

SPONSORSHIP PACKAGE



24th ANNUAL

ITAC **it** CHALLENGE

GOLF TOURNAMENT



PRESENTED BY



TREND MICROTM

Monday, September 25, 2017
Hosted by: Brampton Golf Club

For additional information please contact
Micheline Lepage
Phone: (613) 238-4822 x 2005
Email: mlepage@itac.ca

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The Event

Your participation in this year's event will be rewarded with the opportunity to golf at one of the more prestigious golf courses in the GTA. You will also have the opportunity to network with our Association's most influential decision makers and enjoy a fabulous day of fine food, cool beverages, unique gifts and great friends.

There is a reason that the ITAC "IT" Golf Challenge has become the industry golf tournament standard by which others are compared.

The Venue

Brampton Golf Club is proudly one of Brampton's most noted landmarks, having served as a home away from home for its members since 1921. Established as a 9 hole course in 1921, Brampton Golf Club evolved into an 18 hole Championship golf course in 1963 where it has continued to impress and test the skills of all who play the course. Much has changed since the inception of Brampton Golf Club but one thing has remained constant: Brampton Golf Club continues to combine heritage, prestige, and hospitality.

Not only is it equipped with a fully serviced clubhouse, with locker room attendants, lounge, dining rooms, and meeting room facilities, along with a large, pristine, practice facility and a winter instructional school, but the Club has also been host to many high quality golf events. Brampton Golf Club was fortunate enough to host the 2014 Ontario Women's Amateur Championship and is one of the Clubs to host the 2015 GTA Amateur Tour.

Nestled in south Brampton on the border of north Mississauga, Brampton Golf Club is uniquely positioned to present an outstanding membership value for both personal and business use. The location is the most convenient of any Club as it is only minutes away from the 401, 407, and 410, but Brampton Golf Club's.

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Sponsorship Categories

Fee (plus HST)

Availability

Presenting Sponsor SOLD	\$10,000	1
Platinum Sponsor	\$7,500	2
Gifting Sponsor	\$7,500	1
Luncheon Sponsor SOLD	\$5,000	1
Gold Sponsor	\$5,000	4
Cart Path Sponsor	\$4,000	1
Golf Cart Sponsor SOLD	\$4,000	1
Breakfast Sponsor SOLD	\$3,000	1
Halfway House Sponsor	\$3,000	1
19th Hole Reception Sponsor	\$3,000	1
Driving Range Sponsor	\$3,000	1
Golf Ball Sponsor SOLD	\$3,000	1
Hole-In-One Sponsor	\$3,000	2
Beverage Cart Sponsor	\$2,000	1
Wine Sponsor SOLD	\$2,000	1
Hole Sponsor	\$2,000	9
Luncheon Guest	\$100	20
Contributions of in-kind or monetary contributions towards the prize table	Donation	Unlimited
Golfer Registrations	\$1,500 per foursome \$375 per individual	8

Your support would be greatly appreciated. If you would like to support this year's golf tournament, please complete the included sponsorship form.

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Presenting Sponsor

\$10,000



Sponsorship Benefits

Golfing Privileges

- Three foursomes in the ITAC "IT" Challenge Golf Tournament.
- Your teams will be teeing off from the first & tenth tee to commence the tournament.

Strategic Logo Placement

- **Tournament Web Site:** Premier placement of company logo on web media. Additionally, your logo will be included on all event materials, including the electronic invitation.
- **Banners:** Premier positioning of your company's logo on the welcome banner as well as three (10') Flying Banners which will be prominently displayed in high profile locations
- **Digital Presentation System (DPS):** Premier exposure of your logo as a Presenting Sponsor on the (DPS), throughout the clubhouse on digital media displays pre & post golf. Your company will also have the opportunity to play a 30 second commercial.
- **Score and Cart Card:** Your company's logo will appear as a Presenting Sponsor on every score and cart card.
- **Tournament Guide:** Your company's premier logo placement within the guide as a Presenting Sponsor in this tournament keepsake.
- **Table Cards:** Each table will have two table cards with premier exposure of your logo and level of sponsorship.

Tee Blocks

Your logo will be placed exclusively on all 36 tee block signs. They will be placed on all 18 holes and will determine where teams are to start each hole.

Pin Flags

Your logo will be placed exclusively on all 18 pin flags.

Mention at the Tournament Luncheon

Our valued Presenting Sponsor is identified and recognized at the awards ceremony with the opportunity to present awards.

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Platinum Sponsor

\$7,500

Sponsorship Benefits

Golfing Privileges

- Two foursomes in the ITAC "IT" Challenge Golf Tournament.

Strategic Logo Placement

- **Tournament Web Site:** Secondary placement of company logo on web media. Additionally, your logo will be included on all event materials, including the electronic invitation.
- **Banners:** Secondary positioning of your company's logo on the welcome banner as well as two (10') Flying Banners which will be prominently displayed in high profile locations
- **Digital Presentation System (DPS):** Secondary exposure of your logo as a Platinum Sponsor on the (DPS), throughout the clubhouse on digital media displays pre & post golf. Your company will also have the opportunity to play a 30 second commercial.
- **Score and Cart Card:** Your company's logo will appear as a Platinum Sponsor on every score and cart card.
- **Tournament Guide:** Your company's logo placement within the guide as a Platinum Sponsor in this tournament keepsake.

Tee Deck Signage

One hole is "yours". Your sign is featured in a custom made wood sign holder. You can take advantage of having your staff meet and greet the participants on your designated hole.

On Course Signage

Your company will have premier exposure at 9 holes on custom printed Cup Inserts. These are placed inside the hole at the green.

Mention at the Tournament Luncheon

Our valued Platinum Sponsor is identified and recognized at the awards ceremony with the opportunity to present awards.

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Gifting Sponsor

\$7,500

Sponsorship Benefits

Golfing Privilege

- Two foursomes in the ITAC "IT" Challenge Golf Tournament.

Strategic Logo Placement

- **Tournament Web Site:** Secondary placement of company logo on web media. Additionally, your logo will be included on all event materials, including the electronic invitation.
- **Banners:** Secondary positioning of your company's logo on the welcome banner as well as two (10') Flying Banners which will be prominently displayed in high profile locations
- **Digital Presentation System (DPS):** Secondary exposure of your logo as a Gifting Sponsor on the (DPS), throughout the clubhouse on digital media displays pre & post golf. Your company will also have the opportunity to play a 30 second commercial.
- **Score and Cart Card:** Your company's logo will appear as a Gifting Sponsor on every score and cart card.
- **Tournament Guide:** Your company's logo placement within the guide as a Gifting Sponsor in this tournament keepsake.

Tournament Gifting Handout

- Your company logo will be prominently displayed on an easel sign at the gifting location.
- You will be eligible to hand out the tournament gift to all participants at the event.

Tee Deck Signage

One hole is "yours". Your sign is featured in a custom made wood sign holder. You can take advantage of having your staff meet and greet the participants on your designated hole.

Mention at the Tournament Luncheon

Our valued Gifting Sponsor is identified and recognized at the awards ceremony with the opportunity to present awards.

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Luncheon Sponsor

\$5,000

Sponsorship Benefits



Golfing Privilege

- Four playing spots in the ITAC "IT" Challenge Golf Tournament.

Strategic Logo Placement

- **Tournament Web Site:** Placement of company logo on web media.
- **Banquet Hall Banner:** Placement of your company's logo on the Luncheon Banner prominently displayed in the banquet hall.
- **Digital Presentation System (DPS):** Exposure of your logo as a Luncheon Sponsor on the (DPS), throughout the clubhouse on digital media displays pre & post golf. Your company will also have the opportunity to play a 30 second commercial.
- **Table Cards:** Each table will have two table cards with premier exposure of your logo and level of sponsorship.
- **Tournament Guide:** Your company's premier logo placement within the guide as a Luncheon Sponsor in this tournament keepsake.

Mention at the Tournament Luncheon

Our valued Luncheon Sponsor is identified and recognized at the awards ceremony with the opportunity to present awards.

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Gold Sponsor

\$5,000

Sponsorship Benefits

Golfing Privilege

- Four playing spots in the ITAC "IT" Challenge Golf Tournament.

Strategic Logo Placement

- **Tournament Web Site:** Placement of company logo on web media.
- **Banners:** Tertiary positioning of your company's logo on the welcome banner as well as one (10') Flying Banner which will be prominently displayed in high profile location.
- **Digital Presentation System (DPS):** Tertiary exposure of your logo as a Gold Sponsor on the (DPS), throughout the clubhouse on digital media displays pre & post golf.
- **Score and Cart Card:** Your company's logo will appear as a Gold Sponsor on every score and cart card.
- **Tournament Guide:** Your company's logo placement within the guide as a Gold Sponsor in this tournament keepsake.

Tee Deck Signage

One hole is "yours". Your sign is featured in a custom made wood sign holder. You can take advantage of having your staff meet and greet the participants on your designated hole.

Mention at the Tournament Luncheon

Our valued Gold Sponsor is identified and recognized at the awards ceremony.

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Cart Path Sponsor

\$4,000

Sponsorship Benefits

Golfing Privilege

- Four playing spots in the ITAC "IT" Challenge Golf Tournament.

Strategic Logo Placement

- **Tournament Web Site:** Placement of company logo on web media.
- **Digital Presentation System (DPS):** Exposure of your logo on the (DPS), throughout the clubhouse on digital media displays pre & post golf.
- **Tournament Guide:** Your company's logo placement within the tournament guide.

Cart Path Signage

A sticker will adhere to the cart path on every hole. This will provide you with premium exposure throughout the round of golf.

Mention at the Tournament Luncheon

Our valued Cart Path Sponsor is identified and recognized at the awards ceremony.

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Golf Cart Sponsor

\$4,000

Sponsorship Benefits



Golfing Privilege

- Four playing spots in the ITAC "IT" Challenge Golf Tournament.

Strategic Logo Placement

- **Tournament Web Site:** Placement of company logo on web media.
- **Digital Presentation System (DPS):** Exposure of your logo on the (DPS), throughout the clubhouse on digital media displays pre & post golf.
- **Tournament Guide:** Your company's logo placement within the tournament guide.

Golf Cart Signage

A sign will be placed on the front of every golf cart. This will provide premium exposure throughout the round.

Mention at the Tournament Luncheon

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Breakfast Sponsor

\$3,000

Sponsorship Benefits



Golfing Privilege

- Four playing spots in the ITAC "IT" Challenge Golf Tournament.

Strategic Logo Placement

- **Tournament Web Site:** Placement of company logo on web media.
- **Easel Signage:** Positioning of your company's logo on two easels prominently displayed in the breakfast area.
- **Digital Presentation System (DPS):** Exposure of your logo on the (DPS), throughout the clubhouse on digital media displays pre & post golf.
- **Table Cards:** Each table will have one table card with premier exposure of your logo and level of sponsorship.
- **Tournament Guide:** Your company's logo placement within the tournament guide.

Mention at the Tournament Luncheon

Our valued Breakfast Sponsor is identified and recognized at the awards ceremony.

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Halfway House Sponsor

\$3,000

Sponsorship Benefits

Golfing Privilege

- Four playing spots in the ITAC "IT" Challenge Golf Tournament.

Strategic Logo Placement

- **Tournament Web Site:** Placement of company logo on web media.
- **Halfway House Banner:** Positioning of your company's logo on a banner prominently displayed at the Halfway House.
- **Digital Presentation System (DPS):** Exposure of your logo on the (DPS), throughout the clubhouse on digital media displays pre & post golf.
- **Tournament Guide:** Your company's logo placement within the tournament guide.

Mention at the Tournament Luncheon

Our valued Halfway House Sponsor is identified and recognized at the awards ceremony.

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19th Hole Reception Sponsor

\$3,000

Sponsorship Benefits

Golfing Privilege

- Four playing spots in the ITAC "IT" Challenge Golf Tournament.

Strategic Logo Placement

- **Tournament Web Site:** Placement of company logo on web media.
- **Easel Signage:** Positioning of your company's logo on two easels prominently displayed in the cocktail reception area.
- **Digital Presentation System (DPS):** Exposure of your logo on the (DPS), throughout the clubhouse on digital media displays pre & post golf.
- **Tournament Guide:** Your company's logo placement within the tournament guide.

Mention at the Tournament Luncheon

Our valued 19th Hole Reception Sponsor is identified and recognized at the awards ceremony.

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Driving Range Sponsor

\$3,000

Sponsorship Benefits

Golfing Privilege

- Four playing spots in the ITAC "IT" Challenge Golf Tournament.

Strategic Logo Placement

- **Tournament Web Site:** Placement of company logo on web media.
- **Easel Signage:** Positioning of your company's logo on two easels prominently displayed at the Driving Range.
- **Digital Presentation System (DPS):** Exposure of your logo on the (DPS), throughout the clubhouse on digital media displays pre & post golf.
- **Tournament Guide:** Your company's logo placement within the tournament guide.

Mention at the Tournament Luncheon

Our valued Driving Range Sponsor is identified and recognized at the awards ceremony.

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Golf Ball Sponsor

\$3,000

Sponsorship Benefits



Golfing Privilege

- Four playing spots in the ITAC "IT" Challenge Golf Tournament.

Strategic Logo Placement

- **Tournament Web Site:** Placement of company logo on web media.
- **Easel Signage:** Positioning of your company's logo on two easels prominently displayed at the registration table.
- **Digital Presentation System (DPS):** Exposure of your logo on the (DPS), throughout the clubhouse on digital media displays pre & post golf.
- **Tournament Guide:** Your company's logo placement within the tournament guide.

Brand Placement

Your company's logo will have exclusive exposure on all golf balls being distributed to all participants.

Mention at the Tournament Luncheon

Our valued Golf Ball Sponsor is identified and recognized at the awards ceremony.

****Golf balls to be supplied by ITAC****

For additional information please contact
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Hole-In-One Sponsor

\$3,000

Sponsorship Benefits

Golfing Privilege

- Four playing spots in the ITAC "IT" Challenge Golf Tournament.

Strategic Logo Placement

- **Tournament Web Site:** Placement of company logo on web media.
- **Digital Presentation System (DPS):** Exposure of your logo on the (DPS), throughout the clubhouse on digital media displays pre & post golf.
- **Tournament Guide:** Your company's logo placement within the tournament guide.

Hole Signage

Your company's logo will have premium exposure on two par 3's. You can also take advantage of having your staff meet and greet the participants on your designated hole.

Closest To The Pin

The Hole-In-One sponsorship includes a closest to the pin contest on all four Par 3's during the event with each winner receiving a prize.

Mention at the Tournament Luncheon

Our valued Hole-In-One Sponsor is identified and recognized at the awards ceremony.

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Beverage Cart Sponsor

\$2,000

Sponsorship Benefits

Golfing Privilege

- One playing spot in the ITAC "IT" Challenge Golf Tournament.

Strategic Logo Placement

- **Tournament Web Site:** Placement of company logo on web media.
- **Digital Presentation System (DPS):** Exposure of your logo on the (DPS), throughout the clubhouse on digital media displays pre & post golf.
- **Tournament Guide:** Your company's logo placement within the tournament guide.

Beverage Cart Signage

Your company's logo will have premium exposure on all beverage carts.

Mention at the Tournament Luncheon

Our valued Beverage Cart Sponsor is identified and recognized at the awards ceremony.

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Wine Sponsor

\$2,000

Sponsorship Benefits



Golfing Privilege

- One playing spot in the ITAC "IT" Challenge Golf Tournament.

Strategic Logo Placement

- **Tournament Web Site:** Placement of company logo on web media.
- **Easel Signage:** Positioning of your company's logo on two easels prominently displayed in the banquet hall.
- **Digital Presentation System (DPS):** Exposure of your logo on the (DPS), throughout the clubhouse on digital media displays pre & post golf.
- **Wine Cards:** Each table will have one wine card with premier exposure of your logo and level of sponsorship.
- **Tournament Guide:** Your company's logo placement within the tournament guide.

Mention at the Tournament Luncheon

Our valued Wine Sponsor is identified and recognized at the awards ceremony.

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Hole Sponsor

\$2,000

Sponsorship Benefits

Golfing Privilege

- One playing spot in the ITAC "IT" Challenge Golf Tournament.

Strategic Logo Placement

- **Tournament Web Site:** Placement of company logo on web media.
- **Digital Presentation System (DPS):** Exposure of your logo on the (DPS), throughout the clubhouse on digital media displays pre & post golf.
- **Tournament Guide:** Your company's logo placement within the tournament guide.

Tee Deck Signage

One hole is "yours". Your sign is featured in a custom made wood sign holder. You can take advantage of having your staff meet and greet the participants on your designated hole.

Mention at the Tournament Luncheon

Our valued Hole Sponsor is identified and recognized at the awards ceremony.

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Registration Options

Sponsorship Benefits

FOURSOME - \$1,500

- Four playing positions.
- Four reserved seat for the luncheon.
- Four registration gifts.

INDIVIDUAL GOLFER - \$375

- One playing position.
- A reserved seat for the luncheon.
- A registration gift.

LUNCHEON ONLY - \$100

- Invitation to socialize during the reception.
- A reserved seat for the luncheon.

TOURNAMENT AGENDA

7:30 AM	Registration
8:45 AM	Call to Carts
9:00 AM	Shotgun Start
2:00 PM	Reception
2:30 PM	Luncheon & Awards
4:00 PM	Conclusion

For sponsorship opportunities please complete the included sponsorship form.

To register your golfers please complete one of the following options:

Option One: Register online at:

<https://secure.e-RegisterNow.com/cgi-bin/mkpayment.cgi?MID=280&state=step2direct&event=500000477465380>

Option Two: Contact Micheline Lepage

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Sponsorship Commitment Form

FORM TO BE SUBMITTED TO ITAC,

Attention: Micheline Lepage Email: mlepage@itac.ca Tel: (613)238-4822 x 2005

Sponsor Category	# Available	Fee per sponsor	Please indicate Sponsor Choice below
Presenting Sponsor - SOLD	1	\$10,000	
Platinum Sponsor	2	\$7,500	
Gifting Sponsor	1	\$7,500	
Luncheon Sponsor - SOLD	1	\$5,000	
Gold Sponsor	4	\$5,000	
Cart Path Sponsor	1	\$4,000	
Golf Cart Sponsor - SOLD	1	\$4,000	
Breakfast Sponsor - SOLD	1	\$3,000	
Halfway House Sponsor	1	\$3,000	
19 th Hole Reception Sponsor	1	\$3,000	
Driving Range Sponsor	1	\$3,000	
Golf Ball Sponsor - SOLD	1	\$3,000	
Hole-In-One Sponsor	2	\$3,000	
Beverage Cart Sponsor	1	\$2,000	
Wine Sponsor - SOLD	1	\$2,000	
Hole Sponsor	9	\$2,000	
Luncheon Guest	20	\$100	
Contributions in-kind prizes or monetary contributions towards the prize table	Unlimited	Donation	
Golfer Registrations	8	\$1,500 per foursome (plus applicable taxes)	

BILLING CONTACT INFORMATION - SPONSORS & GOLFERS

Name (& Company)	Mailing Address	Phone	E-mail Address

Credit Card Information				
Card Type:	Name on Card:	Card Number:	Expiry Date:	CVC Code:

The sponsor and billing contact information above will be used by ITAC to generate an invoice that will be e-mailed to sponsors/golfers for payment. Please note that HST will be added to the sponsor fee when invoiced. If you have any questions about the invoicing for the ITAC "IT" Challenge, please contact Micheline Lepage, at (613)238-4822 x 2005 or mlepage@itac.ca

Thank you for your invaluable support!