

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 Research 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

SPONSOR LEVEL

GENERAL

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)

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

Advertisement in event program*

Complimentary golf entries and après dinner

Complimentary or discounted après dinner tickets

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

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**

* 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 June 30.

BENEFITS OF SPONSORSHIP

BENEFITS OF SPONSORSHIP*

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.

PRESENTING ¹	PLATINUM	GOLD	POWER CART	DINNER + WINE	TEE GIFT	HOLE IN ONE	HOLE	CONTEST
\$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
✓	—	—	—	—	—	—	—	—
✓	—	—	—	—	—	—	—	—
✓	—	—	—	—	—	—	—	—
✓	✓	—	—	—	—	—	—	—
✓	✓	✓	✓	✓	✓	✓	—	—
prominent	large	large	medium	small	small	small	—	—
✓	✓	✓	✓	—	—	—	—	—
✓	✓	—	—	—	—	—	—	—
—	—	—	✓	—	—	—	—	—
—	—	—	—	✓	—	—	—	—
—	—	—	—	✓	—	✓	✓	✓
✓	✓	✓	✓	✓	✓	—	—	—
✓	✓	✓	✓	✓	✓	✓	✓	✓
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
full page	½ page	¼ page	—	—	—	—	—	—
4 tickets	2 tickets	1 tickets	1 ticket	—	—	—	—	—
—	—	—	—	1 ticket	1 ticket	discount	discount	discount
✓	✓	✓	—	—	—	—	—	—
✓	✓	✓	✓	✓	✓	—	—	—
prominent	large	large	medium	small	small	small	small	small
✓	✓	✓	✓	✓	✓	✓	✓	✓
prominent	large	large	medium	small	small	name listed	name listed	name listed

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

Join us for a chance to win a Mercedes from our hole-in-one sponsor 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-filled 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 a player from our 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
- ✓ Après 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