

#AMTAGolf

# 2023 Golf Tournaments

## Sponsorship Guide

### About AMTA Golf Tournaments

AMTA hosts annual golf tournaments as both fundraisers and opportunities for carrier and supplier members to network and foster business relationships. Tournaments are regional and run in shotgun format. Between 140 and 190 golfers are expected to register for each tournament.

### Why Sponsor?

Gain access to, connect with, and be seen by leaders and influencers within the industry. AMTA is excited to offer a variety of sponsorship opportunities, based on your budget, to best engage and achieve your goals.

### Brand Recognition and Exposure

By promoting your company effectively at AMTA's annual golf tournaments, you're in an ideal position to generate leads with key decision-makers within the commercial transportation industry.

### Questions?

events@amta.ca  
1-800-267-1003



# 2023 Golf Tournaments



June 7 - Grande Prairie - The Dunes Golf & Winter Club

June 22 - Calgary - Blue Devil Golf Club

June 29 - Edmonton - The Links at Spruce Grove

## Sponsorships

Sponsorships include recognition on all outdoor and indoor signage, on-screen presentations, tournament programs, AMTA social media, website and eNews, and name and logo, with custom link, on tournament website.

<p><i>Special Promo!</i></p>		<p><b>SPONSOR MORE THAN ONE TOURNAMENT AND SAVE!</b></p> <ul style="list-style-type: none"> <li>• Sponsor any two tournaments, receive 10% off any sponsorship offering</li> <li>• Sponsor all three tournaments, receive 15% off any sponsorship offering</li> </ul> <p>Contact us to reserve your package</p>
<p><i>Presenting</i></p>	<p><i>\$10,000</i></p>	<ul style="list-style-type: none"> <li>• Company name/logo prominently displaced on sponsor sign at registration and luncheon</li> <li>• Opportunity to display sponsor-provided signage or banner at registration and luncheon</li> <li>• Opportunity to provide event prize(s)</li> <li>• Verbal recognition from emcee during event program</li> <li>• Opportunity to address golfers from podium (three minutes max) at luncheon</li> <li>• Opportunity to place one (1) piece of collateral at each seat at luncheon</li> <li>• Company name/logo and website on sponsors' list provided to each golfer</li> <li>• Company-branded logos on water bottles for each golfer</li> <li>• Eight (8) full-colour ads in AMTA eNews</li> <li>• Opportunity to set up sponsor table</li> <li>• Opportunity to provide mulligan prize</li> <li>• Opportunity to provide one (1) company-provided promotional item in golfers' welcome package</li> <li>• Eight (8) registrations to tournament</li> <li>• Option to purchase up to eight (8) additional golfers at a discounted rate</li> <li>• Post-event recognition</li> <li>• First right of refusal as Presenting Sponsor in 2024</li> </ul>

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Gold	\$7,500	<ul style="list-style-type: none"> <li>• Four (4) registrations to your selected tournament</li> <li>• Option to purchase up to four (4) registrations at a discounted price</li> <li>• Logo on hand sanitizers placed in each golf cart</li> <li>• Name/logo prominently displayed on Sponsor sign at registration and luncheon</li> <li>• Opportunity to display signage or pop-up banner at registration and luncheon</li> <li>• Verbal recognition by emcee during event program</li> <li>• Opportunity to place one (1) piece of collateral at each golfers seat at lunch</li> <li>• Opportunity to provide one (1) company provide promotional item in welcome packages</li> <li>• Six (6) full-colour ads in AMTA eNews</li> <li>• Opportunity to provide one (1) mulligan prize</li> <li>• Opportunity to provide one (1) tournament prize</li> <li>• First right of refusal for Gold Sponsor for 2024 tournament</li> </ul> <p>Contact us for the full suite of Gold Sponsor offerings</p>
Silver	\$5,000	<ul style="list-style-type: none"> <li>• Three (3) registrations to your selected tournament</li> <li>• Option to purchase up to three (3) registrations at a discounted price</li> <li>• Name/logo prominently displayed at registration and luncheon</li> <li>• Opportunity to provide mulligan prize</li> <li>• Opportunity to provide one (1) prize</li> <li>• Opportunity to provide one (1) sponsor-provided promotional item in Golfers' Welcome Packages</li> <li>• Four (4) full-colour ads in AMTA eNews</li> <li>• Name, logo, and website included on golfer sponsor form</li> <li>• Post-event recognition</li> <li>• First right of refusal for Silver Sponsorship for 2024 tournament</li> </ul>

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Bronze	\$2,500	<ul style="list-style-type: none"> <li>Name/logo prominently displayed at registration and luncheon</li> <li>Verbal and on-screen recognition by emcee during event</li> <li>Name, logo, and website included on golfer sponsor form</li> <li>Opportunity to provide one (1) sponsor-provided tournament prize</li> <li>Opportunity to provide one (1) sponsor-provided promotional item in Golfers' Welcome Packages</li> <li>Opportunity to provide one (1) sponsor-provided mulligan prize</li> <li>Two (2) full-colour ads in AMTA eNews</li> <li>Post-event recognition</li> <li>First right of refusal for Bronze Sponsorship for 2024 tournament</li> </ul>
Breakfast Sponsor  Three Available	\$3,500	<ul style="list-style-type: none"> <li>One (1) registration to your selected tournament</li> <li>Option to purchase one (1) additional tournament registration at a discounted rate</li> <li>Opportunity to display signage or pop-up banner during breakfast</li> <li>Opportunity to set-up Sponsor display table at breakfast</li> <li>Name/logo prominently displayed at breakfast</li> <li>Opportunity to provide Sponsor-branded material to registered golfers at breakfast</li> <li>Verbal and on-screen recognition from MC</li> <li>Name, logo, and website included on golfer sponsor form</li> <li>Three (3) full-colour ads in AMTA eNews</li> <li>Opportunity to provide one (1) sponsor-provided promotional item in Golfers' Welcome Packages</li> <li>Opportunity to provide one (1) door prize</li> <li>Post-event recognition</li> <li>First right of refusal of Breakfast Sponsorship for 2024 tournament</li> </ul>



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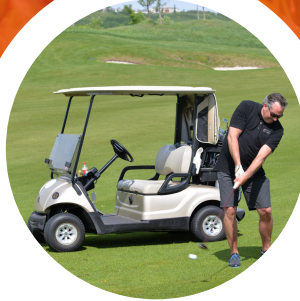


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<p><i>Lunch Sponsor</i></p> <p><i>Three Available</i></p>	<p><i>\$6,000</i></p>	<ul style="list-style-type: none"> <li>• Four (4) registrations to your selected tournament</li> <li>• Option to purchase up to four (4) registrations at a discounted price</li> <li>• Opportunity to display signage or pop-up banner during luncheon</li> <li>• Name/logo prominently displayed on Sponsor sign at registration and luncheon</li> <li>• Opportunity to provide Sponsor-branded material to golfers</li> <li>• Verbal and on-screen recognition</li> <li>• Four (4) full-colour ads in AMTA eNews</li> <li>• Name, logo, and website included on golfer sponsor form</li> <li>• Opportunity to provide one (1) company-provided promotional item in Golfers' Welcome Packages</li> <li>• Opportunity to provide one (1) door prize</li> <li>• First right of refusal of Lunch Sponsor for 2024 tournament</li> <li>• Post-event recognition</li> </ul>
<p><i>Hole Sponsors*</i></p> <p><i>18 Available</i></p>	<p><i>\$1,000 ea.</i></p> <p>*Prize insurance and giveaways are the responsibility of the Hole Sponsors</p>	<ul style="list-style-type: none"> <li>• Signage at respective holes</li> <li>• Emcee and on-screen recognition</li> <li>• Name/logo prominently displayed at registration and luncheon</li> <li>• Opportunity to provide one (1) sponsor-provided promo item in Golfers' Welcome Package</li> <li>• Name, logo, and website included on golfer sponsor form</li> <li>• Opportunity to provide one (1) sponsor prize</li> <li>• Post-event recognition</li> <li>• First right of refusal as hole sponsor for 2024 tournament</li> </ul>
<p><i>Cart Sponsor</i></p> <p><i>Three Available</i></p>	<p><i>\$2,000</i></p>	<ul style="list-style-type: none"> <li>• Sponsor logo decal on all carts</li> <li>• Emcee and on-screen recognition at luncheon</li> <li>• Name/logo prominently displayed at registration and luncheon</li> <li>• Opportunity to provide one (1) sponsor-provided promo item in Golfers' Welcome Package</li> <li>• Name, logo, and website included on golfer sponsor form</li> <li>• Opportunity to provide one (1) tournament prize</li> <li>• Post-event recognition</li> <li>• First right of refusal as cart sponsor for 2024 tournament</li> </ul>

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Registration Sponsor	\$1500	<ul style="list-style-type: none"> <li>• Emcee and on-screen recognition at luncheon</li> <li>• Name/logo prominently displayed at registration and luncheon</li> <li>• Opportunity to provide one (1) sponsor-provided promo item in Golfers' Welcome Package</li> <li>• Name, logo, and website included on golfer sponsor form</li> <li>• Opportunity to provide one (1) tournament prize</li> <li>• Post-event recognition</li> <li>• First right of refusal as cart sponsor for 2024 tournament</li> </ul>
Lunch Table Centerpieces	\$1500	<ul style="list-style-type: none"> <li>• Emcee and on-screen recognition at luncheon</li> <li>• Name/logo prominently displayed at registration and luncheon</li> <li>• Company name, logo, and website included on golfer sponsor form</li> <li>• Opportunity to provide one (1) tournament prize</li> <li>• Post-event recognition</li> <li>• First right of refusal as lunch table centerpiece sponsor for 2024 tournament</li> </ul>
Entertainment Sponsor  Available in Calgary only	\$1500	<ul style="list-style-type: none"> <li>• Sponsor logo on signage in front of entertainer</li> <li>• Recognized as entertainer by emcee</li> <li>• Recognized on-screen at luncheon</li> <li>• Opportunity to provide one company-provided promotional item in Golfers' Welcome Package</li> <li>• Opportunity to provide one (1) tournament prize</li> <li>• Post-event recognition</li> <li>• First right of refusal as lunch table centerpiece sponsor for 2024 tournament</li> </ul>
Menu Card Sponsor	\$1000	<ul style="list-style-type: none"> <li>• Name/logo with linked QR code on menu cards at each table during luncheon</li> <li>• Emcee and on-screen recognition at luncheon</li> <li>• Name/logo prominently displayed on sponsor sign at registration and luncheon</li> <li>• Name, logo, and website included on golfer sponsor form</li> <li>• Post-event recognition</li> <li>• First right of refusal as menu card sponsor for 2024 tournament</li> </ul>
In-Kind Sponsors	Prizes	<ul style="list-style-type: none"> <li>• Provide door and/or golf prize donations</li> </ul>