



2008 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*, *Golf for Women*, *PGA Magazine*, *GOLF WEEK* 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 chapter in then EWGA with nearly 600 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 a newsletter, 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

<u>Level</u>	<u>Contribution</u>
➤ Ace Sponsor	\$1,500
➤ Eagle Sponsor	\$ 750
➤ Event Sponsor	\$ 250 per event
➤ Education Partner	\$ 150
➤ E-Blast Advertiser	\$ 75 per blast
➤ Website Presence	<i>Limited to ACE, EAGLE & Education Partners</i>

For more information, contact us at sponsorship@ewgadc.org

Sponsorship/Advertising Contribution

Sponsorship and advertising at the various levels can be accomplished via **100% cash contribution**, a **combination of cash and in-kind product/service** or **100% in-kind service/product** for most categories, as detailed in the description of each level.

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

- Newsletter production and printing
- Web site hosting
- Web site design/support
- E-blast production
- Accounting services
- Golf Event Decorations -- e.g. flowers
- Golf Event Gifts/Prizes – e.g. golf rounds, retail items, airline tickets, “you name it”
- PR/Marketing Services
- Member Relationship Services
- General Printing or copying
- Legal Services
- Tax Preparation

The market value of in-kind product/service must be 25% greater than the value of the sponsorship or advertising level.

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 \$375** if Sponsor opts for the event entry fees and annual membership benefits.*

Sponsor Benefits:

- Opportunity for one **direct mailing** to nearly 600 members. Mailing can be delivered electronically or by US Mail (postage is the responsibility of the sponsor).
- Exposure in Chapter’s Sponsor Recognition circular distributed at 20+ golf and social events.
- 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 **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.
 - Company info in event goody bag.
 - Table top display at luncheon for company materials.
 - Exposure of Sponsor product/services as prize at event.
- Opportunities at all member events (golf, education, and social/networking) as follows:
 - Company name/logo displayed at event registration table.
 - 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/logo on tee sign for golf events.
 - Optional: Exposure of Sponsor product/services as prize at event.
- Two (2) complimentary 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 Premier Level -- \$175 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.**

Sponsor Benefits:

- Exposure in Chapter's Sponsor Recognition circular distributed at 20+ golf and social events.
- 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 **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.
 - Company info in event goody bag.
 - Table top display at luncheon for company materials.
 - Exposure of Sponsor product/services as prize at event.
- Opportunities at all member events (golf, education, and social/networking) as follows:
 - Company name/logo displayed at event registration table.
 - 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/logo on tee sign for golf events.
 - Optional: Exposure of Sponsor product/services as prize at event.
- One (1) complimentary 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.

Education Partner Sponsor - \$150 Contribution

The Education Partner fee is a **cash-only contribution**; can not be substituted for in-kind products or services.

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:

- Exposure in Chapter's **newsletter** article written by Education Committee.
- 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.
 - Table top display at luncheon for company materials.
 - Complimentary lunch for one (1) sponsor representative.
 - Optional: Exposure of Sponsor product/services as prize at event.
- Hosting Educational Events for the membership, coordinated by the Education Committee.

Also, any Education Partner can upgrade its sponsorship level to ACE or EAGLE for additional exposure to our membership. The Education Partner fee will be credited toward the ACE or EAGLE sponsorship contribution.

Event Sponsor - \$250 Contribution

We can customize the EVENT sponsor level to meet Sponsor and Chapter needs in terms of in-kind product or service. The **minimum cash contribution is \$50** if Sponsor opts for event entry fee benefit. For EWGA members who may select this sponsorship category, there is a 20% discount.

The Chapter offers sponsorship opportunities at several of our annual events. This sponsorship fee is for one event, though a sponsor is encouraged to participate in more than one event. These events include the Season Kickoff Luncheon, the Season Kick-off Golf Tournament and the Member-Guest Golf Tournament. These events, in particular, historically have drawn high member participation.

Sponsor Benefits:

- Company name included in the event program.
- Opportunity to distribute promotional materials at the event. Note: only for the Season Kickoff Luncheon will there be an exhibit table for each Sponsor.
- Opportunity to include promotional materials/product in the event goody bag.
- Opportunity to display company name/logo on tee sign for golf event.
- One complimentary entry for the event (over \$50 value)

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

E-Blast Advertiser

The chapter's e-blast reaches nearly 600 members--twice a month during peak golf season and once a month in the off-season.

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| ➤ Company name/logo with link to your website and up to 25 words of text. | <u>Rate</u>
\$50 per e-blast |
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Member-Get-a-Sponsor – A Fun Competition!

In 2008, 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 \$500 value!*

*The highest level = the member who has the highest total value of sponsorships.

For more information, contact us at sponsorship@ewgadc.org