



## 2010 Sponsorship Opportunities & Overview

**What is a sponsorship?** A sponsorship is a relationship between your business and an organization whose members have a need or desire for the products or services you sell. Unlike a donation to a charity, a sponsorship allows you to purchase access to the buying power of the organization's members so you can market your business to a new set of prospective customers.

**What are the benefits of being a sponsor?**

There are dozens of good reasons to sponsor our organization. Here are some that might be most important to you:

- Increase the visibility of your company through the activities of our organization.
- Grow your customer base by meeting potential customers who may not know about your product or service
- Generate new business-to-business revenue through partnerships with other sponsors.
- Create relationships with long term value
- Gain a network of customers and business partners

A sponsorship can help you become better known in the marketplace; create a new niche for your business; build customer loyalty; become more connected with your community. All these things lead to increased revenue for your business.

**Is the Executive Women's Golf Association the right sponsorship partner for you?**

**A National View:** The Executive Women's Golf Association (EWGA) is a not-for-profit organization formed in 1991. ***The EWGA Mission is connecting women to learn, play, and enjoy golf for business and for fun. Its Vision is enriching the lives of women through the game of golf.***

The Association is headquartered in Palm Beach Gardens, Florida. The membership is comprised primarily of career-oriented women and currently has **nearly 22,000 members**. The Association is organized into local Chapters – 122 in the U.S. states along with International Chapters in Canada & France and South Africa– offering a wide range of organized golf activities, player development and education programs, volunteer, social and networking opportunities for both novice and experienced golfers.

**A Local View:** Our **local chapter (GSEWGA) membership has grown to over 200** women that represent a cross section of businesses, professions and employers, both public and private.

This year the **Greater Springfield Chapter is celebrating its 15<sup>th</sup> year anniversary**. The Chapter has been nationally recognized as a EWGA Chapter of Excellence. This award is designed to recognize EWGA chapters for outstanding leadership in areas of chapter management and service to its members.

Our members play in **12 leagues at 11 area golf courses** as well as a variety of educational clinics, monthly golf, social and networking events.



We also participate in the **largest amateur** women's golf tournament in the United States, offering competition at the local, sectional and national levels. The **Northeastern Sectional Championship** will be held at Ledges Golf Course in South Hadley on **August 21, 2010**. The National Tournament in September will be in Wisconsin.

If you'd like to know more about the EWGA Greater Springfield Chapter or review any past editions of our monthly newsletter, please see our website at [www.greaterspringfieldewga.org](http://www.greaterspringfieldewga.org).

**How the sponsorship program works:**

The Greater Springfield Chapter has many opportunities offered through our Sponsorship Program, to allow each sponsor the option to contribute at various levels based on your business needs/goals.

The following Sponsorship Levels are available:

- **Champion Sponsor**
- **Ace Sponsor**
- **Eagle Sponsor**
- **Birdie Sponsor**
- **Par Sponsor**
- **Preferred Retail Sponsor**

**The next section provides our 2010 Sponsorship Opportunities Overview**

- **Pages 3 – 5 provide detail to each of the Sponsorship Levels**
- **Page 6 is our 2010 Calendar of Events**
- **Pages 7 – 8 provide instructions on working with our Sponsorship Committee to complete your Sponsorship Agreement**

**We look forward to working with you!**

## 2010 Sponsorship Opportunities Overview

Sponsorship Benefits Provided	Sponsorship Packages			Event Packages		
	#1 Champion	#2 Ace	#3 Eagle	#4 Birdie	#5 Par	#6 In-Kind
	Chapter	Chapter	Chapter	Event	Hole	Create Your Package
	\$1,500	\$750.00	\$500.00	\$250.00	\$150.00	
Quarter Page Ad in Newsletters (8 Issues)	YES	YES				
Business Card Ad in Newsletters (8 Issues)			YES			
Link on website	YES	YES	YES			
Month website link				YES		
Business Card Ad for month of event				YES	YES	
Email Blast to Greater Springfield EWGA Members	YES	YES				
Golf Events Hole Signage	YES			YES	YES	
Complimentary Display Table at Kick Off April 17, 2010	YES	YES	YES			
Complimentary Guest Ticket to Kick-Off	YES	YES	YES			
Recognition as a sponsor at all events	YES					
Recognition as event sponsor				YES		
Sponsor Profile Article in Fairway Flyer Newsletter	YES					
(1) Complimentary One Membership	YES					
Sponsorship Recognition Certificate	YES	YES	YES			



## 2010 Sponsorship Package

## Details

### CHAMPION SPONSOR PACKAGE (#1)

**\$1,500 a total value of \$2110.00 value**

- **Quarter Page Ad** in ALL Newsletters – 8 issues (**\$350.00 value**)
- **Website Link** on Greater Springfield EWGA website (**\$200.00 value**)
- **One (1) promotional Email blast** to EWGA Greater Springfield membership (**\$500.00 value**)
- **Golf Events Hole Signage** (**\$500.00 value**)
- **Company Display Table at Kick-Off April 17, 2010, Crestview Country Club** – to promote your company (**\$25.00 value**)
- **One (1) Complimentary Guest Ticket** to Kick-Off (**\$25.00 value**)
- **Recognition as a sponsor at events** (**\$200.00 value**)
- **One Sponsor Profile Article** in *Fairway Flyer* Newsletter (**\$200.00 value**)
- **One (1) complimentary EWGA membership** (**\$110.00 value**)
- **Sponsorship Certificate** (**Priceless**)

### ACE SPONSOR PACKAGE (#2)

**\$750 Cash total value \$1100**

- **Quarter Page Ad** in ALL Newsletters – 8 issues (**350.00 value**)
- **Website Link** on Greater Springfield EWGA website (**\$200.00 value**)
- **One (1) promotional Email blasts** to Greater Springfield EWGA membership (**\$500.00 value**)
- **Company Display Table at Kick-Off Event April 17, 2010 Crestview CC** – to promote your company (**\$25.00 value**)
- **One (1) Complimentary Guest Ticket** to Greater Springfield EWGA Kick-Off (**\$25.00 value**)
- **Sponsorship Certificate** (**Priceless**)

### EAGLE SPONSOR PACKAGE (#3)

**\$500.00 Cash Benefits Value \$905.00**

- **Business Card Ad** in all Newsletters – (**\$280.00 value**)
- **Website Link** on Greater Springfield EWGA website (**\$200.00 value**)
- **One Golf Event Hole Signage** (**\$175.00 value**)
- **Company Display Table at Kick-Off Event April 17, 2010 Crestview CC** – to promote your company (**\$25.00 value**)
- **One (1) Complimentary Guest Ticket** to Greater Springfield EWGA Kick-Off (**\$25.00 value**)
- **Sponsorship Certificate** (**Priceless**)



**BIRDIE SPONSOR PACKAGE (#4)**  
**\$250 Cash for \$470.00 Benefits Value**

- **Business Card Ad** in two **Newsletters** – **(\$70.00 value)**
- **One Golf Event Hole Signage** **(\$150.00 value)**
- **Recognition as event sponsor** **(\$250.00)**

**PAR SPONSOR PACKAGE (#5)**  
**\$150 Cash Event Hole Sponsor for \$220.00 Benefits Value**

- **Business Card Ad** in two **Newsletters** – **(\$70.00 value)**
- **One Golf Event Hole Signage** **(\$150.00 value)**

**SPONSOR PACKAGE (#6)**  
**In-Kind Door Prizes, Gift or Discount Certificates**

Do you have a service we can use? Prizes you can donate for our golf events? Support for our women to compete in competition? Design a sponsorship program that works for you!

- **Printing, gift certificates create your own package!**

**Calendar of Events – January 2010 to December 2010**

<p><b>January 2010:</b></p> <ul style="list-style-type: none"> <li>➤ Plan 2010 Schedule</li> </ul>	<p><b>February 2010:</b></p> <ul style="list-style-type: none"> <li>➤ Wine Dinner – <a href="#">2/4/10</a> at Munich Haus</li> <li>➤ February Newsletter Articles Due– <a href="#">2/15/10</a></li> <li>➤ February Newsletter Issued - <a href="#">2/26/10</a></li> </ul>
<p><b>March 2010:</b></p> <ul style="list-style-type: none"> <li>➤ March Newsletter Articles Due - <a href="#">3/15/10</a></li> <li>➤ March Newsletter Issued – <a href="#">3/26/10</a></li> </ul>	<p><b>April 2010:</b></p> <ul style="list-style-type: none"> <li>➤ National Convention – <a href="#">4/7-10/10</a> Pinehurst, NC</li> <li>➤ 15<sup>th</sup> Year Kick-Off – <a href="#">4/17/10</a> <a href="#">Crestview CC</a></li> <li>➤ April Newsletter Articles Due - <a href="#">4/19/10</a></li> <li>➤ Westfield State College Course – <a href="#">4/28/10</a></li> <li>➤ Rules &amp; Etiquette 9 holes – <a href="#">4/25/10</a> <a href="#">East Mt. CC</a></li> <li>➤ Golf Leagues Begin – <a href="#">4/26/10</a></li> <li>➤ April Newsletter Issued - <a href="#">4/30/10</a></li> </ul>
<p><b>May 2010:</b></p> <ul style="list-style-type: none"> <li>➤ May Newsletter Articles Due - <a href="#">5/17/10</a></li> <li>➤ Fenway Golf Lessons begin - <a href="#">5/13/10</a></li> <li>➤ Tee-Off – <a href="#">5/16/10</a> <a href="#">Tekoa CC</a></li> <li>➤ Franconia Golf Lessons begin – <a href="#">5/20/10</a></li> <li>➤ Orchards Golf Lessons Begin - <a href="#">TBD</a></li> <li>➤ Longhi's Golf Lessons Begin - <a href="#">TBB</a></li> <li>➤ May Newsletter Issued - <a href="#">5/28/10</a></li> </ul>	<p><b>June 2010:</b></p> <ul style="list-style-type: none"> <li>➤ New England Cup Competition - <a href="#">6/19/10</a> <a href="#">Juniper Hills, Northborough</a></li> <li>➤ Jun Newsletter Articles due - <a href="#">6/21/10</a></li> <li>➤ Jun Newsletter Issued - <a href="#">6/30/10</a></li> <li>➤ Orchards Golf Event – <a href="#">6/28/10</a> <a href="#">Orchards GC</a></li> </ul>
<p><b>July 2010:</b></p> <ul style="list-style-type: none"> <li>➤ July Newsletter Articles Due - <a href="#">7/22/10</a></li> <li>➤ Chapter Championship – <a href="#">7/21/10</a> at <a href="#">Ledges</a></li> <li>➤ July Newsletter Issued - <a href="#">7/30/10</a></li> </ul>	<p><b>August 2010:</b></p> <ul style="list-style-type: none"> <li>➤ August Newsletter Articles Due - <a href="#">8/16/10</a></li> <li>➤ August Newsletter Issued - <a href="#">8/27/10</a></li> <li>➤ September Newsletter Articles - <a href="#">9/20/10</a></li> <li>➤ Northeastern Sectional – <a href="#">8/21/10</a> <a href="#">Ledges, G C</a></li> </ul>
<p><b>September 2010:</b></p> <ul style="list-style-type: none"> <li>➤ October Newsletter Articles due - <a href="#">9/20/10</a></li> <li>➤ EWGA Championship – <a href="#">9/25 – 9/26/10</a> <a href="#">Wisconsin</a></li> <li>➤ Season Finale – <a href="#">9/19/10</a> <a href="#">St. Anne's</a></li> </ul>	<p><b>October 2010:</b></p> <ul style="list-style-type: none"> <li>➤ October Newsletter Issued - <a href="#">10/1/10</a></li> <li>➤ Mystery Tournament Southwick GC– <a href="#">10/3/10</a></li> <li>➤ 15<sup>th</sup> Appreciation Celebration – <a href="#">10/?/10</a></li> </ul>
<p><b>November 2010:</b></p> <ul style="list-style-type: none"> <li>➤ New Board takes office – <a href="#">11/1/10</a></li> <li>➤ November Newsletter Articles due - <a href="#">11/15/10</a></li> <li>➤ November Newsletter Issued - <a href="#">11/26/10</a></li> </ul>	<p><b>December 2010:</b></p> <ul style="list-style-type: none"> <li>➤ No Fairway Flyer Newsletter this Month</li> </ul>



### What is the next step?

1. Review the benefits of each Sponsorship Level and contact **Dee Kuerzel, Sponsorship Chair** to discuss your interest in proceeding. Phone: 413-567-0873 or [kuerzeld@comcast.net](mailto:kuerzeld@comcast.net) or [greaterspringfield@ewgachapter.com](mailto:greaterspringfield@ewgachapter.com)
2. We will work with you to address your Sponsorship needs, answer questions, & draft a Sponsorship Agreement. Please let us know if you have unique needs or would like to discuss customized options.
3. We will prepare the Sponsorship Agreement with you and mail or email two copies for signature along with a **Sponsorship Check List** to gather your Company Information, Logo, Ad, & Website Address for posting on the Greater Springfield EWGA Website and within our *Fairway Flyer Newsletter*, depending on your sponsorship level.
4. Please remember this is a partnership; any question, idea, or concern should be discussed to promote a mutually beneficial relationship.

We look forward to helping you promote your business within the Greater Springfield EWGA Chapter and its members. Please contact me to complete the process.

*Dee Kuerzel*

Sponsorship Chair  
Greater Springfield EWGA Chapter  
413-567-0873  
[kuerzeld@comcast.net](mailto:kuerzeld@comcast.net)  
[greaterspringfield@ewgachapter.com](mailto:greaterspringfield@ewgachapter.com)

## 2009 Sponsorship Checklist

Thank you for choosing to support the Greater Springfield Chapter of EWGA. The following check list will assist us in setting up our communications vehicles to promote your company and ensure you receive optimum value for your sponsorship.

Please review your Sponsorship Agreement for accuracy and gather the following information to provide to us:

1. **Company Name, Logo, Ad, & Website Address** for posting on our website and within our *Fairway Flyer* Newsletter, **depending on your Sponsorship Level.**
  - The logo must be in computer file format, preferably GIF or JPEG and at least 300dpi
2. **Description of your company and its products or services** along with a marketing/promotion brochure to be used in writing a promotional article for our newsletter, **depending on your Sponsorship Level.**
  - The ad should be in computer file format.
3. **Prepare your check payable to Greater Springfield EWGA** and submit payment per the arrangements which will be outlined on the Sponsorship Agreement.
4. If you have a **Display Table at Spring Tee Off**, please advise if you will attend.
  - Our Tee Off is **4/17/10 at Crestview CC from 9:00 AM – 12:00 PM. Please arrive at 8:30 to set up your table.**
5. If you have a **Display Table or Tables at Golf or Networking Events**, please review the calendar and **advise which Event you will attend.**
  - Golf Events are monthly please review attached calendar.
6. You may **donate door prizes and gifts in-kind in advance of events which we keep in inventory** or you may bring items with you for the events you will attend.

**Please check out our website**  
<http://www.springfieldewga.com>  
 or contact us at  
[greaterpringfield@ewgachapter.com](mailto:greaterpringfield@ewgachapter.com)

**We want to ensure you receive value for your support of our Chapter.**