

# THE 2019 MICHAEL P. BROOKS MEMORIAL GOLF OUTING

Presented by



**WEDNESDAY, JUNE 12, 2019 IN BOYLSTON, MA**



We are pleased to announce that our Sponsorship drive for the 18<sup>th</sup> Annual SIM Boston Golf Outing is now underway!

For 18 consecutive years, SIM Boston has held an annual golf outing to help us support our Community Partnerships and Outreach Program. As our largest fundraiser, our members, guests and sponsors come together to raise over \$50,000 each year.

SIM Boston is a professional association for information technology leaders and the largest Chapter of SIM International. Our members are committed to advancing the Information Systems profession, developing the next generation of information technology leaders, supporting the development of youth and encouraging individuals to consider information technology as a career path.

Sponsorship offers distinct value to your organization and provides visibility to the SIM Boston members in greater Boston and across much of New England. Among the many benefits derived from being a Sponsor are:

- Increased visibility to the IT Leadership community
- Opportunities to meet and interact with senior IT Executives, including CIO's, in leading New England companies
- Opportunities to associate your brand with the trusted brand of SIM Boston
- Opportunities to share expertise with IT executives across New England
- Recognition for your support of various community outreach programs championed by SIM Boston and our members
- Recognition as an organization that seeks to advance the information technology profession

This event is made possible through the participation of our Corporate Sponsors. Your representatives will have the ability to meet senior IT executives who are interested in how your solutions can help address business and IT challenges. This is a casual, fun-filled day where you can meet with leading technology executives to build relationships and market your brand.

This all-day event is an excellent opportunity to introduce your company and capabilities to our SIM members, and have some fun doing so.

## SCHEDULE FOR THE DAY

### **18-Hole Golf Outing**

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9:00 am	Registration & Golf Warm Up (Driving Range & Putting Green)
10:00 am	Boxed Lunch
10:15 am	Players to Carts & Reading of the Rules
10:20 am	Shotgun Start – Proceed to holes
10:30 am	18-Hole Outing Play (Scramble format)

### **SIM Boston Golf School (Instruction & 9-Hole Outing)**

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10:30 am	Registration, Golf Warm Up (Driving Range & Putting Green) & Boxed Lunch
12:00 pm	One-hour lesson with PGA Golf Pro and 9-Hole Outing

### **Post-Outing Events for All**

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4:30 pm	Cocktail Reception & Networking
5:00 pm	Putting Contest Finals
5:30 pm	Dinner & Awards Reception*
7:00 pm	Conclusion of the 18th Annual SIM Boston Golf Outing

- \* Each contest hole Sponsor will be provided an opportunity to present a prize to their contest hole winner during this time.

## SPONSORSHIP OPPORTUNITIES

SIM Boston offers five Sponsorship levels with unique opportunities at each level. The Sponsorship year is June 1 through May 31 and may be renewed each year. The five levels and associated features are summarized below.

### Exhibit I: Golf Outing Sponsorship Summary

Feature/Sponsorship Level	Title	Platinum	Gold	Silver	Bronze
Cost	\$20,000	\$10,000	\$6,500	\$4,500	\$2,500
# Offered	1	2	6	14	6
<b>Visibility at Golf Outing</b>					
Complimentary Golfer Registrations	8	4	2	2	1
Representatives @ Sponsorship Location	4	3	2	2	
Present Prize to Winner of your Contest Hole	•	•	•		
<b>Visibility after Golf Outing</b>					
List of all registered golfers	•	•	•	•	•
Logo on SIM Boston Website	•	•	•	•	•
Signage at SIM Boston events	•	•	•	•	•
Tech Leadership Series meeting attendees	4	3	2		
One Thought Leadership Paper	•	•			
Attend One Roundtable Event	•	•			
<b>SIM Boston Membership <sup>(1)</sup></b>					
Eligible to Apply for a One Year Membership	2	1	1	1	

• Feature Included with Sponsorship

An individual from the Sponsoring organization who meets the SIM Boston membership requirements is eligible to apply for a one-year membership to SIM Boston. Membership is subject to availability and approval by a Membership Co-Chair. The cost of the one-year membership is not included in the Sponsorship fee.

A more detailed description of the features associated with each level is provided on the following pages. Please note, the information provided in this brochure is subject to change without notice.

# SPONSORSHIP LEVELS

## SIM BOSTON TITLE SPONSOR @ \$20,000

The SIM Boston Title Sponsorship also offers the opportunity for premium direct interaction with roughly 170 attendees at the Golf Outing. This includes your staff located at a premium tee box for a Sponsored contest hole, introducing your firm and handing out your giveaway. You will also be able to present the contest prize to the winner at dinner. SIM Title Sponsorship offers additional opportunities for contact with SIM Boston members throughout the year.

Sponsorship	Quantity	Benefits
Premium Hole-In-One	1	<ul style="list-style-type: none"> <li>✓ Premium 24” x 36” tee box signage</li> <li>✓ Complimentary registration for two (2) foursomes, each comprised of two (2) golfers and two (2) Practitioner guests per foursome, who can participate in all the day’s events</li> <li>✓ Hole-In-One Prize of a New Car on Hole #6 (Premium Par-3 Hole on the entire course).</li> <li>✓ Four (4) representatives can staff a table at your Sponsored hole to interact with golfers and hand out your promotional giveaways. The representatives are welcome to attend dinner and all after golf festivities.</li> <li>✓ Signage and logo on all player golf carts.</li> <li>✓ Opportunity to introduce the company and present the contest hole prize during dinner.</li> <li>✓ Contest prize provided by SIM Boston.</li> </ul>

**As the Title Sponsor of the 18<sup>th</sup> Annual SIM Boston Golf Outing, your benefits also include:**

1. Sponsor’s logo will post on the SIM Boston Sponsor webpage, indicating Sponsor is the chapter’s Title Sponsor and with a link to the Sponsor’s webpage throughout the year.
2. Sponsor’s logo and a brief company description (50-word max) will be prominently placed on SIM Boston Sponsor’s webpage.
3. Sponsor will be acknowledged as a Title Level Sponsor on signage throughout the year at certain SIM events.
4. List of all names, titles, and companies for all registered golfers. Sponsor agrees to abide by the SIM Boston Code of Conduct and respect the vendor/member relationship.
5. Title Sponsor of SIM Boston’s fall conference –A separate agreement of terms and conditions with EFM, authorized agent of SIM Boston, will outline the rights and responsibilities of each party pertaining to the Summit, but will not increase cost or obligation above and beyond what is defined in the MOU. Sponsor must sign both contracts in order to be considered as the Chapter Title Sponsor.

6. Four (4) non-member representatives from Sponsor organization may attend, free of charge, all technology series meetings/socials (4-5 meetings) during the sponsorship year. Attendance to the Technology Leadership Summit is excluded and is covered in the contract with EFM.
7. Chapter wide distribution of a thought leadership paper to members of SIM Boston.
8. At no cost to Sponsor, two (2) representatives from Sponsor may attend one (1) SIM Boston CIO Roundtable meeting during Sponsorship year as active participants. Sponsor may present on an appropriate topic (15 minutes) if agreed to by the CIO Roundtable Co-chair well in advance of the meeting.
9. Eligibility for up to two (2) Sponsor members (Sponsor members must meet membership requirements in order to be considered). Membership is subject to availability and approval by a Membership Co-Chair. The cost of the one-year membership is not included in the Sponsorship fee.
10. SIM Boston will announce and thank the Sponsor on the SIM Boston social media platforms.

## SIM BOSTON PLATINUM SPONSOR @ \$10,000

A SIM Boston Platinum Sponsorship also offers the opportunity for premium direct interaction with roughly 170 attendees at the Golf Outing. This includes your staff located at the tee box for a Sponsored contest hole, introducing your firm and handing out your giveaway. You will also be able to present the contest prize to the winner at dinner. Platinum Sponsorship offers additional opportunities for contact with SIM Boston members throughout the year.

Sponsorship	Quantity	Benefits
Hole-In-One	2	<ul style="list-style-type: none"> <li>✓ Premium 24" x 36" tee box signage</li> <li>✓ Complimentary registration for a foursome comprised of two (2) golfers* and two (2) Practitioner guests who can participate in all the day's events.</li> <li>✓ \$10,000 Hole-In-One Prize on hole #9 or #11.</li> <li>✓ Three (3) representatives can staff a table at your Sponsored hole to interact with golfers and hand out your promotional giveaways. The representatives are welcome to attend dinner and all after golf festivities.</li> <li>✓ Opportunity to introduce the company and present the contest hole prize during dinner.</li> <li>✓ Contest prize provided by SIM Boston.</li> </ul>

**As a Platinum Sponsor of the 18<sup>th</sup> Annual SIM Boston Golf Outing, your benefits also include:**

1. Sponsor's logo will post on the SIM Boston Sponsor webpage with a link to the Sponsor's webpage throughout the year.
2. Sponsor's logo and a brief company description (50-word max) will be prominently placed on SIM Boston Sponsor's webpage.
3. Sponsor will be acknowledged as a Platinum Level Sponsor on signage throughout the year at certain SIM events.
4. List of all names, titles, and companies for all registered golfers. Sponsor agrees to abide by the SIM Boston Code of Conduct and respect the vendor/member relationship.
5. One non-member representative from Sponsor's organization may attend, free of charge, one (1) SIM Boston Technology Leadership, Service Desk or SIM Women Roundtable meeting during Sponsorship year.
6. Chapter wide distribution of a thought leadership paper to members of SIM Boston.
7. Eligibility for one (1) Sponsor member (Sponsor member must meet membership requirements in order to be considered). Membership is subject to availability and approval by a Membership Co-Chair. The cost of the one-year membership is not included in the Sponsorship fee.
8. Three (3) non-member representatives from Sponsor's organization may attend, free of charge, all technology series meetings/socials (4-5 meetings) during the Sponsorship year. Attendance to the Technology Leadership Summit is excluded from this offer.
9. SIM Boston will announce and thank the Sponsor on the SIM Boston social media platforms.

**Partnering with SIM Boston**





## SIM BOSTON GOLD SPONSOR @ \$6,500

The SIM Boston Gold Sponsorship offers the opportunity for premium direct interaction with roughly 170 attendees at the Golf Outing. You will also be able to present the contest prize to the winner at dinner. Gold Sponsorship offers additional opportunities for contact with SIM Boston members throughout the year.

Sponsorship	Quantity	Benefits
Hole-In-One (\$5,000 prize)	1	<ul style="list-style-type: none"> <li>✓ Premium 24" x 36" tee box signage</li> <li>✓ Complimentary registration for two (2) golfers* who can participate in all the day's events.</li> <li>✓ Two (2) representatives can staff a table at your Sponsored hole/putting green to interact with golfers and hand out your promotional giveaways. The representatives are welcome to attend dinner and all after golf festivities</li> <li>✓ Opportunity to present the contest hole winner with their prize at dinner.</li> <li>✓ Contest prize provided by SIM Boston.</li> </ul>
Men's Longest Drive	1	
Women's Longest Drive	1	
Straightest Drive	1	
Putting Contest (\$5,000 prize)	1	
Dinner	1	<ul style="list-style-type: none"> <li>✓ Premium 24" x 36" signage at a suitable location</li> <li>✓ Complimentary registration for two (2) golfers* who can participate in all the day's events.</li> <li>✓ Signage on each dinner table.</li> <li>✓ Recognition of dinner sponsor will be announced during dinner.</li> </ul>

**As a Gold Sponsor of the 18<sup>th</sup> Annual SIM Boston Golf Outing, your benefits would also include:**

1. Sponsor's logo will post on the SIM Boston Sponsor webpage with a link to the Sponsor's webpage throughout the year.
2. Sponsor's logo and a brief company description (50-word max) will be prominently placed on SIM Boston Sponsor's webpage.
3. Sponsor will be acknowledged as a Gold Level Sponsor on signage throughout the year at certain SIM events.
4. List of all names, titles, and companies for all registered golfers. Sponsor agrees to abide by the SIM Boston Code of Conduct and respect the vendor/member relationship.
5. Eligibility for one Sponsor member (Sponsor member must meet membership requirements in order to be considered). Membership is subject to availability and approval by a Membership Co-Chair. The cost of the one-year membership is not included in the Sponsorship fee.
6. Two (2) non-member representatives from Sponsor's organization may attend, free of charge, all technology series meetings/socials (4-5 meetings) during the Sponsorship year. Attendance to the Technology Leadership Summit is excluded from this offer.
7. SIM Boston will announce and thank the Sponsor on the SIM Boston social media platforms.

\* A Sponsor may invite additional golfers to join their foursome at the applicable registration cost. These additional golfers must meet SIM Boston membership requirements and may not be from the Sponsor's organization.

## SIM BOSTON SILVER SPONSOR @ \$4,500

A SIM Boston Silver Sponsorship offers the opportunity for direct interaction with roughly 170 attendees at the Golf Outing and opportunities for continued contact with SIM Boston members throughout the year.

Sponsorship	Quantity	Benefits
All		<ul style="list-style-type: none"> <li>✓ 24" x 36" signage at your Sponsorship location</li> <li>✓ Complimentary registration for two (2) golfers* who can participate in all the day's events</li> </ul>
Tee Box	11	<ul style="list-style-type: none"> <li>✓ Two (2) representatives can staff a table at the tee box of your Sponsored hole to interact with golfers and hand out your promotional giveaways. The representatives are welcome to attend dinner and all after golf festivities.</li> </ul>
Driving Range and Golf School	1	<ul style="list-style-type: none"> <li>✓ Two (2) representatives can staff a table at the Driving Range to interact with golfers and hand out your promotional giveaways.</li> <li>✓ Each golfer receives a bag of golf tees imprinted with your logo. The representatives are welcome to attend dinner and all after golf festivities.</li> </ul>
Lunch	1	<ul style="list-style-type: none"> <li>✓ Two (2) representatives can staff a table in the Ballroom to interact with golfers and hand out your logoed boxed lunches and your promotional giveaways. The representatives are welcome to attend dinner and all after golf festivities.</li> </ul>
Cocktail Reception	1	<ul style="list-style-type: none"> <li>✓ Two (2) representatives can staff a table at the cocktail reception to interact with golfers and hand out your promotional giveaways.</li> <li>✓ Each golfer receives one (1) \$7 drink coupon imprinted with your logo. The representatives are welcome to attend dinner and all after golf festivities.</li> </ul>

**As a Silver Sponsor of the 18<sup>th</sup> Annual SIM Boston Golf Outing, your benefits would also include:**

1. Sponsor's logo will post on the SIM Boston Sponsor webpage with a link to the Sponsor's webpage throughout the year.
2. Sponsor's logo will appear on signage throughout the year at certain SIM events.
3. List of all names, titles, and companies for all registered golfers. Sponsor agrees to abide by the SIM Boston Code of Conduct and respect the vendor/member relationship.
4. Eligibility for one Sponsor member (Sponsor member must meet membership requirements in order to be considered). Membership is subject to availability and approval by a Membership Co-Chair. The cost of the one-year membership is not included in the Sponsorship fee.
5. SIM Boston will announce and thank the Sponsor on the SIM Boston social media platforms.

\* A Sponsor may invite additional golfers to join their foursome at the applicable registration cost. These additional golfers must meet SIM Boston membership requirements and may not be from the Sponsor's organization.

**Partnering with SIM Boston**

## SIM BOSTON BRONZE SPONSOR @ \$2,500

A SIM Boston Bronze Sponsorship offers the opportunity for direct interaction with roughly 170 attendees as a participant at the Golf Outing and continued visibility with SIM Boston members throughout the year with your logo displayed on our website.

Sponsorship	Quantity	Benefits
All		<ul style="list-style-type: none"> <li>✓ 24" x 36" signage at the Clubhouse</li> <li>✓ Complimentary registration for one (1) golfer* who can participate in all the day's events</li> </ul>
Golf Ball	3	<ul style="list-style-type: none"> <li>✓ Each golfer receives one sleeve of Titleist golf balls imprinted with your logo.</li> </ul>
Cyprian Bucks	1	<ul style="list-style-type: none"> <li>✓ Each golfer receives \$5 in Cyprian Bucks for purchasing food/beverage on the course. Your logo will appear on the Cyprian Bucks coupons.</li> </ul>
Putting String	1	<ul style="list-style-type: none"> <li>✓ Each cart gets an envelope with one putting string of unknown length. Your logo will appear on each envelope.</li> </ul>
Mulligans	1	<ul style="list-style-type: none"> <li>✓ Each golfer will be given 2 mulligan tickets in an envelope. Each ticket can be used to reshoot any shot during the round. Your logo will appear on the tickets and on the envelope.</li> </ul>

**As a Bronze Sponsor of the 18<sup>th</sup> Annual SIM Boston Golf Outing, your benefits would also include:**

1. Sponsor's logo will post on the SIM Boston Sponsor webpage with a link to the Sponsor's webpage throughout the year.
2. Sponsor's logo will appear on signage throughout the year at certain SIM events.
3. List of all names, titles, and companies for all registered golfers. Sponsor agrees to abide by the SIM Boston Code of Conduct and respect the vendor/member relationship.
4. SIM Boston will announce and thank the Sponsor on the SIM Boston social media platforms.

\* A Sponsor may invite 1 additional golfer to join their foursome at the applicable registration cost. This additional golfer must meet SIM Boston membership requirements and may not be from the Sponsor's organization.

## **ABOUT SIM Boston**

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SIM Boston is the largest SIM chapter. SIM Boston members include information technology leaders from across much of New England. The level of involvement by SIM Boston members is summarized in Exhibit II.

### **Exhibit II: SIM Boston Summary Statistics**

<b>Feature/Sponsorship Level</b>	<b>Frequency</b>	<b>Audience</b>	<b>Measure</b>
SIM Membership	N/A	400	Members
SIM Boston Member Site	N/A	400	Members
Logo on SIM Boston Web Site	N/A	800 500	Visits/Month Unique Visits/Month
SIM National LinkedIn Group	N/A	2,700	Members
SIM National Member Site	N/A	5,000	Members
Thought Leadership Paper	N/A	400	Members
Golf Tournament	Annually	170	Attendees

<b>SIM Boston Meetings</b>	<b>Frequency</b>	<b>Audience</b>	<b>Measure</b>
Technology Leadership Series	5 / yr.	60-125	Attendees
Boston CIO Roundtable	4 / yr.	20-40	CIO/ Sr. Leader
Life Sciences CIO Roundtable	2 / yr.	20-30	CIO/ Sr. Leader
Education Roundtable	4 / yr.	10-15	Attendees
Member Career Development	12 / yr.	20-40	Members
Practitioners Roundtable – Boston	4 / yr.	12-20	Direct Report to CIO
Practitioners Roundtable – Providence	4 / yr.	12-20	Direct Reports to CIO
Service Desk Roundtable	4 / yr.	10-15	Service Desk or SLS
SIM Women	3 / yr.	10-20	Attendees
Regional Leadership Forum	Annual	50	Attendees
SIM Silver	4 / yr.	10-15	Attendees
Tribe Pop-Up	6+ / yr.	12-20	Attendees

Through the above communication channels and programs, there is significant opportunity for Sponsors to engage with senior IT Leadership and influence the information technology profession.

## **NEXT STEPS**

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We look forward to exploring the possibilities of your organization's involvement in the SIM Boston Information Technology Leadership community.

To learn more about SIM Boston, please visit [simboston.org](http://simboston.org). For more information on Sponsorship opportunities, please contact [sponsorship-chairs@simboston.org](mailto:sponsorship-chairs@simboston.org).