



Alberta Children's Hospital Foundation Alberta Open Sponsorship Opportunity



***Presented by:
Sandra Craig,
Alberta Golf
Tournament Director***

***Brent Ellenton,
Alberta Golf
Executive Director***





Sponsorship Outline



- Alberta Golf is seeking to secure \$20,000 in sponsorship for the Alberta Open. We are seeking an annual contribution of \$20,000 from four co-sponsors and a commitment for 2009-2011.
- Alberta Golf will conduct the Alberta Open Championship and Qualifying Events.





The Alberta Open



Introduction

- ▣ Alberta Golf reintroduced one of Alberta's first major championships – The Alberta Open in 2003
- ▣ Alberta Golf will promote the events throughout the province through media sources, member clubs, our website, newsletters and magazines
- ▣ In 2009, the field will continue to be comprised of Alberta's top touring professionals, club professionals and amateur players





The Tradition



Alberta Open Facts

- ▣ The first Alberta Open was held in 1934
- ▣ Wes Heffernan from Calgary was a three – peat winner in 2008.
- ▣ The Alberta Open has raised **\$103,000** for the Alberta Children’s Hospital Foundation in the last 3 years!





Sponsorship Benefits



Why Get Involved?

- ▣ Unique niche marketing opportunity
- ▣ Positive brand exposure in provincial media
- ▣ Chance to raise funds for the Alberta Children's Hospital Foundation
- ▣ Cost effective entry into interested demographic segment





Sponsorship



What do you get?

- ▣ Presenting sponsor name recognition
- ▣ Inclusion of clients in the world class Alberta Open Pro Am
- ▣ Positive publicity





Sponsorship Benefits



Promotion & Exposure

- 📄 Terrific media attention
- 📄 Exclusive sponsorship rights for term of contract
- 📄 Exclusive corporate logo representation on all Alberta Open materials – entries, posters, signage, results and Pro Am souvenirs





Sponsorship Benefits



Press Releases and Signage

- ▣ Announcing sponsorship relationship to Alberta Open
- ▣ Announcing the Alberta Open Championship
- ▣ Daily score updates during event

- ▣ Banner recognition displayed at the Alberta Open, and Qualifying Events





Sponsorship Benefits



Print Materials & Website

- ▣ Sponsor Logo Recognition
 - ▣ Inclusion of a full colour advertisement in the 25,000 issue Alberta Golfer Magazine
 - ▣ 200 tournament schedule posters mailed to clubs
 - ▣ 5,000 entry forms mailed to clubs





Sponsorship Benefits



Print Materials & Website

📄 4-6 on-site banners

📄 All Alberta Open Press Releases
circulated before, during and after event

📄 Inclusion of sponsor logo and link on the
Alberta Golf Website that counts 100,000 annual hits





Return on Investment



An Impressive Return!

- Based on historical data Alberta Golf strives to provide each sponsor an associated benefit of \$3 for every \$1 invested.
- Returns can be measured in provincial wide media exposure and enhanced brand recognition among Alberta's golf community





Return on Investment



- ▣ The average lifespan of Alberta Golf sponsors is 5 years, illustrating the successful partnering we have achieved. Several sponsors have continued to market themselves through Alberta Golf for 10+ years
- ▣ Additionally, demographic studies would support the conclusion that golf is a dynamic growing sport capturing the interest of upwards of 30% of Alberta's population.





Return on Investment



- Being associated with this sport will provide sponsors with a strong corporate image among golf club management, club members, junior golfers, corporate peers, golf professionals, parents and the general golfing public





MEDIA COVERAGE



- ▣ Global TV Edmonton and Calgary – 3 days coverage on supper and late sportscasts
- ▣ CBC Edmonton and Calgary – 3 days coverage on supper and late sports
- ▣ CTV Calgary – 3 days coverage on supper and late sports





MEDIA COVERAGE



▣ Calgary Herald – 3 days articles and listing of scores

▣ Calgary Sun – 3 days articles and listing of scores

▣ Edmonton Journal – 3 days articles and listing of scores





MEDIA COVERAGE



- ▣ Edmonton Sun – 3 days articles and listing of scores
- ▣ Calgary Golfer – stories, photos
- ▣ Lethbridge Herald – 2 days articles and listing of scores





MEDIA COVERAGE



- ▣ FAN 960 Radio Calgary – 3 days coverage including live interviews
- ▣ QR 77 Calgary – 2 days coverage
- ▣ LITE 96 FM – 2 days coverage of scores





2009 Alberta Open



- ▣ Alberta Open Qualifying Events – 132 player fields
 - ▣ May 19th (Lewis Estates GC/Olds GC)

- ▣ Alberta Open Best Ball Championship (18 holes)
 - ▣ Monday, May 25th at Carnmoney Golf Club
 - ▣ 60 – 2 man Best Ball teams
 - ▣ Pro-Media, Pro-Am, Am – Am flights
 - ▣ \$400 per team
 - ▣ Banquet and Fundraising Auctions

- ▣ Alberta Open (54 holes)
 - ▣ May 26th-28th Carnmoney Golf Club





Contact Information



**Sandra Craig, Alberta Golf
Tournament Director**

**Brent Ellenton, Alberta Golf
Executive Director**

#22, 11410-27 Street S.E. Calgary, Alberta
T2Z 3R6 403-236-4616

Email: sandra.craig@albertagolf.org

brent.ellenton@albertagolf.org

