wsae.org