

# MENU OF SPONSORSHIPS

## Featured Sponsorships (\$20,000 - \$100,000)

These sponsorships provide the highest levels of visibility available, throughout the year and especially during tournament week.

## Event Sponsorships (\$15,000 - \$35,000)

Several opportunities exist for you to become a major sponsor of The Danielle Downey Credit Union Classic, including opportunities to sponsor our "Corporate VIP and Hospitality Center", our Monday and our Wednesday Pro-Am Events, our Tuesday night "Party with the Pros" and our Women's Executive Forum, an educational and networking event.

## Corporate Partners (\$5,000 - \$10,000)

Opportunities to sponsor practice areas, golf carts, scoreboards, cocktail parties, clinics, and more are included in this price range. All come with VIP privileges and those at the \$10,000 level come with Pro-Am opportunities.

## Pro-Am Teams (\$4,000)

We have three different pro am events which are held on Monday afternoon, Wednesday morning and a new "Invited Teams" event on Wednesday afternoon to accommodate a large demand that has grown each year.

## Hole Sponsorships (\$1,000)

Limited number available - this is for the whole week of the event, and will be limited to one per hole.

# FEATURED SPONSORSHIPS

These high profile sponsorships range from \$20,000 - \$100,000 and feature the most benefits and the most recognition.

## Title Sponsorship ..... **SOLD (Credit Unions)**

The title sponsor's name and logo are incorporated into the title of the event. This sponsorship is named in every media release, and every TV and radio advertisement and all media. Benefits include Pro Am Teams and invitations to all parties and events, VIP tickets for clubhouse deck and private dining areas, clubhouse tickets and grounds tickets; signage on the course and logo included in the tournament logo. Ads in Program Book will be commensurate with individual contributions. The sponsor will be featured on our web site, and all social media will include your name and repeated mentions. Name and logo will be included on LPGA and LPGA Symetra Tour Web sites. Speaking opportunities on 18<sup>th</sup> green on Sunday, and other events where deemed appropriate.

## Presenting Sponsor ..... **\$30,000**

The presenting sponsor's name and logo will be incorporated into tournament communications, advertisements, media, tickets, and on various web site and social media releases whenever possible and when appropriate. You will have extensive networking, entertainment, and VIP privileges during the year and especially during tournament week. When a shortened version of the tournament title (media, etc.) is used your name may or may not appear. But every effort will be made to feature our presenting sponsor.

## Women's Executive Forum ..... **SOLD (The Summit Federal Credit Union *more opportunities available*)**

New this year, a Women's Executive Forum is being planned with a focus on leadership, workplace, women's health issues and/or financial issues. The content will be determined in part by the sponsor(s) and can take any of these focus areas into play or change it to something more relevant to the sponsor. Headed up by a panel of local women in leadership roles, the 2016 forum was a big success!

## Official Vehicle ..... **SOLD (Toyota)**

The official vehicle will be exclusively on display at the event, and this sponsorship will include insurance for hole-in-one prizes and perhaps the putting contest prize. You will need to bear the cost of a tent to display vehicles, and will receive a negotiated and generous benefits package with tickets, Pro-Am teams, program ads, signage and more.

## Corporate VIP Hospitality Center ..... **\$10,000**

Naming rights to an exclusive hospitality area with dedicated food and beverage for all VIP attendees. As a sponsor you will receive tickets to this VIP area and the opportunity to present some branding within specifications that keep the flavor of the area consistent with a VIP setting. The Corporate VIP Hospitality Center will be open from Thursday through Sunday. In 2015 this was a shared sponsorship and that opportunity exists again in 2016.

# CORPORATE PARTNERS

The following are sponsorships that include a Pro-Am team

- Ticket Sponsors** ..... \$10,000  
Place your company's logo and perhaps a coupon on all tickets sold and/or distributed at golf course.
- Pairings Sheets** ..... SOLD (Sage Ruddy)  
Place your company's logo and advertisement on daily pairings sheets which will include Thursday to Sunday exposure.
- Printing** ..... SOLD (Merlin)  
This company will do all of our printing for the tournament and we will include display and entertainment opportunities in the way of exposure through use of your company's logo, Pro-Am teams, VIP passes, and daily passes. We will have extensive printing needs for this event including vouchers, weekly and daily passes, VIP tickets, posters, pairings sheets, and perhaps a program. Your logo will appear on all printed materials.
- On-Course Leaderboards** ..... SOLD (Delta Air Lines)  
Name prominently displayed on all scoreboards and leaderboards throughout the course.
- Main Scoreboard** ..... SOLD (Visit Rochester, Monroe County Sports Commission, Greater Rochester Chamber of Commerce)  
Your logo will be displayed on our large main scoreboard that tracks daily performance of all players, located in a high traffic area, with great visibility.
- Lanyards** ..... \$5,000  
Your name and logo will be on all ticket lanyards for every spectator on the course
- Volunteer Sponsor** ..... SOLD (USA Payroll)  
We will use your logo on all volunteer shirts, and recognize your company with signage.
- Shuttle Buses and Parking** ..... SOLD (LINQ)  
This is an opportunity to advertise to approximately 90% of our attendees who will need to park off-site and take shuttle buses to our tournament.
- Hotel Sponsor** ..... \$5,000  
The hotel sponsor will assist us with housing LPGA staff and VIPs here for the tournament as well as players who come into town for media visits in the months leading up to the tournament. The host hotel will be featured and recommended to players and out-of-town guests looking for accommodations during tournament week.

# MORE CORPORATE PARTNERS

These sponsorships do not include a Pro-Am team but can be upgraded to include a team for an additional \$3,000.

All of these are currently being offered to last year's sponsors but will be sold on a first come first serve basis.

**Caddie Bibs** ..... **SOLD (Burke Group)**

Your company name will appear on the caddie bibs throughout tournament week; great visibility to fans and media for the entire week.

**Brook-Lea Member Welcome Cocktail Party** ..... **\$5,000**

This is an exclusive event for Brook-Lea Country Club members who will welcome some of the professionals to Rochester with an intimate gathering on the evening of Sunday, July 10.

**Clinics** ..... **\$5,000**

These clinics are hosted by the LPGA Symetra Tour professionals and we will arrange for two to three one hour clinics on Tuesday morning.

**Driving Range** ..... **\$5,000**

This sponsorship includes signage at the driving range and spectators frequent this area to watch players warm up before their rounds, or practice after their rounds.

**Putting Green** ..... **SOLD (Paychex)**

This sponsorship includes signage at the practice green – spectators frequent this area to watch players before their tee times and after their rounds.

**Golf Carts** ..... **\$5,000**

Weather permitting, golf carts are in Pro-Am events, during practice rounds, and are used during the entire tournament by volunteers that drive player belongings around as well as scoring and statistical people who radio in results. This sponsorship includes your logo to be displayed on all golf carts On play dates, every group has a cart from Thursday to Sunday, unless the course is too wet to accommodate that.

**Quiet Paddles** ..... **\$5,000**

Your company logo will be displayed on the quiet paddles used by the volunteer tournament marshals around areas busy with spectators such as tees and greens.

**Qualifying Event** ..... **\$5,000**

Sponsor an event to take place about a week before the tournament where local players can try to qualify for the tournament. A great opportunity to support local women golfers and their pursuit of playing in a professional event.

# EVENT SPONSORSHIPS

Each of these events is intended to maximize exposure and business to business opportunities for the lead sponsors.

## **Monday Pro-Am Sponsor .....SOLD (Reliant Community Credit Union)**

Your company would be the sponsor of our Monday Pro-Am event which is normally an upscale golf event and the demographics of the participants reflect that. This is an incredibly special day as 24 local high school girls get to spend the afternoon along-side a professional. One of the high school players called it "the best day of my life." Benefits include speaking opportunities at the awards ceremony which is during dinner and signage, banners, web site, media, and use of your logo where appropriate. The third annual Danielle Downey Scholarship will be awarded that evening as well.

## **Tuesday Party with the Pro's .....SOLD (Auto Financial Group and Open Lending)**

On Tuesday July 18 our sponsors, Pro-Am participants, and their guests will join 80-100 of our LPGA professionals for an evening full of food, music and fun! We take over the entire Brook-Lea Clubhouse for the best Meet The Pro's party on the Symetra tour! One of the players called last year's event "the best party in the history of the tour."

## **Wednesday AM "Nine and Nine" Pro-Am .....SOLD (The Bonadio Group)**

Your company would be the sponsor of our morning Pro-Am event which will include up to 72 amateur players on 24 teams, with 48 professionals. This differs from the Monday event in that each team golfs with two professionals, one on each nine. Benefits to be negotiated and include playing spots, signage, banners, web site, media, and use of your logo wherever appropriate.

## **Wednesday PM Pro-Am .....SOLD (Auto Financial Group)**

Your company would be the sponsor of our afternoon Pro-Am event which will include up to 72 amateur players on 24 teams, with 48 professionals. Benefits to be negotiated and include playing spots, signage, banners, website, media and use of your logo wherever appropriate.