



It's Time to TEE UP for the 7th Annual
2010 PGA Legends Pro-Am



Wednesday 11th August

[Brisbane Ekka Show Holiday]

What's in it for me?

Where's the value?

Sponsorship gives you exposure to a local market of keen golfers who are business owners, employees and retirees amongst other types of spenders. Whilst the majority tend to reside and/or work within a 6km radius, our Club attracts players from all over Brisbane, including north side. We service a majority of male members and visitors, WPGC Pro-Am lends itself toward unique marketing opportunities aimed at men, however we do also attract regularly a large number of female members and visitors.

Pro-Am sponsorship starts at just \$350 for a Hole Sponsor with two free playing entries. Amateur entry into the Pro-Am is \$55 per player, but as a sponsor 2 people get to play for free! For Hole Sponsorship, there's \$110 value already. Play yourself or reward your staff for their hard work, or take a client onto the course – they say *if you want to make friends play tennis but if you want to make a business deal, play golf!!*

Considering we have approximately 200 players on the Pro-Am tournament day with each player on each tee for maybe 5 minutes, that's over 16 hours of visual exposure of your tee signage. If you also add signage to the green of your chosen hole you can double that exposure. Now that's got to be worth consideration. You are also welcome to have your staff on your tee further promoting your service or product.

We are happy to help with the planning of your promotions on the day also. Feel free to offer a special deal with a discount that calls your potential customers to action, like 10% off a car service, or 20% off a bunch of flowers. If you sell golf carts, put one on the course on display. If you sell financial planning, offer a one-minute appraisal of how you could help a golfer improve theirs! There are lots of ideas that can be done, and combined with your signage, sales people or other promotions on your sponsored hole on the day, you have a great opportunity to make an impression!

Wolston Park Golf Club offers other annual marketing opportunities too. We are currently planning the upgrade of our tee signs, with advertising space increasing from 30cm x 30cm to 60cm x 90cm. Big colourful signs for big colourful, and attention grabbing, advertising!

Following are the 2010 PGA Legends Pro-Am Sponsorship Packages on offer.

All packages include:

- Advertising rights in, on &/or around the clubhouse and course. (allocated holes are given out on a first in best dressed basis)
- Your promotional material placed in all player's gift packs.
- Promotion in a newspaper feature published prior to and after the event (featured with prominence accordingly to sponsorship level)
- An invitation to the Award Presentation where all sponsors will be recognised.

If you have any questions, please feel free to call and ask Mel on 3271 6641.



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SPONSORSHIP PACKAGE OPTIONS

HOLE SPONSOR

YOUR INVESTMENT \$350

- ✓ Advertising rights on your choice of hole (*first in first choice!*).
- ✓ 4 Complimentary 18 hole rounds of golf at Wolston Park Golf Club valid for one year.
- ✓ **Invitation of 2 players into the Pro-Am**, including lunch and a complimentary drink for those players.

TROPHY SPONSOR

YOUR INVESTMENT \$500

- ✓ Advertising rights on your choice of hole (*first in first choice!*).
- ✓ Your name on a perpetual trophy of a novelty event such as Nearest-The-Pin or Longest Drive.
- ✓ 4 Complimentary 18 hole rounds of golf at Wolston Park Golf Club valid for one year.
- ✓ **Invitation of 2 players into the Pro-Am**, including lunch and a complimentary drink for those players.

SILVER SPONSOR

YOUR INVESTMENT \$1,000

- ✓ Advertising rights in a prominent position around the clubhouse.
- ✓ Opportunity to create a display of your products &/or services in the function/clubhouse room.
- ✓ 12 Complimentary 18 hole rounds of golf at Wolston Park Golf Club valid for one year.
- ✓ Invitation of 4 players into the Pro-Am, including lunch and a complimentary drink for those players.

GOLD SPONSOR

YOUR INVESTMENT \$2,500

- ✓ Advertising rights in the clubhouse and on the putting green.
- ✓ Opportunity to create a display of your products &/or services in the function/clubhouse room.
- ✓ 48 Complimentary 18 hole rounds of golf at Wolston Park Golf Club valid for one year.
- ✓ **Invitation of 6 players into the Pro-Am**, including lunch and a complimentary drink for those players.

Secure your involvement in this prestigious annual event now!!

Phone Mel at Wolston Park Golf Club on 3271 6641