



Fifth annual Golf Tournament

*Captain and Crew
May 5, 2019
Elmira Country Club*

Sponsorship Incentives

\$1,500

**Title
Sponsor**

- Fifth annual AIM Golf Tournament presented by (your business)
- Five signs on the golf course (tees or greens)
- Your logo/name on all of the golf carts (64) and golf balls (~40 dozen)
- A team registration (\$320 value)
- Your business mentioned in all paid advertising (TV and/or radio) and marketing (online, social media, newsletters, tournament program, etc.)
- A link to your website in all digital marketing (AIM's website, social media, newsletters, etc.)

\$1,000

**Dinner
Sponsor**

- In the banquet hall, signs will inform participants that your support helped fund their dinner
- Team registration (\$320 value)
- Listing as a dinner sponsor in the tournament program and all digital marketing
- A link to your website in all digital marketing (AIM's website, social media, newsletters, etc.)

\$750

**Million Dollar
Shot Sponsor
Sold Out**

- Before the tournament, **ONE PLAYER** will have the chance to take a shot for \$1 million. Also, **EACH PLAYER** will have the opportunity to win \$5,000 with a hole-in-one on a Par 3.
- Million Dollar Shot will be marketed as "The Million Dollar Shot presented by ..."
- A sign on each Par 3
- Listing in tournament program and all digital marketing as Million Dollar Shot sponsor

\$500

**Top Prize
Sponsor**

- Top prize in the raffle will be a large-screen TV
- The sponsors will be announced as the funder of the top prize
- Signs in the banquet room will announce your business as the top-prize funder
- Listing as the top-prize sponsor in the tournament program and all digital marketing

\$300

**Beverage Cart
Sponsor**

- Your name/logo on the beverage cart
- A sign with your logo/name on a tee box or green
- Listing as cart sponsor in the tournament program
- Recognition in AIM's e-newsletters, website and social media

\$200

Lunch Sponsor

- Signs at lunch indicating you helped fund the players' lunches
- Listing as a lunch sponsor in the tournament program
- Recognition in AIM's e-newsletters, website and social media

Businesses fielding a team receive a hole sponsor sign with entry fee (\$320)

\$100

Hole Sponsor

- Sponsorship sign on the golf course (tee or green)
- Listing as hole sponsor in tournament program
- Recognition in AIM's e-newsletters, website and social media

AIM's website: 1,500 unique users monthly; golf tournament sponsors will be prominently displayed.
Social media: ~940 Twitter followers, ~830 Facebook likes. **Newsletter:** AIM's monthly newsletter is emailed to 450 people, and hundreds more view it online. **Paid advertising:** AIM will promote the tournament with 50+ TV commercials on WETM and/or WENY. **Tournament program:** Distributed to all players in the field.