

Join our Sponsorship Team!

19th ANNUAL
United Way of Peel Region **Leaders**
on the
 **Links**
GOLF Tournament

Lionhead Golf & Country Club | Monday, July 5, 2010



Title Sponsors:



RBC
Insurance



GENERAL MILLS

19th Annual Golf Tournament

About United Way

United Way of Peel Region was established in 1967 and serves the communities of Brampton, Caledon and Mississauga. Through its Community Fund, United Way invests in services, programs and initiatives that develop resilient people, grow strong families, and build vibrant neighbourhoods and communities. The mission of United Way of Peel Region is to engage with our community, through partnerships, to ensure people are cared for, connected and included.

Charity golf tournaments offer an opportunity to invest in worthwhile causes. United Way of Peel Region's tournament offers a unique opportunity to invest in your own community.



Two golfers take a short on-course break.

United Way of Peel Region's 19th Annual Golf Tournament will take place on Monday, July 5th, 2010 at the prestigious Lionhead Golf & Country Club in Brampton. The event will be held on both the Masters and Legends courses and will include an on-course lunch, cocktail hour, and dinner.

The tournament originated in 1992 when a group of Peel business leaders got together to run a small golf tournament to raise money for United Way of Peel Region. The event is now attended by more than 200 business leaders in Peel Region annually, and has raised more than \$900,000 in net proceeds.

19th Annual Golf Tournament

Corporate Exposure

Your 19th Annual Golf Tournament sponsorship offers your company the opportunity to put your name before:

12,000 visitors to United Way of Peel Region's website over 4 months

2,000 invited guests from national and regional corporations, the public sector, local unions, and political affiliations within Peel Region

200+ community business leaders and representatives attending the day's activities

650 subscribers to *Way to Go!* United Way of Peel Region's monthly electronic newsletter

Hundreds of thousands of readers and viewers of local media covering our event



A happy golfer checks out the contents of his participant gift.

19th Annual Golf Tournament

Benefits

In addition to the exposure your organization receives as a sponsor, each sponsorship opportunity offers its own unique benefit package, which includes:

- Putting your company name in front of corporate decision-makers in the Region of Peel
- Demonstrating your commitment to strengthening your community through support of United Way
- Aligning your company with a well-established international charitable organization recognized for its integrity
- Reaching a variety of demographic audiences
- Being a part of a successful regional event



This foursome (and many others) couldn't resist posing for pictures with this sponsor's signage!

19th Annual Golf Tournament

Ace - Title Sponsor

Commitment Level: \$6,000

Number Available: 5 SOLD OUT!

Ace your company sponsorship game when you showcase your commitment to United Way. In addition to the benefits outlined on page 2, your Ace sponsorship will also include:

- One complimentary foursome (Value: \$2,000)
- Two hole sponsorships, including signage placed on both the Legends and Masters courses (value: \$1,000)
- Recognition on United Way's website, www.unitedwaypeel.org as one of the title sponsors of the event
- Your corporate logo on the registration brochure and event day golfer handout, event masthead, banners, indoor signage and dinner program
- Your company name tagged with each email confirmation sent to registered golfers
- Recognition in the audio visual presentation during dinner
- Acknowledgement in all media materials related to the tournament
- Recognition in United Way of Peel Region's annual report
- Recognition at United Way's annual Community Achievement Celebration

Become an Ace!

Contact Lesley Allison, Senior Manager, Resource Development at (905) 602-3629

19th Annual Golf Tournament

19th Tee

Commitment Level: \$4,000

Number Available: 1

Your 19th Tee sponsorship serves up the best of food and refreshments for golfers attending the tournament. Link your name to a delicious on-course lunch, refreshments during play and the cocktail reception, and at dinner. Before and after play, the 19th Tee pairs your company name with great hospitality. What more could you ask “fore”?

In addition to the benefits outlined on page 3, your 19th Tee sponsorship will also include:

- One hole sign on your preferred choice of the Masters or Legends course (Value: \$500)
- Signage recognition at the lunch/cocktail reception/dinner
- Your company logo on the event day golfer handout, in the dinner program and on each of the tables set for the dinner
- Recognition in the audio visual presentation during dinner
- Recognition in United Way of Peel Region’s annual report
- Recognition at United Way’s annual Community Achievement Celebration

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Cart Sponsor

Commitment Level: \$2,500

Number Available: 10 Edward Jones

With this sponsorship, they will not be forgetting your company's name anytime soon! Have your logo displayed on each of the golf carts used during the 19th Annual Leaders on the Links Golf Tournament!

Your cart sponsorship will include:

- Your company's name on each cart for both courses (Legends & Masters)
- Recognition in the audio visual presentation during dinner
- Recognition in United Way of Peel Region's annual report

19th Annual Golf Tournament

Breakfast Sponsor

Commitment Level: \$1,500

Number Available: 1

Your breakfast sponsorship is a great way to start the tournament. It will really hit the spot!

Benefits to this sponsorship include:

- Signage at the breakfast stations
- Opportunity for a company representative to meet and greet players
- Recognition in the audio visual presentation for dinner
- Recognition in United Way of Peel Region's annual report

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Lunch Sponsor

Commitment Level: \$2,500

Number Available: 10 Rogers Communications

This sponsorship makes everyone happy! An on-course lunch of BBQ hamburgers, hotdogs and beverages. Benefits to this sponsorship include:

- Sign at the Halfway House lunch station
- Opportunity for a company representative to meet and greet players
- Recognition in the audio visual presentation for dinner
- Recognition in United Way of Peel Region's annual report

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Eagle

Commitment Level: \$2,000

Number Available: 2 (Masters course - 1, Legends course - 1)

Your Eagle sponsorship ensures that your company name will soar above the rest when the 1st, 2nd and 3rd place low score winners receive their prizes.

In addition to the benefits outlined on page 3, your Eagle sponsorship will also include:

- Acknowledgement in the dinner program
- Recognition in the audio visual presentation during dinner
- Recognition in United Way of Peel Region's annual report

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Birdie

Commitment Level: \$2,000

Number Available: 2 (Masters course - 1, Legends course - 1)

Birds of a feather, golf together! Put your company name with the winners of our hole contests with your Birdie prize sponsorship.

In addition to the benefits outlined on page 3, your Birdie sponsorship will also include:

- Acknowledgement in the dinner program
- Recognition in the audio visual presentation during dinner
- Recognition in United Way of Peel Region's annual report

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Hole

Commitment Level: \$500

Number Available: 24

Display your organization's name on a sign placed at your sponsored hole.

In addition to the benefits outlined on page 3, all Hole sponsors will be listed in the evening dinner program.

* Hole sponsorships are also offered as part of the combination registration package, which includes one foursome registered in the tournament and one hole sign.



19th Annual Golf Tournament

Interested?

To reserve your sponsorship opportunity, please contact:

Lesley Allison

Senior Manager, Resource Development

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Mississauga, ON L4W 1E3

Phone: 905-602-3629

Fax: 905-602-3651

Email: lallison@unitedwaypeel.org

Once your sponsorship reservation is received, we will send you a confirmation and invoice.