

SPONSORSHIP OPPORTUNITIES



MARK LOWRY MEMORIAL

DRIVE
for the **PODIUM**

GOLF TOURNAMENT

Monday, June 20th 2011
Stonebridge Golf & Country Club
Ottawa, Ontario





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About the Event

The 6th Annual *Drive for the Podium* Golf Tournament in support of the Mark Lowry Memorial Sport Excellence Fund is an opportunity for individuals and businesses alike to invest in the future of Canada's athletes and their quest to reach the podium. Join 150 prominent business, Olympic, sport and governmental registrants and enjoy:

- Beautiful 18 hole course
- Full day's agenda, special speakers, auction, gifts, premium networking & marketing potential
- Unique opportunity to sponsor, participate, have fun and make a difference!

Every Canadian athlete has a dream of making it to the Olympic Games – help them reach the podium!



Celebrating the achievements of Canadian athletes is a favorite national pastime. Remember how proud you feel when our Olympians step on the podium at an Olympic Games? The Canadian Olympic Committee (COC) believes that by helping athletes reach the Olympic podium and sustain competitive excellence, it helps create Canadian heroes and a source of national pride that inspires a lifelong pursuit of sport and physical activity among Canadians. Proceeds from the Drive for the Podium Golf Tournament will support this goal.





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The Mark Lowry Memorial Sport Excellence Fund

Join us in providing essential resources to support athletes and coaches in Canada. Your involvement and support of this 6th annual golf tournament, inspired by the passion of Mark Lowry, late Executive Director of Sport of the Canadian Olympic Committee (COC) will contribute to the Memorial Sport Excellence Fund established in his name. The fund will provide direct support to Canada's high performance athletes and coaches in their quest for Olympic glory. Some \$130,000 has been raised over the past four years with contributions having been made to Rowing Canada, Diving Canada and Canoe/Kayak Canada.

Lowry's legacy is deep-rooted in the Own the Podium initiative, a program aimed at providing essential resources to athletes and coaches so Canada can be a leading medal winner at the Olympic Games. Proceeds from this tournament will continue to support that initiative.



Mark, who died of pancreatic cancer in October of 2005, was an incredible leader who brought tremendous passion and infectious enthusiasm to everything he did. He was a mentor and inspiration to so many, and touched nearly every facet of Canadian amateur sport. He believed that we could make a

difference – you can help us realize his vision.

"Our family is proud to celebrate the memory of Mark and his passion and deep belief in the importance of sport and supporting our country's athletes and coaches. We invite you to help us maintain his vision by participating in this golf tournament - your support will make a difference."

Jennifer & Brendan Lowry





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Presenting Sponsor: \$10,000

- ◆ Premium Logo visibility on sponsor banner
- ◆ Company name/logo in event program
- ◆ Opportunity to display corporate brochure and or gift at each dinner place setting
- ◆ Speaking opportunity at dinner
- ◆ Opportunity to include gift and or brochure in player gift bags
- ◆ Two (2) Complimentary foursomes including an Olympic athlete in each group (if desired)
- ◆ First right of refusal to sponsor the 2012 *Drive for the Podium* Tournament

Dinner Sponsor: \$5,000

- ◆ Premium Logo visibility on sponsor banner
- ◆ Table card at each dining table (throughout dinner program)
- ◆ Company name/logo in event program
- ◆ Opportunity to display corporate brochure and or gift at each place setting
- ◆ Opportunity to include gift and or brochure in player gift bags
- ◆ Complimentary foursome
- ◆ First right of refusal to sponsor the 2012 *Drive for the Podium* Tournament

Lunch Sponsor: \$2,500

- ◆ Logo visibility on sponsor banner
- ◆ Table card at each dining table (over lunch period)
- ◆ Company name/logo in event program
- ◆ Two complimentary *entries* in the tournament
- ◆ First right of refusal to sponsor the 2012 *Drive for the Podium* Tournament

Golf Cart Sponsor: \$2,500

- ◆ Signs in front of each golf cart
- ◆ Logo visibility on sponsor banner
- ◆ Company name/logo in event program
- ◆ Two complimentary *entries* in the tournament
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Beverage Cart Sponsor: \$2,500

- ◆ Signage on Beverage cart





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Corporate Team (4 opportunities): \$2,500

- ◆ Your foursome will include an Olympic athlete
- ◆ Company name/logo in event program

Wine or Toast to Mark Lowry Sponsor (2 opportunities):

\$1,500

- ◆ Podium Recognition
- ◆ Company listing on sponsor banner
- ◆ Company listing in event program
- ◆ First right of refusal to sponsor the 2012 *Drive for the Podium* Tournament

Chipping Green / Driving Range / Putting Green Sponsor:

\$1,500

(3 opportunities)

- ◆ Tee signs on high traffic area
- ◆ Company listing on sponsor banner
- ◆ Company listing in event program
- ◆ First right of refusal to sponsor the 2012 *Drive for the Podium* Tournament

Hole Activity Sponsor: \$1,000

- ◆ Opportunity to host activity on tee deck/promote your company
- ◆ Hole sponsor sign on tee deck
- ◆ Company listing in event program
- ◆ First right of refusal to sponsor the 2012 *Drive for the Podium* Tournament

Signage Hole Sponsor: \$500

- ◆ Hole sponsor sign on tee deck or at green
- ◆ Company listing in event program
- ◆ First right of refusal to sponsor the 2012 *Drive for the Podium* Tournament

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SPONSORSHIP CONFIRMATION

- Yes, our company wants to be the PRESENTING Sponsor (\$10,000)
- Yes, our company wants to be the LUNCH Sponsor (\$2,500)
- Yes, our company wants to be the DINNER Sponsor (\$5,000)
- Yes, our company wants to be the WINE Sponsor (\$1,500)
- Yes, our company wants to sponsor the TOAST TO MARK LOWRY (\$1,500)
- Yes, our company wants to be a GOLF CART Sponsor (\$2,500)
- Yes, our company wants to be a BEVERAGE CART Sponsor (\$2,500)
- Yes, our company wants to purchase a CORPORATE Team (\$2,500)
- Yes, our company wants to be a CHIPPING GREEN Sponsor (\$1,500)
- Yes, our company wants to be a DRIVING RANGE Sponsor (\$1,500)
- Yes, our company wants to be a PUTTING GREEN Sponsor (\$1,500)
- Yes, our company wants to be a HOLE ACTIVITY Sponsor (\$1,000)
- Yes, our company wants to be a HOLE SIGNAGE Sponsor (\$500)
- We are unable to support the Tournament at the levels outlined above but want to support this important cause by:
- Providing item(s) for team prizes (groups of 4 preferred) with a minimum retail value of \$50 or more (please outline details on Golf Registration Form)
 - Providing an item(s) with a minimum retail value of \$100 or more to be included in the Tournament's Silent Auction
 - Becoming a FRIEND of the tournament by making a cash donation in the amount of \$_____.

We thank you for your generous support and remind you that sponsorship confirmation is required by **May 1st** to meet program print deadlines

Company Name:	_____		
Contact Name & Title:	_____		
Address:	_____		
City:	Province:	PC:	
Telephone:	Fax:	Email:	

Please fax your confirmation and forward payment by cheque payable to:

Drive for the Podium

2515 Bank Street - P.O. Box 40045

Ottawa, ON K1V 0W8 1.613.232-1334 (fax)

For more information: info@driveforthe podium.com t. 1.613.236.7208 x 22

