



# Northern California Chapter

## SPONSORSHIP PROSPECTUS APRIL 1, 2017 - MARCH 31, 2018

(Information is subject to change without prior notice)  
[nocal.corenetglobal.org](http://nocal.corenetglobal.org)

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Connect.



Learn.



Grow.



Lead.

## MEMBERSHIP VALUE

The CoreNet Global Northern California Chapter Board of Directors endeavors to create and enhance mutually rewarding relationships with our colleagues in the Corporate Real Estate Industry whether an End User or a Service Provider.

We are inviting the chapter's contributors to be collaborators with us and become more actively involved in helping plan and present programs to our membership. We know there are untapped sources of expertise and knowledge that can enrich the content of our programs and communications.

We would like to continue providing more opportunities for high dollar contributors to participate in high-level networking and to be acknowledged year round. One key strategy to achieve this goal is the continuation of an Annual Sponsorship Program for our Northern California Chapter members. Other chapters around the country have successfully implemented annual sponsor programs the past few years. The annual sponsor program provides increased visibility and benefits for contributing members and a predictable annual revenue source for the chapter.

We offer four levels of sponsorship to accommodate the diversity of our membership. For the top tier annual sponsors, we will help customize the program to meet the professional goals of the member and their company. Please feel free to contact a member of the Executive Board to learn how your company and you will benefit.



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# 2016 - 2017

The Northern California Chapter presents a variety of events during the year to address the educational, networking and social needs of the chapter membership. Events, meetings and dates, are subject to change without notice. Check the <http://nocal.corenetglobal.org> website for current information.

# 2017 - 2018

| Date               | Description  |
|--------------------|--|
| January 19, 2017   | Monthly Chapter Meeting-<br>Annual Market Forecast         |
| January 26, 2017   | Annual Holiday Party                                       |
| February 15, 2017  | Monthly Chapter Meeting                                    |
| March 16, 2017     | Monthly Chapter Meeting                                    |
| March 14, 2017     | Corporate Real Estate Forum<br>(managed by CoreNet Global) |
| April 20, 2017     | Monthly Chapter Meeting                                    |
| Spring 2017        | Sponsorship VIP Event                                      |
| May 18, 2017       | Monthly Chapter Meeting                                    |
| June 15, 2017      | Monthly Chapter Meeting                                    |
| June 2017          | Golf Tournament  |
| July 20, 2017      | Monthly Chapter Meeting                                    |
| August 17, 2017    | Monthly Chapter Meeting                                    |
| September 21, 2017 | Monthly Chapter Meeting                                    |
| October 6, 2017    | Day on the Bay   |
| November 2017      | Annual CRE Awards Dinner                                   |
| December 20, 2017  | Monthly Chapter Meeting                                    |
| January 18, 2018   | Monthly Chapter Meeting-<br>Annual Market Forecast         |
| January 2018       | Annual Holiday Party                                       |
| February 15, 2018  | Monthly Chapter Meeting                                    |
| March 15, 2018     | Monthly Chapter Meeting                                    |

**Platinum Sponsors** are influential leaders and the Board of Directors recognizes that they make an important contribution to CoreNet Global Northern California Chapter and to the industry. As such, two representatives from each of our Platinum Sponsors will be invited to form the President's Advisory Council to help plan and contribute to the Monthly Chapter Meeting Programs for the year. The Council will meet in the Spring and Fall. With this highest level of sponsorship you will be guaranteed first access to many benefits without competition or additional expense.

**Gold Sponsors** are influential leaders and the Board of Directors recognizes that they make an important contribution to CoreNet Global Northern California Chapter and to the industry. As such, one representative from each of our Gold Sponsors will be invited to form the President's Advisory Council to help plan and contribute to the Monthly Chapter Meeting Programs for the year. The Council will meet in the Spring and Fall.

**Platinum and Gold Sponsors** will have the opportunity to participate in meaningful ways while receiving top tier visibility throughout the fiscal year at our exclusive events. In addition to your logo prominently displayed on the website, you will be invited to submit bylined articles for the Chapter website and featured in our newsletter. You will also be offered the opportunity to pre-purchase Annual sponsorships, Special Event sponsorships, and tickets.

**Silver Sponsors** are significant contributors to the Chapter and will have the ability to create a sponsorship plan that meets their professional and corporate goals by adding or upgrading event sponsorships. Silver Sponsors will be featured at one of the regular chapter and/or learning programs offered throughout the year. They will receive name recognition on the website and select print collateral.

**Women of CoreNet Sponsors** enjoy many of the same benefits as our other annual sponsorship levels with regard to name recognition and access to special chapter-wide events. They also play an important role in supporting the events and activities specific to the Women of CoreNet throughout the year and receive top recognition on all of their events and correspondence.



*Monthly  
Chapter Meetings*



*Day on the Bay  
October 2016*



*Golf Tournament  
June 2016*



*Annual CRE  
Awards Dinner  
November 2016*



New in 2017-18, the NorCal Chapter will move our Annual Sponsor VIP event to the Spring to continue to offer Day on the Bay as a signature event in the Fall. Platinum and Gold sponsors each receive one (1) 8-person table at Day on the Bay; Silver and Women of CoreNet sponsors each receive two (2) complimentary tickets. Annual sponsors will have first dibs at purchasing add-on event options (i.e. sponsorships, tickets, etc.) before opening sales to the general membership.

Also, during the course of the year other opportunities to sponsor special events and networking receptions will occur. If you would like to consider these please let us know.

#### **DAY ON THE BAY**

October 2017

#### **CORPORATE REAL ESTATE AWARDS DINNER**

November 2017

#### **CNG SUMMIT CHAPTER RECEPTION**

Seattle, WA – November 5-7, 2017

#### **CORPORATE REAL ESTATE FORUM**

By invitation only to Platinum and Gold Sponsors

#### **NEW MEMBER ORIENTATION**

Semi-annual

#### **MEMBER HOLIDAY CELEBRATION**

Held annually in January

#### **GOLF TOURNAMENT**

June 2017, Sequoyah Golf Club, Oakland

## **CHAPTER MEETINGS & LEARNING PROGRAMS**

The CNG NoCA presents monthly meetings with speaker and panel presentations of interest to professionals in the industry. This year the monthly meetings will be integrated with quality programming.

This program offers timely and relevant topics for corporate real estate and workplace infrastructure professionals. Every professional - at every level - will benefit. The curriculum provides top presenters, giving you the opportunity to interact with the best in the profession right in your backyard.

Our Chapter continues to serve you as the premier learning organization for corporate real estate and workplace infrastructure. This, in turn, ensures quality global programs at the local level.

Meetings are planned and organized by the Programs Committee and held at corporate and civic venues around the Bay Area. The meetings are generally held the third Thursday of the month followed by a networking reception. Sponsorship covers the cost of the reception, venue and speaker expenses.

## CORENET APPRENTICE PROGRAM (CAP)

Through the CoreNet Global, Northern California Chapter network and its affiliates, we deliver a unique summer internship experience intended to provide a select number of competitive and qualified students with a challenging and well-rounded overture into the various capabilities and functions in corporate real estate: the CoreNet Apprentice Program (CAP).

We proudly serve as a first step in the lifecycle of a corporate real estate expert. This year, we successfully placed 9 students with leading CoreNet NorCal member companies.



### Did you know?

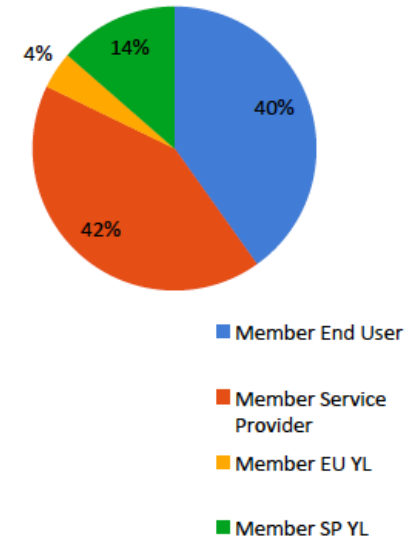
As an Annual Sponsor your visibility grows exponentially among CNG NoCA members and visitors because your logo, company name and hyperlinks to your website are prominent on our meeting banner, electronic communications and website.

- 10,000+ website hits annually
- 50+ electronic announcements sent annually
- 11 Chapter Meetings & Learning Programs per fiscal year with an average of 150 participants each or approximately 1950+ people annually.
- Special Events, including the Golf Tournament, Holiday Celebration, CRE Awards Dinner, Summit Receptions, Young Leaders Events, VIP Event, VIP Lunch with Chapter Leadership and the CAP events attracted more than 2,000 people.
- VIP Events, invitation only, included access to more than 400 end-user decision makers.

## MEDIA SPONSOR



## MEMBER GRADES



Northern California Chapter membership has continued to grow each year with a high of 840 in April 2016. The largest percentage gain has been with Member End Users. This year we are well ahead of last year's pace at this time so we hope to continue to raise the bar!

## PLATINUM SPONSOR

**\$24,000**  
(value of more than \$32,000)

### BENEFITS

- A Featured Sponsor and two (2) tables of ten (10) seats (\$8,600 value) for the CRE Awards Dinner in a premier location. May purchase prior to releasing sales to the Membership, one (1) additional table of ten (10) seats at the price of eight (8) seats based on availability\*
- A Featured Sponsor (\$3,000 value) and one (1) table of eight (8) seats to Day on the Bay
- Golf Sponsor (\$950 credit) and two (2) golf foursomes (\$2,600 value). Priority selection of Hole Sponsor or upgrade sponsor level\*. Note: No one (1) sponsor will be permitted more than one (1) golf sponsorship.
- Main Event Sponsor for the Annual Holiday Celebration (\$2,000 value)
- Sponsor and invitation to two (2) Corporate Real Estate Forum Receptions in Northern California (\$2,500 value)
- Four (4) tickets to Monthly Chapter Meetings to be used by your employees, your guests, or non-member end users (\$1,000 value)
- Two (2) tickets to the Spring VIP Sponsor Appreciation Event (\$330 value)
- One (1) ticket to the VIP Roundtable lunch with Chapter Leadership. Ticket to be used by the sponsor company's principal or high-level manager (\$100 value)
- YL Sponsor (\$1,500 value) One (1) complimentary ticket to each sponsor company to the two (2) Educational Programs for use by a Young Leader within the Sponsor's company. One (1) complimentary ticket to Membership Drive Event, One (1) Speed Networking Event; Four (4) Informal 'Lunch with a Leader' series.
- One (1) CoreNet Service Provider Membership (\$880 value)
- One (1) Young Leader Membership (\$340 value)

- May host a New Member Orientation or Young Leaders event at your facility subject to availability
- Other VIP events and opportunities throughout the year
- YL Mentorship program Kick-Off & Mid-Year Check-In Events to be used by a Young Leader within the Sponsor's company.

### PROMOTIONS/RECOGNITION

- Sponsor of one (1) Monthly Chapter Meeting which will include a minimum of three (3) sponsors per monthly meeting
- Annual Sponsor recognition in "the Registry" ad
- Sponsor Profile in one (1) Newsletter
- Member of the President's Advisory Council
- Chapter activities throughout the year
- Logo will be part of the annual banner displayed at meetings
- Logo will be part of the annual CoreNet Global Northern Chapter California website at [www.nocal.corenetglobal.org](http://www.nocal.corenetglobal.org)
- Hyperlinked logo on the CoreNet Global Northern California Chapter website
- 100 word description of company on website
- Identified with CoreNet Global Northern California
- Recognition at CAP and YL programs
- Recognition as Day on the Bay sponsor

### 2016 - 2017 PLATINUM SPONSORS

CBRE

JLL

CUSHMAN &  
WAKEFIELD

XL CONSTRUCTION

Event and meeting pricing is subject to change.  
\* Subject to availability, first come first served basis.



## GOLD SPONSOR

**\$17,000**

(value of more than \$22,000)

### BENEFITS

- A Featured Sponsor and one (1) table of ten (10) seats (\$4,300 value) for the CRE Awards Dinner. May purchase prior to releasing sales to the Membership, one (1) additional table of ten (10) seats at the price of eight (8) seats based on availability\*
- A Featured Sponsor (\$3,000 value) and one (1) table of eight (8) seats to Day on the Bay
- Golf Sponsor (\$950 credit) and one (1) golf foursome (\$1,300 value). Priority selection of Hole Sponsor or upgrade sponsor level\*. Note: No one (1) sponsor will be permitted more than one (1) golf sponsorship.
- Main Event Sponsor for the Annual Holiday Celebration (\$2,00 value)
- Sponsor and invitation to Corporate Real Estate Forum Receptions in Northern California (\$2,500 value)
- Four (4) tickets to Monthly Chapter meetings to be used by your employees, your guests, or non-member end users (\$1,000 value)
- Two (2) tickets to the Spring VIP Sponsor Appreciation Event (\$330 value)
- One (1) ticket to the VIP Roundtable lunch with Chapter Leadership. Ticket to be used by the sponsor company's principal or high-level manager (\$100 value)

- May host a New Member Orientation or Young Leaders event at your facility subject to availability
- Other VIP events and opportunities throughout the year

### PROMOTIONS/RECOGNITION

- Sponsor of one (1) Monthly Chapter Meeting which will include a minimum of three (3) sponsors per monthly meeting
- Annual Sponsor recognition in "the Registry" ad
- Member of the President's Advisory Council
- Chapter activities throughout the year
- Logo will be part of the annual banner displayed at meetings
- Logo will be part of the annual CoreNet Global Northern California Chapter website at [www.nocal.corenetglobal.org](http://www.nocal.corenetglobal.org)
- Hyperlinked logo on the CoreNet Global Northern California Chapter website
- 100 word description of company on website
- Identified with CoreNet Global Northern California
- Recognition as Day on the Bay sponsor

### 2016 - 2017 GOLD SPONSORS

**COLLIERS**

**TURNER CONSTRUCTION**

**HERMAN MILLER**

**NEWMARK CORNISH & CAREY**

**HGA ARCHITECTS & ENGINEERS**

**WOODS BAGOT**

**RUDOLPH AND SLETTEN**

Event and meeting pricing is subject to change.  
\* Subject to availability, first come first served basis.

## SILVER SPONSOR

**\$9,500**

(value of more than \$12,000)

### BENEFITS

- One (1) table of eight (8) seats for the CRE Awards Dinner (\$3,000 value)
- Two (2) tickets to Day on the Bay in addition to first dibs of event sponsorship offerings (\$600 value)
- May pre-purchase a golf sponsorship and one (1) golf foursome prior to releasing sales to the Membership. Golf sponsorships are limited to the first 10 (ten) Silver Sponsors that sign up\*. Note: No one (1) sponsor will be permitted more than one (1) golf sponsorship.
- Two (2) tickets to Monthly Chapter Meetings to be used by your employees, your guests, or non-member end users (\$500 value)
- Two (2) tickets to the Spring VIP Sponsor Appreciation Event (\$330 value)
- One (1) ticket to the VIP Roundtable lunch with Chapter Leadership. Ticket to be used by the sponsor company's principal or high level manager. (\$100 value)
- May host a New Member Orientation or Young Leaders event at your facility subject to availability

### PROMOTIONS/RECOGNITION

- Sponsor of one (1) Monthly Chapter Meeting which will include a minimum of three (3) sponsors per monthly meeting.
- Annual Sponsor recognition in "the Registry" ad
- Chapter activities throughout the year
- Logo will be part of the annual banner displayed at meetings
- Logo will be part of the annual CoreNet Global Northern California Chapter website at [www.nocal.corenetglobal.org](http://www.nocal.corenetglobal.org).
- Hyperlinked logo on the CoreNet Global Northern California Chapter website
- 100 word description of company on website
- Identified with all CoreNet Global Northern California

### 2016 - 2017 SILVER SPONSORS

ALFA TECH  
ALLIED UNIVERSAL  
ANDERSON AV  
A P + I DESIGN  
ARUP  
AUDIO VISUAL DESIGN GROUP  
BAKER'S FLOOR & SURFACE  
BCCI CONSTRUCTION  
COLITE  
CORPORATE CARE  
CRESA  
DPR CONSTRUCTION  
EUREST & EUREST SERVICES  
GCI GENERAL CONTRACTORS  
GENSLER  
HAWORTH  
HICKEY & ASSOCIATES  
HOEM & ASSOCIATES  
HOLDER CONSTRUCTION COMPANY  
INTERFACE  
LBA REALTY  
M MOSER ASSOCIATES  
NOVO CONSTRUCTION  
PERKINS & WILL  
PIVOT INTERIORS  
R.N. FIELD CONSTRUCTION  
S.C. BUILDERS  
SHAW CONTRACT  
SMITHGROUPJJR  
STEELCASE / ONE WORK PLACE / TWO  
SWINERTON BUILDERS  
TANDUS CENTIVA  
TEKNION

Event and meeting pricing is subject to change.

\* Subject to availability, first come first served basis.

## WOMEN OF CORENET SPONSOR

**\$6,000**

(value of more than \$10,000)

### BENEFITS

- Sponsor of all WOC Meetings (\$4,500 value)
- Two (2) seats to the Annual CRE Awards Dinnner (\$600 value)
- Two (2) tickets to Day on the Bay (\$600 value)
- Two (2) tickets to Monthly Chapter Meetings to be used by your employees, your guests, or non-member end users (\$500 value)
- Two (2) tickets to the Spring VIP Sponsor Appreciation Event (\$330 value)
- One (1) ticket to the VIP Roundtable lunch with Chapter Leadership. Ticket to be used by the sponsor company's principal or high level manager (\$100 value)

### PROMOTIONS/RECOGNITION

- Sponsor of (1) Monthly Chapter Meeting
- Annual Sponsor Recognition in "the Registry" ad
- Chapter activities throughout the year
- Logo will be part of the annual banner displayed at meetings
- Logo will be part of the annual CoreNet Global Northern California Chapter website at [www.nocal.corenetglobal.org](http://www.nocal.corenetglobal.org).
- Hyperlinked logo on the CoreNet Global Northern California Chapter website
- 100 word description of company on website



**2016 - 2017**  
**WOC SPONSORS**

**CUSHMAN & WAKEFIELD**

**DES ARCHITECTS & ENGINEERS**

Event and meeting pricing is subject to change.  
\* Subject to availability, first come first served basis.

**Golf Tournament Sponsorship** - Platinum and Gold Sponsors receive an \$950 credit and a foursome(s) for no additional fee. Or they may choose the option to upgrade to one of the sponsorships below. Silver and WOC Sponsors may purchase a sponsorship and a foursome before the opportunity is presented to the general membership.

| Hole | Name               | Price   | # | Benefit   |
|------|--------------------|---------|---|---|
|      | MASTERS            | \$3,600 | 1 | <ul style="list-style-type: none"> <li>• Foursome included</li> <li>• Welcome golfers to tournament</li> <li>• Priority reservation for additional foursome after tournament is open to members.</li> <li>• Emcee for the low net winners, long drive and closest to pin winners after golf.</li> <li>• Top billing with logo on banner, printed materials, and web site. Tee sign at Hole #1.</li> </ul> |
| 19   | 19th Hole Sponsor  | \$2,600 | 1 | <ul style="list-style-type: none"> <li>• Foursome included.</li> <li>• Priority reservation for additional foursome after tournament is open to members.</li> <li>• Logo on banner, printed materials, and web site. Tee sign.</li> </ul>   |
| 16   | Pro-Longest Hole   | \$2,850 | 1 | <ul style="list-style-type: none"> <li>• Foursome included.</li> <li>• Priority reservation for additional foursome after tournament is open to members.</li> <li>• Logo on major tournament signage, printed materials, and website</li> <li>• Professional golfer provided</li> </ul>   |
|      | US Open            | \$2,600 | 1 | <ul style="list-style-type: none"> <li>• Foursome included.</li> <li>• Priority reservation for additional foursome after tournament is open to members.</li> <li>• Logo on major tournament signage, printed materials, and web site.</li> </ul>   |
|      | Breakfast Sponsor  | \$1,500 | 1 | <ul style="list-style-type: none"> <li>• Signage at luncheon tables, tournament signage, printed materials, and website.</li> <li>• Catering is included.</li> </ul>  |
|      | Cart Sponsor       | \$1,000 | 2 | <ul style="list-style-type: none"> <li>• Company name/logo on all carts. Cart signage provided.</li> </ul>  |
|      | Logo Golf Balls    | \$500   | 1 | <ul style="list-style-type: none"> <li>• Sponsor to purchase and provide golf balls with their logo. To be given out at check-in table.</li> </ul>  |
|      | Golf Towel Sponsor | \$500   | 1 | <ul style="list-style-type: none"> <li>• Sponsor to purchase and provide towel with their logo. To be given out at check-in table.</li> </ul>   |
|      | Putting Contest    | \$1,500 | 1 | <ul style="list-style-type: none"> <li>• Sponsor may promote itself at the tee with an approved theme.</li> <li>• Includes two \$50 Pro Shop gift certificates for prizes.</li> </ul>   |

***Subject to availability, first come first served basis.***

# GOLF TOURNAMENT SPONSORSHIP

| Hole                | Name                | Price   | # | Benefit   |
|---------------------|---------------------|---------|---|---|
| 2, 5, 14, 17        | Closest to Pin      | \$950   | 4 | <ul style="list-style-type: none"> <li>Sponsor may promote itself at the tee with an approved theme.</li> <li>Includes two \$50 Pro Shop gift certificates for prizes.</li> </ul> |
| 18                  | Longest Drive       | \$950   | 1 | <ul style="list-style-type: none"> <li>Sponsor may promote itself at the tee with an approved theme.</li> <li>Includes two \$50 Pro Shop gift certificates for prizes.</li> </ul> |
| 11                  | Most Accurate Drive | \$950   | 1 | <ul style="list-style-type: none"> <li>May promote company at the tee with an approved theme.</li> <li>Includes two \$50 Pro Shop gift certificates for prizes.</li> </ul>        |
| 12                  | Las Vegas Hole      | \$950   | 1 | <ul style="list-style-type: none"> <li>May promote company at the tee with an approved theme.</li> <li>Wagering will benefit the CRC who will provide instructions.</li> </ul>    |
| 3, 6, 9, 10, 13, 15 | Beverage Sponsor    | \$950   | 6 | <ul style="list-style-type: none"> <li>May promote company at the tee with an approved theme.</li> <li>Sequoiah will provide ice chest with ice, soda, water and beer.</li> </ul> |
| 13                  | Photo Sponsor       | In-Kind |   | <ul style="list-style-type: none"> <li>Official tournament photographer and will provide FREE photos to golfers.</li> </ul>   |
| 1, 4, 7, 8          | Open Sponsorships   | \$950   | 3 | <ul style="list-style-type: none"> <li>May promote company at the tee with an approved theme - be creative!!</li> </ul>   |

Annual Sponsors select the sponsorship of choice and may promote their company with approved themed entertainment during the tournament.

***\*Pricing & Sponsorship may be subject to change.***