

PGA of BC

SPONSOR-MEDIA

APPRECIATION

INVITATIONAL



RIVERWAY

GOLF COURSE



2024 SPONSORSHIP INFORMATION PACKAGE

After a multi-year hiatus in part as a result of the COVID-19 pandemic, the PGA of BC is proud to announce the return of the Sponsor-Media Appreciation Invitational event. This year, the Association will bring the tournament to Riverway Golf Course, taking place on April 29, 2024.

The Sponsor-Media Appreciation Invitational is a Pro-Am format event featuring 27 of the Association's top golf professionals. Joining our participating pros will be an estimated field of 54 invited industry partners and 27 members of the local media, as well as social media content creators. Invitation preference is first given to our many tournament, education, and program sponsors.

PRESENTING SPONSORSHIP

Partners may become Presenting Sponsors of the 2024 event for a contribution of \$2,500 in cash support, or by way of contra value for the Association to use for prizing for both the Sponsor-Media Appreciation Invitational, as well as other tournaments and programs held throughout the calendar year.

Presenting Sponsors will receive many benefits to ensure for the maximum return on their investments in the Association, including preferred pricing at the 2024 PGA of BC Buying Show, website, social media, E-Communications marketing and partner highlights, logo placement on all Sponsor-Media Appreciation Invitational marketing materials, and more.

All Presenting Sponsors will be highlighted in the PGA of BC's event preview and recap articles and social media content. Presenting Sponsors will also be acknowledged at the start of play, as well as at the dinner festivities thereafter.

Participants and supporters of the Sponsor-Media Appreciation Invitational gain the opportunity to take part in an excellent networking event. Whether it be time out on the course, or conversation over the planned dinner festivities immediately following the golf, there will be many opportunities to make connections at the tournament.

The PGA of BC offers multiple ways for partners to get involved with the Sponsor-Media Appreciation Invitational. This includes prizing contribution, tournament sponsorship, as well as the sponsorship of individual holes at the event. **For more information, please reach out to PGA of BC Programs Manager, Dan Czerwenka, at dan@pgabc.org, or by giving the Association's office a call at 604-303-6766.**

PRIZING CONTRIBUTIONS/ SUPPORTING SPONSORSHIPS

Partners may provide the PGA of BC with prizing appropriate for a team of a minimum of three (3) participating players. Prizing contributions help our partners to gain product and brand exposure that may result in new industry connections and/or expanded exposure through local or social media coverage. All prizing contribution proposals are noted to be subject to PGA of BC Office review.

INDIVIDUAL GOLF HOLE SPONSORSHIP

Lastly, partners may choose to sponsor an individual hole at the Sponsor-Media Appreciation Invitational. Signage will be provided complimentary by the PGA of BC for all hole sponsors. We welcome sponsors to bring their own advertising materials to the event and are encouraged to attend each hole during play to network with participants.

Golf hole sponsorship can be purchased for \$750. We thank all interested parties and note that high levels of demand for this sponsorship type may result in a sell-out of this property well before the tournament takes place.