

4<sup>th</sup> Season

# 2015

## Tournament & Event Series



Sponsorship Proposal



Businesses searching for creative and interactive ways to reach new, loyal and active customers are invited to partner with the Quadra Island Golf Club.

Through a partnership with the Quadra Island Golf Club you will increase your business exposure within the golf and local community and enhance your consumer or client base.

This cross-marketing opportunity will benefit your business and strengthen your roots in our community and surrounding region which equates to financial dividends.

We offer a unique sponsorship program which can be tailored to fit and fulfil your marketing targets. Get face to face with new customers by choosing the sponsorship level most suitable to you!



"For an Island golf course, it is fantastic. Being a nine hole course, is what makes it so desirable and affordable. People are busy and only have time to play 9."

"The Quadra Island Golf Club offers a great outdoor recreation opportunity for the Island. It is one of a few quality golf courses in our Region but it is very unique and very challenging."

"It's really awesome how many tournament opportunities the Quadra Island Golf Course offers. I feel like almost any weekend throughout the summer I could sign up and enjoy the comradery offered at this FUN Island course."



# About



The Quadra Island Golf Course (QIGC) opened on July 1<sup>st</sup> of 2012 and is committed to fostering outdoor recreation in a relaxed and FUN environment. Our mission is to create an exceptional outdoor golf experience in a natural setting at a reasonable price. We are committed to physical health, wellness and a quality course for golfers of all ages in North Central Vancouver Island Region. As a “jewel of a 9 hole golf course” we offer more than a dozen tournaments events from April to October. Almost all of our events contribute to the enhancement of the experience at the QIGC. Past enhancements include a 20’x20’ tent conveniently located in the courtyard, a laptop computer for golfers to enter their scores after each game and a second tent erected at the driving range to name a few. The Quadra Island Golf Club is a relatively new business so we are working hard to achieve long term success through mutually beneficial partnerships which are ultimately, to the benefit of the entire regional community. We have sustainable business and strategic plans and are diligently working towards a bright future.



# SPONSORSHIP BENEFITS & DETAILS

The following opportunities will give your business recognition across the entire Island and in the North Central Vancouver Island Region and will put your company's name, logo and link in front of more than 3,500 residents and numerous tournament participants and their family members.

We aim to provide value to sponsors by:

- Providing opportunities for you to market your services to our 3,500 local residents, more than 180 club members and our database of 600+
- Providing you with opportunities to become actively involved in tournament events
- Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes health, recreation, wellness and golf to all ages in the North Central Vancouver Island Region.

	Platinum	Gold	Silver	Patron	Eight Inch Cup Annual
<b>Value</b>	\$5,000	\$1,000	\$ 500	\$ 100	\$1000
Sponsorships Available	1	3	5	Unlimited	1
Recognition as sponsor of the season of the Quadra Island Golf Club in all promotional materials produced	✓				
Exclusive sponsorship of our Junior Club Program	✓				
Rod Clark Memorial golf tournament exclusive sponsorship (biggest event)	✓				
Rod Clark Memorial golf tournament trophy recognition plaque	✓				
Exclusive sponsorship of 8" Cup Program					✓
Choice of tournament event sponsorship (Anniversary, Neighbourhood Challenge Series, Mixed Play Series, Annual Travel Tournament, Business Challenge, Men's & Ladies League, Club Championship or Iron Man~ Iron Maiden)		✓	✓		
Engraved name on courtyard recognition plaque	✓	✓	✓		✓
Opportunity to sponsor a cash prize	✓	✓	✓		
Opportunity to sponsor hole in one prize	✓	✓	✓		
<b>Name and logo placement:</b>					
Promotional material placed in tournament participants bags	✓	✓	✓		
E-newsletters	Logo	Logo	Logo		✓

	Platinum	Gold	Silver	Patron	Eight Inch Cup Annual
Mention at designated tournament awards banquet	✓	✓	✓		
Banner sign with name & log at designated tournament event	✓	✓			
Display table at event	✓	✓	✓		
<b>Promotion:</b>					
QIGC website with link	Logo	Logo	Logo	Name	Logo
Social Media postings	✓	✓	✓	✓	✓
Media promotion and press releases	✓	✓	✓	✓	✓
Recognition in Newsletters to 600+ database contacts	✓	✓	✓	✓	✓
<b>Tournament Day Benefits:</b>					
Ability to place items in the participants swag bags	Unlimited	Unlimited	Unlimited		
Opportunity to have representation at designated tournament event	Tent	Tent	Table		
Announcements on tournament days prior to tee off and throughout all post-tournament activities	3 Mentions	2 Mentions	1 Mention		
Photo opportunity with tournament winners	✓	✓	✓		
Complimentary team of 4 registration for Rod Clark Memorial Golf Tournament	✓				
<b>Season Long Benefits:</b>					
Ability to have members on the planning committee	✓	✓	✓		
Invitation to annual sponsor appreciation event	✓	✓	✓		

## Other Sponsorship Opportunities

### \* In-Kind Opportunities

Many of our sponsors are able to provide us with great products and services in exchange for sponsorship recognition! If you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, please contact [carolann@quadragolf.com](mailto:carolann@quadragolf.com). Some in-kind items received in the past include: Sports drinks, nutrition snacks, gift cards, product and goody bags.

### \* Other Ideas

Are you interested in providing support to the Quadra Island Golf Club with something that is not mentioned in this proposal? Sponsorship proposals can be customized to meet your business needs! Please contact [carolann@quadragolf.com](mailto:carolann@quadragolf.com) or call 250-287-6366.

# MEDIA REACH

The Quadra Island Golf Club provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities afforded by a sponsorship.

**Note:** The data in this section reflects 2014 usage and stats

- Website – [www.quadragolf.com](http://www.quadragolf.com)
  - 288,413 Page views
  - 74,623 Users
  - 60% New Visitors
  - 40% Returning Visitors
  - Average session duration 2:12
  - Top 5 geographical locations of website visitors
    - Campbell River, B.C. – 40%
    - Comox, B.C. – 30%
    - Victoria, B.C. – 15%
    - Parksville/Qualicum, B.C. – 10%
    - Nanaimo, B.C. – 5%
  - Make-up of registration participants
    - In-B.C. / In-Town – 70%
    - On Vancouver Island – 25%
    - Off Vancouver Island – 5%
- Social Media – Facebook & Twitter
  - Quadra Island Golf Club – 600+fans
- E-Newsletters (see attached newsletter sample)
  - Running database of 600+ subscribers
- Print Advertising
  - Bird's Eye Weekly News
  - Discovery Islander Bi-weekly Newspaper
  - CR Mirror - Golf Weekly News
- Online Advertising
  - [www.quadragolf.com](http://www.quadragolf.com)
- Posters
  - Distributed and prominently posted in various locations in the community
    - QI/CR BC Ferry vessel
    - Heriot Bay Inn
    - Landing Neighbourhood Pub
    - Quadra General Store
    - True Value – Heriot Bay and Quathiaski Cove
- Event Signage
  - Banner hangs below the entrance sign to the golf course for the week before designated golf tournament and prominently in the courtyard the day of the event.

# SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Carol Ann Terreberry, Operations Manager, at [carolann@quadragolf.com](mailto:carolann@quadragolf.com). Please don't hesitate to contact us with any questions (250) 287-6366.

## CONTACT INFORMATION:

\_\_\_\_\_  
Company Name *(as you wish to be acknowledged)*

\_\_\_\_\_  
Contact Person's Name

\_\_\_\_\_  
Company Email Address

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City/Province/Postal Code

## SPONSORSHIP OPPORTUNITIES:

\_\_\_ \$5,000 Platinum Sponsor

\_\_\_ \$1,000 Gold Sponsor

\_\_\_ \$ 500 Silver Sponsor

\_\_\_ \$ 100 Patron Sponsor

\_\_\_ \$1000 8" Cup Program



THANK YOU FOR SUPPORTING THE  
QUADRA ISLAND GOLF CLUB AND  
OUR COMMUNITY!

## PAYMENT INFORMATION:

\_\_\_ Please send me an invoice

\_\_\_ I have enclosed a check made payable to the Quadra  
Island Golf Club

\_\_\_ Please charge my credit card

Card Type: Visa / MC

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

Once we receive your completed  
sponsorship form, the QIGC staff will  
contact you to discuss event  
arrangements, sponsorship benefits  
and the various recognition options.

Please send your high-resolution color  
and black-and-white logos (.EPS or  
vector preferred) to  
[carolann@quadragolf.com](mailto:carolann@quadragolf.com)

All materials will be sent for your  
approval before going to print.

\$

\_\_\_\_\_  
Total Sponsorship Commitment

\_\_\_\_\_  
Authorized Sponsor Signature

\_\_\_\_\_  
Date

# Platinum Sponsorship provides exclusive sponsorship of our Junior Club Program.



Quadra Island Golf Club is committed to fostering and managing a successful Junior Golf Program as an exceptional outdoor recreation opportunity with a sense of health and community.

We would appreciate your sponsorship support in achieving this goal.



# Thank You!