



## 2009 Sponsorship Program

The **Executive Women's Golf Association** is a national organization of women recreational golfers. Its mission is to provide opportunities for women to learn, play, and enjoy the game of golf for business and for life. EWGA has been featured in *USA Today*, *Entrepreneur*, *Executive Female*, *PGA Magazine*, *GOLFWEEK* and numerous other national and regional publications.

Members of the Executive Women's Golf Association are a prime market for a variety of business and personal services as well as golf products and services. Below is a profile of our membership:

- In their prime earning years and highly educated
- Employed full time in high-level responsibility position; over 50% either own their own business or work in senior management/executive/professional positions or technical professions
- 38% of members have a personal annual income between \$50,000 and \$80,000, while 39% earn in excess of \$80,000
- Play an average of 29 rounds of golf per year and spend an average of over \$2,600 per year on golf equipment, instruction, apparel and greens fees. This is almost four times the average for women golfers in general.

The **Washington DC Metro Chapter** is the second largest EWGA chapter with nearly 550 members. We have over 330 members who participate in weekly leagues across the Washington metro area, and we sponsor over 20 golf events each season. The chapter also has an active schedule of social and networking events. These events, plus an extensive communications program that includes email blasts and a web site, offer numerous opportunities for sponsors and advertisers to promote their products and services.

Sponsorship proceeds are used to defray the chapter's administrative costs and also allows donations to be made to LPGA-USGA Girls Golf and Rally for the Cure®.

### Overview of Sponsorship/Advertising Levels

*The Sponsorship year runs from March through February.*

<u>Level</u>	<u>Contribution</u>
➤ Ace Sponsor	\$1,500
➤ Eagle Sponsor	\$ 750
➤ Kickoff Event Sponsor	\$ 250* per event (*\$200 for members)
➤ Education Partner	\$ 200
➤ E-Blast Advertiser	\$ 250 for package of 3-eblasts
➤ Website Presence	<i>Limited to ACE, EAGLE &amp; Education Partners</i>

For more information, contact us at [sponsorship@ewgadc.org](mailto:sponsorship@ewgadc.org).

## Sponsorship/Advertising Contribution

Sponsorship and advertising at the various levels can be accomplished three ways:

- 1) 100% cash contribution,
- 2) 100% in-kind service/product\*
- 3) Combination of cash and in-kind service/product\*

*\*In-kind option is available for most sponsorship levels, unless noted that cash is required. The market value of in-kind product/service must be 25% greater than the value of the sponsorship level. Example: If EAGLE (\$750 level) sponsor opts for 100% in-kind, then product/service value must equal \$950. If EAGLE sponsor opts for a combination of cash/in-kind with cash equal to \$200, then the balance of in-kind product is \$750 less \$200 cash = \$550 x 1.25 = \$690 value in in-kind product/service.*

Types of supporting in-kind services that the Chapter uses include:

- Golf Event Decorations -- e.g. flowers
- Website Hosting
- Website Design/Support
- Accounting Services
- Golf Event Gifts/Prizes – e.g. golf rounds, retail items, airline tickets, “you name it”
- PR/Marketing Services
- General Printing or Copying
- Legal Services
- Tax Preparation

## Ace Sponsor - \$1,500 Cash or \$1,875 In-Kind

*We can customize ACE level to meet Sponsor and Chapter needs. The **minimum cash contribution is \$325** if Sponsor opts for the event entry fees and annual membership benefits listed below. The Sponsorship year runs from March through February.*

### Sponsor Benefits:

- Opportunity for one **direct e-blast** dedicated to sponsor content only to nearly 550 members.
- Placement on Chapter **website** with recognition as follows:
  - Company name/logo featured on our **home page**, which is rotated with other sponsors.
  - Company name/logo listed on our **sponsor page with link** to company’s website.
- Exposure via the Chapter’s regular **e-blasts** to all members:
  - Company name/logo **with link** to company’s website (approx. 20x annually).
  - In addition to link, opportunity for two “Sponsorship Spotlight,” providing news on your company/product/service and promotions (up to 25 words).
- Exposure at **Season Kickoff luncheon** as follows:
  - Company name/logo included in luncheon program.
  - Dedicated exhibitor table at luncheon to market sponsor’s business via company materials, sale of products, etc.
  - Optional: Exposure of your product/services used as prize or gift at event.
  - Optional: use one of your complimentary event entries (listed below) to opt for the luncheon/meal at this event
- Opportunities at all member events (golf, education, and social/networking) as follows:
  - Company name displayed at event registration table.
  - Inclusion of Company name/logo in Chapter’s Sponsorship Brochure used at various events.
  - Opportunity to distribute promotional materials at all events. Providing materials must be initiated by the sponsor. The sponsor can view the Chapter’s events calendar on the website to plan accordingly.
  - Company name on golf tee box sign displayed on the tee boxes at EWGA-DC golf events.
  - Optional: Exposure of Sponsor product/services used as prize or gift at event.
- Two (2) complimentary event entries to EWGA-DC events -- with your choice of golf, education or social/networking events-- over \$200 value. (*Requires cash contribution*).
- One (1) complimentary annual membership in EWGA at Classic Level -- \$125 value. (*Requires cash contribution*).

**NOTE: Promotion on Chapter’s website is limited to ACE, EAGLE and Education Partner Sponsors.**

## Eagle Sponsor - \$750 Cash or \$950 In-Kind

We can customize *EAGLE* level to meet Sponsor and Chapter needs. **The minimum cash contribution is \$75** if Sponsor opts for the event entry fee benefit. The Sponsorship year runs from March through February.

### Sponsor Benefits:

- Placement on Chapter *website* with recognition as follows:
  - Company name/logo featured on our *home page*, which is rotated with other sponsors.
  - Company name/logo listed on our *sponsor page with link* to company's website.
- Exposure via the Chapter's regular *e-blasts* to all members:
  - Company name/logo *with link* to company's website (approx. 20x annually).
  - In addition to link, one "Sponsorship Spotlight," providing news on your company/product/service and promotions (up to 25 words).
- Exposure at *Season Kickoff luncheon* as follows:
  - Company name/logo included in luncheon program.
  - Dedicated exhibitor table at luncheon to market sponsor's business via company materials, sale of products, etc.
  - Optional: Exposure of your product/services used as prize or gift at event.
  - Optional: use your one complimentary event entry (listed below) to opt for the luncheon/meal at this event
- Opportunities at all member events (golf, education, and social/networking) as follows:
  - Company name displayed at event registration table.
  - Inclusion of Company name/logo in the Chapter's Sponsorship Brochure used at various events.
  - Opportunity to distribute promotional materials at all events. Providing materials must be initiated by the sponsor. The sponsor can view the Chapter's events calendar on the website to plan accordingly.
  - Company name on golf tee box sign displayed on the tee boxes at EWGA-DC golf events.
  - Optional: Exposure of Sponsor product/services used as prize or gift at event.
- One (1) complimentary event entry to EWGA-DC events -- with your choice of golf, education or social/networking events-- over \$75 value. (*Requires cash contribution.*)

**NOTE: Promotion on Chapter's website is limited to ACE, EAGLE and Education Partner Sponsors.**

## Kickoff Event Sponsor - \$250\* Cash (\*\$200 for members)

The Chapter offers sponsorship opportunities at our premier and largest member-attended event -- our *Season Kickoff Luncheon*, held in the month of March. This is the only event for this sponsorship category.

We can customize this sponsor level to meet Sponsor and Chapter needs in terms of in-kind product or service. For EWGA members who may select this sponsorship category, there is a 20% discount. For all event sponsors, the **minimum cash contribution is \$75** if Sponsor opts for the complimentary lunch at Kickoff event.

### Sponsor Benefits:

- Dedicated exhibitor table at luncheon to market sponsor's business via company materials, sale of products, etc.
- Company name included in the event program.
- Opportunity to distribute promotional materials at the event.
- Optional: Exposure of Sponsor product/services used as prize or gift at event.
- Optional: One complimentary lunch for Sponsor representative -- over \$75 value. (*Requires cash contribution.*)

**NOTE: Promotion on Chapter's website is limited to ACE, EAGLE and Education Partner Sponsors.**

## Education Partner Sponsor - \$200 Cash

*The Education Partner fee is a **cash-only contribution**; can not be substituted for in-kind products or services. The Sponsorship year runs from March through February.*

Education Partner sponsorship is available to those facilities and businesses that provide golf education-oriented services and products. The Education Partner will be required to provide the Chapter specific benefits to assist members with different aspects of learning and practicing the game of golf. Examples include discounts on educational products and services and/or hosting Education Events.

### Sponsor Benefits:

- Placement on Chapter *website* with recognition as an Education Partner Sponsor as follows:
  - Company name/logo featured on our *education page with link* to company's website.
- Exposure at *Season Kickoff luncheon* as follows:
  - Company name/logo included in luncheon program.
  - Company info in event goody bag.
  - Shared table top display with other Education Partners at luncheon for company materials.
  - Complimentary lunch for one (1) sponsor representative.
  - Optional: Exposure of Sponsor product/services used as prize or gift at event.
- Hosting Educational Events for the membership, coordinated by the Education Committee.

NOTE: An Education Partner can upgrade its sponsorship level to ACE or EAGLE to gain additional exposure to our membership. The upgrade fee can be in the form of 1) additional cash, 2) in-kind product/service or 3) a combination of cash and in-kind product/service. The required Education Partner fee will be credited toward the ACE or EAGLE sponsorship contribution.

## E-Blast Advertiser – Cash or In-Kind

The chapter's e-blast reaches nearly 550 members--twice a month during peak golf season and once a month in the off-season. The Sponsor's e-blast content will be included in this regularly scheduled e-blast to our membership.

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| ➤ Company name/logo with link to your website and up to 25 words of text. | <u>Rate</u><br>\$250 for package of 3-eblasts |
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*The market value of in-kind product/service must be 25% greater than the value of the advertising fee.*

## Member-Get-a-Sponsor – A Fun Competition!

In 2009, we need our membership's help in identifying and inviting supporting organizations to become official sponsors of the EWGA Washington, DC Metro chapter. To encourage current EWGA members to join in the effort don't miss the following:

*She who helps secure sponsors at the highest level\* will treat herself to a surprise package of perks (i.e. golf products/services and rounds) that exceeds a \$200 value!*

\*The highest level = the member who has the highest total value of sponsorships. Min. value is \$1500 in sponsorship.

For more information, contact us [sponsorship@ewgadc.org](mailto:sponsorship@ewgadc.org)

### Summary of Sponsorship Benefits

<b>Sponsor Benefits</b>	<b>ACE</b>	<b>EAGLE</b>	<b>EVENT</b>	<b>EDUCATION</b>	<b>E-BLAST ONLY</b>
Kick-Off Luncheon Exhibitor table, etc.	X (full table)	X (full table)	X (full table)	X (shared table)	
Sponsor Info Avail. at all Events	X	X	X	X	
Tee Box Sign at all Golf Events	X	X			
Sponsor Spotlight in Regular Monthly E-blast to membership	X (two times)	X (one time)			X (three times)
Logo/Link on Chapter Website	X (sponsorship page)	X (sponsorship page)		X (education page)	
Entry Fee for Chapter Event	X (two)	X (one)	X (one)	X (one)	
Chapter Sponsorship Brochure	X	X			
EWGA Annual Membership	X (Classic)				
Sponsor only dedicated E-blast to membership	X (one)				
Opportunity to Host an Educational Event				X (min. 1 time)	