

## 23<sup>rd</sup> Annual Rod Benson Memorial Golf Tournament

A tournament celebrating the life of a fellow co-worker at NLCU, the Annual Rod Benson Memorial Golf Tournament has raised over \$700,000, with funds being distributed to over 200 charities throughout Newfoundland and Labrador. Each year, a youth-focused charity with a province-wide mandate is selected as the Charity of Choice for tournament day. This charity benefits from a significant portion of the funds raised. All funds raised by the NLCU Charitable Foundation are distributed to charities throughout the province.

This tournament is a premier golfing experience with the opportunity for golfers to win everything from a putting contest to large cash prizes. The tournament is sold out every year and it is the tournament of choice for many of our city's most prominent business people. Participants believe in the causes that our tournament supports and they believe this charity tournament is one of the most professional they have experienced.

To a beloved friend...

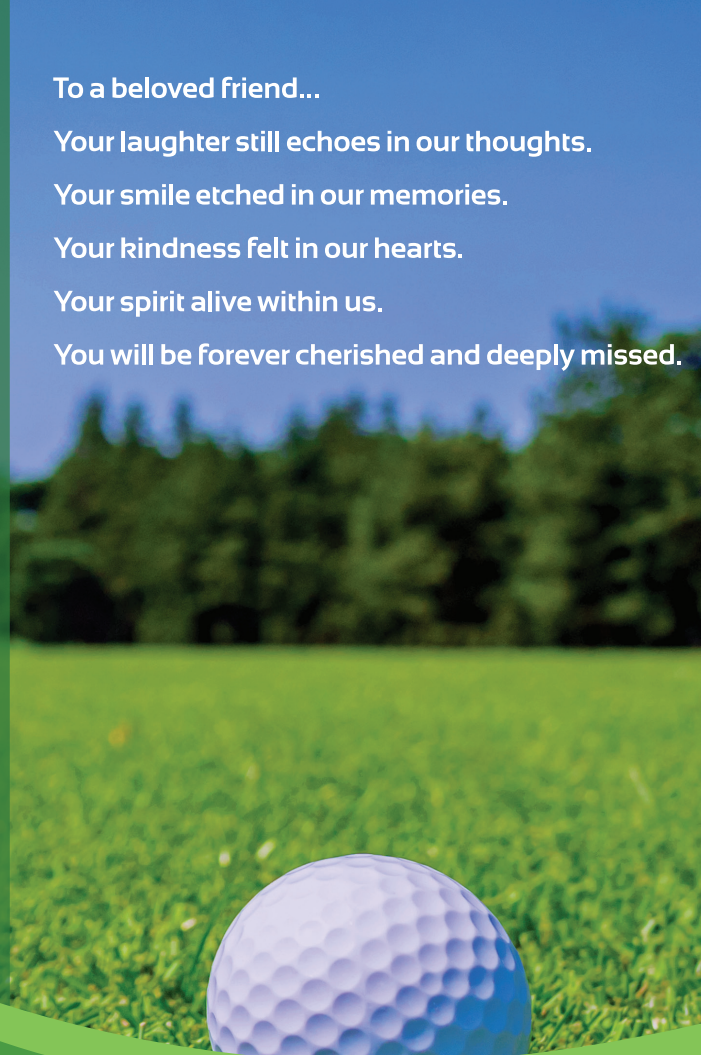
Your laughter still echoes in our thoughts.

Your smile etched in our memories.

Your kindness felt in our hearts.

Your spirit alive within us.

You will be forever cherished and deeply missed.



## Charity of Choice



**JA**  
**Newfoundland**  
**and Labrador**

Member of JA Canada

## Our Sponsors

Platinum



Gold



# SPONSORSHIP PROGRAM

## SPONSORSHIP LEVELS

Sponsors looking for an opportunity to capture the interest of our golfers will want to consider the following sponsorship levels.

### PLATINUM \$7,500+

Our Platinum level is our premier sponsorship position. Platinum sponsors enjoy exceptional coverage and maximum benefits.

- All correspondence to be prominently featured with your company's logo on all pieces as a Platinum level sponsor
- Prominent logo placement on signage and in the program
- Mention in all media releases
- Honourable mentions in all social media platforms
- Thank you in interviews given by organizers
- Platinum sponsors are recognized on all cheques presented to the recipient charities on tournament day
- Opportunity to place promotional materials in golfer bags
- Three teams of 4 players and 6 cart rentals
- Hole sponsorship

### GOLD \$5,000

Our Gold level sponsors receive excellent exposure for their sponsorship dollars.

- All correspondence will feature your company's logo as a Gold level sponsor
- Prominent logo placement on much of the signage
- Prominent logo placement in the program
- Mention in social media
- Mention in select media releases
- Thank you in interviews given by organizers
- Opportunity to place promotional material in golfer bags
- Two teams of 4 players as well as 4 golf cart rentals
- Hole sponsorship

### SILVER \$2,500

Our Silver level sponsors receive great exposure for their sponsorship dollars.

- Correspondence will include your company's logo as a Silver level sponsor
- Signage dedicated to Silver sponsors' logos at the tournament
- Silver sponsor names will be listed in the program
- Mention in select media releases
- Mention in social media
- One team of 4 players
- Hole sponsorship

### BRONZE \$1,500

Our Bronze level sponsors receive great exposure for their sponsorship dollars.

- Correspondence will include your company's logo as a Bronze level sponsor
- Signage dedicated to Bronze sponsors' logos at the tournament
- Bronze sponsor names will be listed in the program.
- Mention in social media
- One team of 4 players

### TEAM SPONSORSHIPS \$800

Teams will enjoy a fantastic golfing experience at one of the most professional charity golf tournaments of the year. Team sponsors provide their employees with a fantastic networking opportunity.

- One team of 4 players
- 2 golf cart rentals
- Signage dedicated to listing the names of our team sponsors at the tournament
- Team sponsor names will be listed in the program

### HOLE SPONSORSHIPS \$500

Our Hole sponsors enjoy maximum exposure on one hole of the 18 hole course.

- The company name listed on a 2' x 2' sign at the tee box of their hole
- Signage dedicated to listing the names of our hole sponsors
- Hole sponsor names will be listed in the program

### LUNCH SPONSORSHIP \$3,000

Our Lunch sponsor will receive prominent placement on tournament collateral.

- Logo placed on lunch collateral
- Opportunity to place promotional material in the team bag
- Logo placement in the program
- Mention in tournament correspondence
- One team of 4 players

### CONTEST SPONSORSHIPS \$500\*

Our Contest sponsors receive prominent placement at each contest location. Contests include:

- Closest to the PIN Female
- Closest to the PIN Male
- Longest Drive Male
- Longest Drive Female
- Straightest Drive
- Hole-in-One for \$500

\*\$500 sponsorship or prize equivalent.

### TEAM CONTEST PACKAGE \$100/TEAM

- Beat the Charity
- Mystery Club Length
- Putting Contest
- Team Mulligan