

MARKETING PERKS

Upper-level sponsorships—from the Birdie to the Platinum levels—include a choice among different marketing perks, allowing donors some freedom in what their sponsorship looks like. Make your sponsorship work for you. Three categories of marketing perks exist: Birdie, Eagle, and VIP. Some perks have limited availability and are filled on a first-come, first-served basis.

BIRDIE PERKS

Sponsors donating at the Birdie level have their choice of 1 Birdie perk.

- Placement of company logo on tournament welcome signage
- Placement of promos or collateral in snack bag given to each participant
- Logo recognition with signage as raffle sponsor
- 1 Digital ad displayed at the tournament
- 1 Social media sponsor announcement
- 1/4 page ad in the tournament program (available to only 4 sponsors)
- Logo recognition with signage as drink cooler sponsor (available to only 2 sponsors)

EAGLE PERKS

Sponsors donating at the Eagle level have their choice of 1 Eagle perk.

- 2 Digital ads displayed at the tournament
- 3 Social media sponsor announcements
- 1 Sponsor highlight blog post by VLCM Foundation
- 1/2 page ad in the tournament program (available to only 4 sponsors)
- Logo recognition with signage as the breakfast sponsor (available to only 2 sponsors)
- Logo recognition with signage as the driving range token sponsor (available to only 1 sponsor)
- Logo recognition with signage as Specialty Drink Sponsor (available to only 1 sponsor)

VIP PERKS

Sponsors donating at the Silver and Gold levels have their choice of 1 VIP perk. Platinum sponsors may select 2 VIP perks.

- Up to 4 Digital ads displayed at the tournament
- Up to 5 Social media sponsor announcements
- Up to 2 Sponsor highlight blog posts by VLCM Foundation
- Full page ad in the tournament program (available to only 6 sponsors)
- Logo included on tournament snack bag (available to only 4 sponsors)
- Logo recognition with signage as the Lunch sponsor (available to only 2 sponsors)
- Logo recognition with signage as Specialty Snack Sponsor (available to only 2 sponsors)
- Logo included on the tournament golf tees (available to only 2 sponsors)