

7TH ANNUAL LES SHAW INVITATIONAL FOR HEROES

IN SUPPORT OF



MONDAY, JUNE 19TH, 2017
MAGNA GOLF CLUB
AURORA, ONTARIO

EVENT SPONSORSHIP OPPORTUNITIES



JOIN US AND MAKE A DIFFERENCE

Join us at Magna Golf Club in Aurora, Ontario on Monday, June 19TH, 2017 as True Patriot Love Foundation supporters hit the links for the men and women who serve our country. The proceeds from this year's tournament will be used to fund programs that support Veterans and military families and will feature special guest speakers, attendees and prizing.

ABOUT THE TRUE PATRIOT LOVE FOUNDATION

True Patriot Love Foundation (TPL) is a national charity with the mission to inspire every Canadian to contribute to the resilience and wellbeing of our military and Veteran families. Since 2009, TPL has provided more than \$18 million to support military families, including supporting more than 100 community-based programs across the country that address the unique challenges resulting from service including mental health, physical rehabilitation, transitioning to civilian life, and the special needs of children. In addition, TPL contributes to advancements in research and technology through our \$5 million commitment to the Canadian Institute for Military and Veterans Health Research (Queen's University).

FOR MORE INFORMATION ABOUT SPONSORSHIP OPPORTUNITIES AND FOURSOMES, PLEASE CONTACT:

Caroline Thomson

Manager, Sponsorship & Sales

True Patriot Love Foundation

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The True Patriot Love Foundation Is A Registered Charity.

Charitable Registration Number: 81464 6493 RR0001



GOLD SPONSOR - \$15,000

THREE (3) AVAILABLE:

- * **GREEN FEE SPONSOR**
- * **DINNER SPONSOR**
- * **GOLF BALL SPONSOR**

IN RECOGNITION OF THIS SPONSORSHIP, TRUE PATRIOT LOVE IS PLEASED TO OFFER THE FOLLOWING BENEFITS:

- ▶ **Verbal recognition** as a Gold Sponsor prior to tee-off and from the podium at dinner
- ▶ **Customized signage and recognition** (based on Gold Sponsorship selection):
 - * Green Fee Sponsor Signage: On all player golf carts
 - * Dinner Sponsor Recognition: In the dining room
 - * Golf Ball Sponsor: Logo on golf balls
- ▶ **Logo recognition on event signage**
- ▶ **Recognition in all press releases and media advisories** pertaining to the golf tournament as a Gold Sponsor
- ▶ **Additional branding opportunities or on-site activations** to be negotiated
- ▶ **Sponsorship of one hole on the course** (including tee signage)
- ▶ **Logo recognition on the True Patriot Love Event Supporter page** with link to company website
- ▶ **Mention on True Patriot Love social media outlets** (Facebook, Twitter)
- ▶ **Name recognition in True Patriot Love's annual report**
- ▶ **Two (2) foursomes**, including:
 - * Access to Magna Golf Club valet services upon arrival
 - * Green fees and power carts
 - * Use of driving range, putting green
 - * Lunch, on-course snacks, beverages and dinner
 - * Opportunity to host a veteran of the Canadian Armed Forces (upon request and subject to availability)
 - * One caddie per foursome



SILVER SPONSOR - \$10,000

THREE (3) AVAILABLE:

- * **CLOSEST TO THE PIN (MEN'S AND WOMEN'S)**
- * **LONGEST DRIVE (MEN'S AND WOMEN'S)**
- * **BEST FOURSOME**

IN RECOGNITION OF THIS SPONSORSHIP, TRUE PATRIOT LOVE IS PLEASED TO OFFER THE FOLLOWING BENEFITS:

- ▶ **Logo recognition on event signage**
- ▶ **Recognition in all press releases and media advisories** pertaining to the golf tournament as a Silver Sponsor
- ▶ **Sponsorship of a single hole on the course** (including tee signage)
- ▶ **Logo recognition on the True Patriot Love Event Supporter page** with link to company website
- ▶ **Mention on True Patriot Love social media outlets** (Facebook, Twitter)
- ▶ **Name recognition in True Patriot Love's annual report**
- ▶ **One (1) foursome**, including:
 - * Access to Magna Golf Club valet services upon arrival
 - * Green fees and power carts
 - * Use of driving range, putting green
 - * Lunch, on-course snacks, beverages and dinner
 - * Opportunity to host a veteran of the Canadian Armed Forces (upon request and subject to availability)
 - * One caddie per foursome

BRONZE SPONSOR - \$7,500

EIGHT (8) AVAILABLE - HOLE SPONSORSHIP

IN RECOGNITION OF THIS SPONSORSHIP, TRUE PATRIOT LOVE IS PLEASED TO OFFER THE FOLLOWING BENEFITS:

- ▶ **Logo recognition on event signage**
- ▶ **Sponsorship of a single hole on the course** (including tee signage)
- ▶ **Listing on the True Patriot Love Event Supporter page** with link to company website
- ▶ **Name recognition in True Patriot Love's annual report**
- ▶ **One (1) foursome**, including:
 - * Access to Magna Golf Club valet services upon arrival
 - * Green fees and power carts
 - * Use of driving range, putting green
 - * Lunch, on-course snacks, beverages and dinner
 - * Opportunity to host a veteran of the Canadian Armed Forces (upon request and subject to availability)
 - * One caddie per foursome

FOURSOME - \$5,000

- * Access to Magna Golf Club valet services upon arrival
- * Green fees and power carts
- * Use of driving range, putting green
- * Lunch, on-course snacks, beverages and dinner
- * Opportunity to host a veteran of the Canadian Armed Forces (upon request and subject to availability)
- * One caddie per foursome

SINGLE GOLFER - \$1,250

- * Access to Magna Golf Club valet services upon arrival
- * Green fees and power carts
- * Use of driving range, putting green
- * Lunch, on-course snacks, beverages and dinner

DINNER ONLY - \$250

STRONGER MILITARY FAMILIES

