

2019-20

ufv.ca/golf4SASI

2ND ANNUAL
building bridges
COMMUNITY GOLF DAY

SPONSORSHIP
OPPORTUNITIES



in support of UFV's South Asian Studies Institute

FRIDAY, AUG 23, 2019
11 AM
Chilliwack Golf Course



SPONSORSHIP OPPORTUNITIES

BUILD A VALUABLE PARTNERSHIP WITH UFV

By sponsoring the Building Bridges Community Golf Day on Aug 23, you will support UFV's South Asian Studies Institute Reasearch Fellowship program.

The South Asian Studies Institute (SASI) takes direction from UFV's strategic goals to be a leader of social, cultural, economic, and environmentally responsible development in the Fraser Valley. The Institute investigates and considers the complex successes, challenges, and issues as well as the multi-faceted contributions of Canadian South Asians.

MEET YOUR AUDIENCE

Make your marketing dollars go further. Your message can reach:

- ✓ A loyal and diverse audience of up to 30,000 social media followers
- ✓ Event attendees from across the Fraser Valley and Lower Mainland
- ✓ Community leaders, research partners, and academic affiliates
- ✓ 100,000 Fraser Valley readers a week through event ads in The Patrika

BENEFITS OF SPONSORSHIP

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As a sponsor, you will:

- ✓ Increase your brand awareness
- ✓ Create positive brand affiliation with UFV
- ✓ Be positioned as a community leader in the Fraser Valley

* Benefits to your organization are based upon industry standardization of values.

SPONSOR LEVEL	PRESENTING ¹	PLATINUM	GOLD	POWER CART	DINNER & WINE	TEE GIFT	HOLE IN ONE	HOLE	CONTEST
GENERAL	\$10,000	\$3,500	\$2,500	\$2,250	\$1,750	\$1,000	\$500	\$500	\$350
	1 available	2 available	2 available	1 available	3 available	3 available	1 available	18 available	4 available
Exclusivity in type of business	✓	—	—	—	—	—	—	—	—
Exclusive opportunity to speak at après dinner	✓	—	—	—	—	—	—	—	—
Your corporate logo incorporated into tournament logo design	✓	—	—	—	—	—	—	—	—
FIRST TOUCH									
Event invitations	✓	✓	—	—	—	—	—	—	—
CORPORATE RECOGNITION, ADVERTISING, AND PROMOTION									
Recognition in all Fraser Valley wide advertising (digital & traditional), posters, etc.)	✓	✓	✓	✓	✓	✓	✓	—	—
Corporate logo included in event advertising and on UFV giving website (linked)	prominent	large	large	medium	small	small	small	—	—
UFV internal communications (UFV Today/UFV Blog/Giving e-newsletter)	✓	✓	✓	✓	—	—	—	—	—
Inclusion in Skookum and other UFV publications	✓	✓	—	—	—	—	—	—	—
Corporate logo on every golf cart sign	—	—	—	✓	—	—	—	—	—
Corporate logo on après dinner sign	—	—	—	—	✓	—	—	—	—
Corporate logo on tee box sign	—	—	—	—	✓	—	✓	✓	✓
Recognition on UFV on-campus digital screens, UFV Twitter and Facebook channels	✓	✓	✓	✓	✓	✓	—	—	—
Opportunity to include your samples or coupons in golfer bags**	✓	✓	✓	✓	✓	✓	✓	✓	✓
EVENT PROFILE									
Company profile in event program	up to 200 words with your logo	logo	name listed – large	name listed – large	name listed – medium	name listed – medium	name listed – small	name listed – small	name listed – small
Advertisement in event program*	full page	½ page	¼ page	—	—	—	—	—	—
Complimentary golf entries and après dinner	4 tickets	2 tickets	1 tickets	1 ticket	—	—	—	—	—
Complimentary or discounted après dinner tickets	—	—	—	—	1 ticket	1 ticket	discount	discount	discount
Opportunity to have a banner and display table in the clubhouse and on course**	✓	✓	✓	—	—	—	—	—	—
Formal verbal recognition at the après dinner	✓	✓	✓	✓	✓	✓	—	—	—
Sponsorship recognition on event slideshow	prominent	large	large	medium	small	small	small	small	small
POST-EVENT RECOGNITION									
Certificate of appreciation with sponsorship level	✓	✓	✓	✓	✓	✓	✓	✓	✓
Corporate logo in post-event thank you newspaper ad, e-communication, website and social media profiles**	prominent	large	large	medium	small	small	name listed	name listed	name listed

* actual dimensions to be determined by promotional piece ** to be supplied by sponsor ¹ In order to receive full benefits for your sponsorship, please confirm by May 6.

building bridges COMMUNITY GOLF DAY in support of UFV's South Asian Studies Institute (SASI)

Enter for your chance to win a **hole-in-one Mercedes** from OpenRoad Mercedes-Benz!

Our event founders, Dr. Amarjit Bajwa and Dr. Malwinder Dhami, want to build a bridge to foster deeper understanding, respect and friendship between people of various ethnicities in the Fraser Valley. Join them for a fun day of golf in support of a good cause.

The Building Bridges Community Golf day supports UFV's South Asian Studies Institute (SASI) Research Fellowship Endowment, which funds scholarly research aimed at answering questions and tackling issues that matter in the Fraser Valley and beyond. This research in particular responds to and has relevance for local, provincial, and national communities.

Support the SASI Research Fellowship Endowment by attending the event, becoming a sponsor, or donating a silent auction item or prize. Please contact us at giving@ufv.ca to find out more about this opportunity.

Thank you for considering these sponsorship opportunities for the Building Bridges Community Golf Day. We look forward to your support and participation.

SCHEDULE:

- 11 am Registration
- 1 pm Shotgun start (Texas scramble format)
- 6 pm Après golf dinner and reception

REGISTRATION FEES:

- Single Golfer – \$150, Twosome – \$300, Foursome – \$600, Foursome including player from National Championship team – \$750 (3 available on first come, first served basis)
- Dinner only – \$85

REGISTRATION INCLUDES:

- ✓ Gift for each golfer
- ✓ Snacks and refreshments
- ✓ On-course activities and contests
- ✓ Apres Golf dinner and reception
- ✓ Team and contest prizes

Together, we are changing lives and building community. Sign up online at ufv.ca/golf4SASI

THANK YOU

We look forward to your support and participation as a sponsor. To confirm your sponsorship, or for more information, please contact Advancement & Alumni Relations.

CONTACT US:

Phone: (604) 854-4595 | E-mail: giving@ufv.ca