

— A TOURNAMENT BY & IN SUPPORT OF —
**THE BUSINESS ALUMNI ASSOCIATION
ALBERTA SCHOOL OF BUSINESS**



SPONSORSHIP PACKAGE
JUNE 10, 2020
HIGHLANDS GOLF CLUB





WELCOME

proud Alberta Business alumni & guests!

Your support makes a **DIRECT** impact on the quality of business education in Alberta

The Business Alumni Association at the University of Alberta (BAA) represents the more than 29,000 graduates from the BCom, MBA, and PhD programs at the Alberta School of Business. The goals of the BAA include promoting the continued interest of all graduates in the School; providing a means whereby alumni may join together for the enrichment of the School; encouraging the best candidates to attend the U of A; and providing a support network for students and graduates.

Proceeds from this golf tournament and other Business Alumni Association events will make a direct impact on students, alumni and the School in the following ways:

- provide funding and sponsorship to student activities for BCom and MBA student clubs, business competitions and conference participation on a global scale,
- provide networking opportunities to students and recent alumni by offering subsidized golfer entries to the tournament for four current students and alumni who have graduated within three years
- support alumni learning and networking events, like Pecha Kucha, that provide ongoing career, personal and networking development,
- raise the profile and reputation of the Alberta School of Business by supporting students and alumni post-graduation with networking, job skills and professional development,
- continue to increase opportunities for students to connect and learn from alumni through mentorship programs.

The CPA Cup tournament is open to all Alberta Business alumni and their guests. Space is limited so register early to secure a spot.

For more information call Jami Drake, Manager, Alumni Programs today at 780-492-1192.

SIGN UP BEFORE APRIL 27, 2020 and receive **EARLY BIRD PRICING** on Hole Sponsorship and Golf Team Registrations!

HIGHLANDS GOLF CLUB



WEDNESDAY, JUNE 10, 2020

Highlands Golf Club
18 hole, 4 person scramble

SCHEDULE

Networking Breakfast & Registration: starting at 6:30 am
Shotgun Start: 8:00 am
Reception & Lunch: 1:30 pm - 3:00 pm



Click for directions
or visit:
[https://
www.highlandsgolfclub.
com/About-Us/Location](https://www.highlandsgolfclub.com/About-Us/Location)

Golfers:

Team of four (4) players: \$1000
Individual player: \$250

Register before April 27 - \$880 – Save \$120
Register before April 27 - \$220 – Save \$30








































Tournament fees include:

- Hosted breakfast prior to tournament
- Use of practice facilities day of tournament
- Banquet lunch
- 18 holes of golf with motorized cart
- Golfer gift and awards
- Exclusive silent & live auction access

SPONSORSHIP

OPPORTUNITIES & BENEFITS

Sponsoring either at the Executive level or with the support of a hole sponsorship is an excellent way to connect with alumni, promote your organization or service, and target a wider audience of University of Alberta business alumni throughout the year.

Sponsor Benefit	Executive Sponsorships ¹			Hole Sponsorships			Other Sponsorships		
	Title Sponsorship	Breakfast Sponsorship	Cart Sponsorship	Putting Green Sponsorship	Hole Sponsorship (with complimentary golfers)	Hole Sponsorship (without complimentary golfers)	Hole-in-one Sponsorship	In-Kind	Silent Auction
Exclusive Sponsorship Amount (early bird ²)	\$5,000	\$3,300	\$2,300	\$1,850	\$1,650	\$1,000	\$180	Donation Basis	Donation Basis
Exclusive Sponsorship Amount	\$5,500	\$3,500	\$2,500	\$1,950	\$1,750	\$1,100	\$200		
Number of complimentary golfers	4	4	4	4	4				
Tournament naming rights, speaking opportunity and corporate identity on all marketing materials									
Corporate Identity at Networking Breakfast and Speaking Opportunity									
Prominent corporate identity on each player golf cart									
Corporate profile on social media									
Prominent recognition on all marketing materials									
Opportunity for display table at registration									
Opportunity for display/ activity table at hole or designated course location									
Post-event recognition in the 2019 Sponsorship Package	 (prominent)	 (prominent)	 (prominent)						
Official business receipt for sponsorship									
Corporate identity displayed on "Sponsorship" signage at breakfast and lunch reception									

¹Executive Sponsorship available as co-executive sponsorship at 50% cost
²Early bird rates apply for sponsorship registration on or before April 27, 2020

EXECUTIVE & HOLE SPONSORSHIPS

Early Bird Deadline – April 27, 2020

EXECUTIVE TITLE SPONSORSHIP \$5,000 (early bird) /\$5,500

The ideal sponsorship to generate awareness in the University of Alberta School of Business alumni community. This sponsor will have the tournament named after their business, feature prominently as the Title Sponsor on all marketing materials and will have the best branding and awareness opportunities at the tournament, including the trophy!

EXECUTIVE BREAKFAST SPONSORSHIP \$3,300 (early bird) /\$3,500

This sponsorship is perfect for the business or consultant looking to market to business owners, entrepreneurs or managers. This welcome sponsorship prominently displays your logo on tournament golf tools and/or balls given in the welcome package received by every golfer.

EXECUTIVE CART SPONSORSHIP \$2,300 (early bird) /\$2,500

Some of the best conversations happen between holes riding in the cart. The visibility that your organization receives with every golfer adds up over the course of a round. A perfect sponsorship for those who want to show real "direction in business" and service, the Cart sponsorship is an ideal recognition vehicle.

PUTTING GREEN SPONSORSHIP \$1,850 (early bird) /\$1,950

Are you looking at a new sponsorship that places you at a key location at the tournament? These sponsorships, like a hole sponsorship, place you at a key course location with the option for a sponsor provided display or activity at the location.

HOLE SPONSORSHIPS \$1,650 (early bird) /\$1,750

Whether you are a prospective partner, alumni, employer, or supplier, hole sponsorships are a great way to demonstrate your support of the Alberta School of Business. Hole sponsorships include green fees for four golfers, prominent corporate identity opportunities throughout the tournament, and recognition after the tournament.

HOLE SPONSORSHIPS \$1,000 (early bird) /\$1,100

(without complimentary golfers)

FOR MORE INFORMATION ON SPONSORSHIP AND REGISTRATION, PLEASE CONTACT:

Jami Drake
Manager, Alumni Programs
Alberta School of Business
Tel: 780-492-1192
Email: jdrake@ualberta.ca

UNIVERSITY OF ALBERTA
ALUMNI
Business Alumni Association

GOLFER ENGAGEMENT

In order to maximize the return on your investment, the BAA strongly encourages finding unique and valuable ways to engage with our tournament participants. Ideas include:

FOR ALL SPONSORS:

- Providing signage
- Gifts for the Welcome packages

FOR EXECUTIVE SPONSORS:

- Speaking opportunities
- Banners and large signage
- Welcome table
- Awards and presentations

FOR HOLE SPONSORS:

- Mini-games at your hole
- Prizes & giveaways

Do you have a unique idea to engage our golfers and have some fun? Let us know and we will be more than happy to work with you!



TEAM REGISTRATION

REGISTER ONLINE at www.business.ualberta.ca/ Go to Events and click on 2020 BAA Golf

Company: _____ Phone: _____

Address: _____ Fax: _____

Main Contact: _____ Email: _____

(required for confirmation & event communication)

GOLFER REGISTRATION

Team Entry (\$880 before April 27, 2020)

Individual Golfer Entry (\$220 before April 27, 2020)

Team Entry (\$1000 per team of four)

Individual Golfer Entry (\$250)

First Name _____ Last Name _____

Email Address _____ Grad Year _____

1 _____

2 _____

3 _____

4 _____

PAYMENT INFORMATION

Method of Payment (check the box that applies)

VISA

MasterCard

Amex

Cash

Cheque

Amount: _____

Name on Card: _____ Credit Card #: _____

Expiry Date: _____ Signature: _____

For more information or to fax your registration please call/fax your completed form to:

Jami Drake, Manager Alumni Programs

Alberta School of Business

Tel: 780-492-1192

Email: jdrake@ualberta.ca



DONATE
A PRIZE TO THE EVENT

If you can't make it out for the day or are already attending please consider donating a prize for the event. All donations are a great opportunity to promote your organization. Please contact Jami Drake at 780-492-1192 if you wish to take advantage of this opportunity.

A SINCERE THANK YOU TO ALL LAST YEAR'S SPONSORS

TITLE SPONSOR



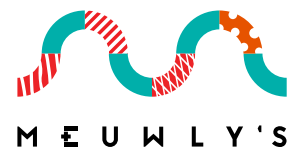
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AND OFF THE COURSE •

Join 29,000 strong at CPA Alberta and see why the CPA designation is a highly respected Canadian accounting and business credential.