



**2012 GOLF OUTING**  
**DATE: Wednesday, July 18, 2012**

January 2012

Dear Potential Golf Sponsor:

Thank you for considering sponsorship of the 19<sup>th</sup> Annual IFMA Golf Outing. Attached is a list of the benefits of the various sponsorship levels for this event.

IFMA (International Facility Manager's Association) is a not-for-profit organization consisting of 250 local members. These members represent facility managers from organizations such as Detroit Edison, General Motors, Ford, Chrysler, Comerica, Blue Cross Blue Shield, and many other prominent companies, as well as suppliers to these companies. The ratio of end users to service providers at the outing is approximately 3:1.

**2012 will represent the 19<sup>th</sup> annual Golf Outing for the Southeastern Michigan IFMA organization**, and is the only fund-raiser hosted by the group. The IFMA Golf Outing continues to be known as one of the best outings of the season - attracting the maximum number of golfers possible for a 27-hole course (240 golfers) for over 10 years.

Men and women who make decisions regarding vendors/suppliers to major companies play in the IFMA Golf Outing. Your product or service could not reach a more favorable audience.

The 2012 Outing is scheduled for Wednesday, July 18, 2012. The course is Boulder Pointe Golf Club in Oxford, Michigan.

We sincerely appreciate your consideration, and are confident that you will find the sponsorship of this event to be money well invested.

Very Truly Yours,

Chris Mancus – Chair  
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248-548-8434 cell 313-384-4366

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February 6, 2012



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## **SPONSORSHIP LEVELS AND BENEFITS**

### **GOLD SPONSOR - \$3,500 – One available**

- **Company Advertisement featured prominently on:**
  - **Promotional Flyer distributed to company representatives.\***
  - **Program at event distributed to 400+ golfers and supporters.**
- **Company Name/Logo featured:**
  - **In all press materials.**
  - **On signage prominently displayed at Registration .**
- **Company Name and link featured in IFMA Golf website .**
- **Golf for two foursomes.**
- **Banner at Registration and Dinner.**
- **Company name and link featured on SE MI IFMA Web Site**

### **SILVER SPONSOR - \$2,500 – One available**

- **Company Advertisement featured in:**
  - **Promotional Flyer distributed to company representatives.\***
  - **Program at event distributed to 400+ golfers and supporters.**
- **Company Name/Logo featured:**
  - **In all press materials.**
  - **On signage and Hole-In-One prize.**
- **Company Name and link featured in IFMA Golf website.**
- **Golf for one foursome.**
- **Recognition at Dinner.**
- **Company name and link featured on SE MI IFMA Web Site**

### **Team Photos - \$1,500 – One available**

- **Company Name featured on:**
  - **Promotional Flyer distributed to company representatives.\***
  - **Program at event distributed to 400+ golfers and supporters.**
  - **All press materials.**
- **Company Name and link featured in IFMA Golf website.**
- **Name prominently displayed at photo site at both courses.**
- **Company name and link featured on SE MI IFMA Web Site**



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IFMA Golf Outing Sponsorship Benefits

**Dinner Sponsor - \$1,500 – One available**

- **Company Name featured on:**
  - **Promotional Flyer distributed to company representatives.\***
  - **Program at event distributed to 400+ golfers and supporters.**
  - **All press materials.**
- **Company Name and link featured in IFMA Golf website.**
- **Name prominently displayed at dinner.**
- **Company name and link featured on SE MI IFMA Web Site**
- **Golf package for one foursome**

**Beverage Cart Sponsor - \$1,500 – One available**

- **Company Name featured on:**
  - **Promotional Flyer distributed to company representatives.\***
  - **Program at event distributed to 400+ golfers and supporters.**
  - **All press materials.**
- **Company Name and link featured in IFMA Golf website.**
  - **Name/Logo prominently displayed on 3 or more beverage carts at both courses.**
  - **Company name and link featured on SE MI IFMA Web Site**
  - **Golf for one foursome**

**IFMA Golden Eagle with Team - \$950 – Several Available**

- **Company Name featured at sponsored tee box.**
- **Table at tee box for company representatives to promote their product or distribute snacks, drinks, food or promotional items.\*\***
- **Golf for one foursome.**
- **Company name listed on promotional flyer\* and program at event.**
- **Company name and link featured on SE MI IFMA Web Site**
- **Lunch for (3) company representatives.**
- **Signs at both courses.**

**IFMA Golden Eagle without Team - \$500 – Several available**

- **Company Name featured at sponsored tee box.**
- **Table at tee box for company representatives to promote their product or distribute snacks, drinks, food or promotional items.\*\***
- **Company name listed on promotional flyer\* and program at event.**
- **Company Name and link featured in IFMA Golf website.**
- **Lunch for (3) company representatives.**
- **Signs at both courses**



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**IFMA Golf Outing Sponsorship Benefits**

**IFMA Eagle - \$850 – Several available**

- Company Name featured at sponsored tee box.
- Golf for one foursome.
- Company name listed on promotional flyer\* and program at event.
- Company Name and link featured in IFMA Golf website.
- Signs at both courses

**Breakfast Sponsor - \$500 – One available**

- Company Name prominently featured at Breakfast.
- Company name listed on promotional flyer\* and program at event.
- Company Name and link featured in IFMA Golf website.
- Recognition at Dinner.

**Lunch Sponsor - \$500 – One available**

- Company Name prominently featured at turn where lunch is served.
- Company name listed on promotional flyer\* and program at event.
- Company Name and link featured in IFMA Golf website.
- Company Name on lunch tickets.
- Recognition at Dinner.

**Most Accurate Drive - \$500 – One available**

- Company Name prominently featured at tee boxes where contests will be held at both courses.
- Company name listed on promotional flyer\* and program at event.
- Company Name and link featured in IFMA Golf website.

**Driving Range - \$500 – One available**

- Company Name prominently featured at driving range at both courses.
- Company name listed on promotional flyer\* and program at event.
- Company Name and link featured in IFMA Golf website.
- Company representative to announce prize winner at dinner.

**Putting Contest - \$500 – One available**

- Company Name prominently featured at Putting Green.
- Company name listed on promotional flyer\* and program at event.
- Company can provide volunteers to work the contest and meet all golfers.
- Company Name and link featured in IFMA Golf website.



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IFMA Golf Outing Sponsorship Benefits

**Bag Drop Sponsor - \$500 – One available**

- Company Name prominently featured at Bag Drop.
- Company name listed on promotional flyer\* and program at event.
- Company Name and link featured in IFMA Golf website.  
Sponsor encouraged to provide logo'd bag tag, preferably dual logo w/ IFMA.

**Scoreboard Sponsorship - \$350 – One available**

- Company Name featured on scoreboard.
- Company name listed on promotional flyer\* and program at event.
- Company Name and link featured in IFMA Golf website.

**Hole Sponsorship - \$300 (\$350 for signs at both courses) – Several available**

- Company Name featured at tee box for hole being sponsored.
- Company name listed on promotional flyer\* and program at event.
- Company Name and link featured in IFMA Golf website.

**Parking Lot Sponsors - \$250 / Per Space – Limited number available**

- Company Name featured on:
  - Promotional Flyer distributed to company representatives.\*
  - Program at event distributed to 400+ golfers and supporters.
  - All press materials.
- Company Name and link featured in IFMA Golf website.
  - 6-8 Preferred Parking Spaces will be available to park logo'd vehicles.  
(Logos by sponsor. Limit 2 spaces per sponsor. Max. 24' straight truck.)

**Raffle Prize Sponsor – Product or Monetary Donation**

- Company Name listed on promotional flyer\* if valued at \$200 or more.
- Company Name listed on program at event if valued at \$200 or more
- Company Name and link featured in IFMA Golf website if valued at \$200 or more.
- Company recognized at dinner for donations valued at \$100 or more.

**Goody Bag Sponsor – 250+ logo'd items donated for goody bags**

- Company flyer can accompany donation to be placed in bags.
  - Option to supply goody bag items for individual courses; 250 for each.



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**IFMA Golf Outing Sponsorship Benefits**

**Foursome - \$600**

**Individual Golfer - \$150**

- **Golf with carts**
- **Driving Range**
- **Putting Contest**
- **Most Accurate Drive Contest**
- **Full Breakfast**
- **Lunch at the Turn**
- **Sit-down three-course beef & chicken dinner**
- **2 Raffle Tickets per golfer**
- **Foursome photos**
- **Non-alcoholic beverages**
- **Lockers and Showers**
- **Hole-In-One Prizes (TBD)**
- **10% Discount in Pro Shop**

*\* Commitment and payment must be received by May 1, 2012 to be included in flyer*

*\*\* Food and drinks may need to be purchased through golf club*

