



**18<sup>TH</sup> ANNUAL**  
**UNITED WAY OF WINNIPEG**  
**GOLF TOURNAMENT**



**2010**  
**SPONSORSHIP**  
**OPPORTUNITIES**

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Wednesday, August 4, 2010  
Pine Ridge Golf Club

# A message from the 2010 Tournament Chair

The 18th Annual United Way of Winnipeg Golf Tournament is a tremendous opportunity for community-minded organizations like yours to make a meaningful investment with significant personal and professional returns.

As an official sponsor, you'll be helping United Way fulfill its promise to our community by providing kids with positive alternatives to life on the streets, reducing poverty and building stronger, healthier neighbourhoods to ensure all of us have a safe place to call home.

And while you're helping United Way create lasting change, you'll also be creating opportunities to enhance your profile and brand. Your sponsorship will position your organization as one that cares about our community and is doing something to make it a better place for everyone – which is good for business and great for Winnipeg! It's also a chance to network and build relationships with other business leaders in the city.

The 18th Annual United Way of Winnipeg Golf Tournament will take place this year on Wednesday, August 4, 2010 at Pine Ridge Golf Club.

On behalf of the 2010 Tournament Committee, I encourage you to consider joining us as an official sponsor. We value your support and look forward to sharing a spectacular day of golf with you!

Sincerely,



Laura Kwiatkowski  
2010 Tournament Chair



# Title Sponsorship

**\$15 000** ONE AVAILABLE



**Title Sponsor** is the highest level of sponsorship available in the annual United Way of Winnipeg Golf Tournament. Becoming the Title Sponsor means your business is front and centre throughout the tournament — from early planning stages to the last moment of the event, your corporate presence will be undeniable. This is the premier opportunity to enhance your corporate brand, build relationships with other key players in our city and position your business as a community-minded organization.

As the **Title Sponsor**, your business will receive recognition in the following ways:

- One complimentary team entry
- Corporate logo on signage in registration area
- Special invitation to private Sponsorship Night on Tuesday, August 3, 2010
- Speaking opportunity in formal program at tournament banquet and Sponsorship Night
- Corporate logo on tournament letterhead
- Corporate logo on tournament event posting on United Way of Winnipeg website
- Acknowledgement in United Way of Winnipeg's Annual Report

**Corporate presence on all promotional materials relating to the tournament including your name and logo prominently featured on:**

- Tournament registration form
- Registration confirmation sent to all golfers
- Banquet program
- Tent cards in lunch area and at tournament banquet
- Slide show at banquet
- All thank you materials sent to golfers
- Winnipeg Free Press Community Profile page following the tournament



"Golf is a game in which you yell 'fore,' shoot six, and write down five." — Paul Harvey

# Platinum Sponsorship

**\$10 000** ONE AVAILABLE



**Platinum Sponsor** is the second highest level of sponsorship available in the annual United Way of Winnipeg Golf Tournament. This opportunity puts your corporate brand at the forefront in the high traffic tee gift area. Platinum Sponsorship is an excellent way to enhance your corporate brand, build relationships with other key players in our city and position your business as a community-minded organization.

## TEE GIFT SPONSOR

As the **Platinum Sponsor**, your business will receive recognition in the following ways:

- Complimentary entry for up to four players
- Corporate logo on signage where tee gifts are being distributed
- Corporate logo on signage in registration area
- Special invitation to private Sponsorship Night on Tuesday, August 3, 2010
- Verbal acknowledgement in banquet program
- Acknowledgement in United Way of Winnipeg's Annual Report

**Corporate presence on all promotional materials relating to the tournament including your name and logo on:**

- Tournament registration form
- Registration confirmation sent to all golfers
- Banquet program
- Slide show at banquet
- All thank you materials sent to golfers
- Winnipeg Free Press Community Profile page following the tournament



"Golf is so popular simply because it is the best game in the world at which to be bad." — A.A. Milne

# Gold Sponsorship

**\$7500** TWO AVAILABLE



**Gold Sponsorship** is an excellent way to enhance your corporate brand, build relationships with other key players in our city and position your business as a community-minded organization.

## DINNER SPONSOR

Your business will receive recognition in the following ways:

- Complimentary entry for two players
- Corporate logo on signage in banquet area
- Corporate logo on tent cards on every table in banquet area
- Corporate logo prominently featured in dinner program
- Special invitation to private Sponsorship Night on Tuesday, August 3, 2010
- Verbal acknowledgement in banquet program
- Acknowledgement in United Way of Winnipeg's Annual Report

## PUTTING GREEN SPONSOR

Your business will receive recognition in the following ways:

- Complimentary entry for two players
- Opportunity to use your ingenuity and run a contest on the putting green
- Opportunity to hand out snacks, refreshments and/or promotional items
- Corporate logo on signage in putting green area
- Special invitation to private Sponsorship Night on Tuesday, August 3, 2010
- Acknowledgement in United Way of Winnipeg's Annual Report

**All Gold Sponsors will also receive corporate presence on all promotional materials relating to the tournament including your name and logo on:**

- Tournament registration form
- Registration confirmation sent to all golfers
- Slide show at banquet
- All thank you materials sent to golfers
- Winnipeg Free Press Community Profile page following the tournament



"I have a tip that can take five strokes off anyone's golf game: It's called an eraser." — Arnold Palmer

# Silver Sponsorship

**\$5000** SIX AVAILABLE



All **Silver Sponsors** will receive corporate presence on all promotional materials relating to the tournament including your name on:

- Event and banquet program
- Slide show at banquet
- Tournament registration form
- Registration confirmation sent to all golfers
- All thank you materials sent to golfers
- Winnipeg Free Press Community Profile page following the tournament
- Special invitation to private Sponsorship Night on Tuesday, August 3, 2010
- Verbal acknowledgement in banquet program
- Acknowledgement in United Way of Winnipeg's Annual Report

## GOLF CART SPONSOR

Your business will receive recognition in the following way:

- Corporate logo displayed on all golf carts used by participants

## LUNCH SPONSOR

Your business will receive recognition in the following way:

- Corporate logo displayed on signage where lunch is served
- Corporate logo on tent cards on each table in lunch area

## SPONSORSHIP NIGHT SPONSOR

Your business will receive recognition in the following ways:

- Corporate logo on signage at Sponsorship Night
- Corporate logo prominently featured on Sponsorship Night invitations
- Opportunity to bring greetings on behalf of your organization during the formal program on Sponsorship Night



"They say golf is like life, but don't believe them. Golf is more complicated than that." — Gardner Dickinson



### **WARM-UP SPONSOR**

Your business will receive recognition in the following ways:

- Corporate logo on signage displayed on driving range
- Opportunity to greet all driving range participants
- Opportunity for an activity or giveaway for all driving range participants (United Way will provide signage in registration area featuring your corporate logo should you wish to offer prizing)
- Opportunity to distribute a promotional item to all participants at the driving range

### **WELCOME SPONSOR**

Your business will receive recognition in the following ways:

- Corporate logo on signage displayed in welcome area
- Opportunity to greet all golfers upon entry to Pine Ridge Golf Club
- Opportunity to distribute promotional items to all golfers

### **WINE SPONSOR**

Your business will receive recognition in the following ways:

- Corporate logo on signage in banquet area
- Corporate logo on tent cards on each table in banquet area



“I’ll shoot my age if I have to live to be 105.” — Bob Hope

# Bronze Sponsorship

**\$2000** EIGHTEEN AVAILABLE



## HOLE SPONSOR

Your business will receive recognition in the following ways:

- Corporate logo on signage on sponsored hole
- Opportunity to use your ingenuity and create an activity on the tee and/or green
- Opportunity to promote and/or distribute promotional items
- Opportunity to hand out snacks and/or refreshments
- Special invitation to private Sponsorship Night on Tuesday, August 3, 2010
- Acknowledgement in United Way of Winnipeg's Annual Report

**All Bronze Sponsors will also receive corporate presence on all promotional materials relating to the tournament including your name on:**

- Event and banquet program
- Slide show at banquet
- All thank you materials to golfers
- Winnipeg Free Press Community Profile page following the tournament



"The uglier a man's legs are, the better he plays golf. It's almost a law." — H.G. Wells

# Prize Sponsorship

## \$1500



As a **Team Prize Sponsor** you and/or your organization have the option to make a monetary or in-kind contribution to the event. Please note all in-kind donations will be awarded to teams of four players and must have a minimum retail value of \$1500.

Your community support will be recognized in the following way:

- Corporate presence with your name and logo prominently featured in the event banquet program

As a **Trip Prize Sponsor** (TWO AVAILABLE) you and/or your organization have the opportunity to make a monetary contribution which will go toward a trip for two for a lucky golfer.

Your community support will be recognized in the following way:

- Corporate presence with your name and logo prominently featured in the event banquet program



# About United Way of Winnipeg

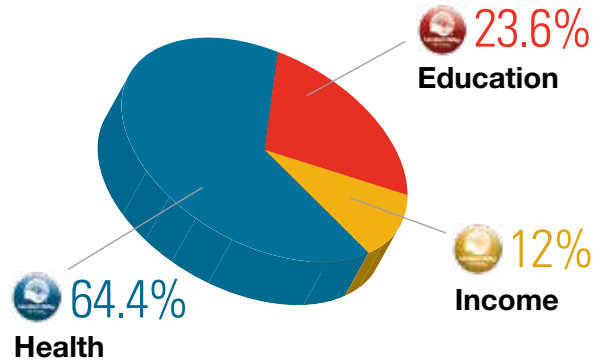
United Way of Winnipeg is at work in every corner of our city, creating opportunities for a better life for everyone. Each and every day, United Way has a profound impact on all our lives.

When you support United Way, you're supporting programs and strategies that offer young people an alternative to the streets, help families achieve financial independence, and improve neighbourhood health and personal well-being. Together, we are building a stronger, safer, healthier Winnipeg for everyone who lives here.

## United Way Dollars at Work

United Way ensures an essential network of programs and services by providing support to nearly 100 agency partners. Each plays a vital role in our overall strategy to ensure lasting, positive change by addressing the underlying causes of our city's most challenging social issues.

United Way's priorities are determined by Winnipeggers' priorities. We support strategies and programs in three main areas: Education, Income and Health – all of which are universal essentials for a good life.



### Education: Helping children and youth achieve their potential

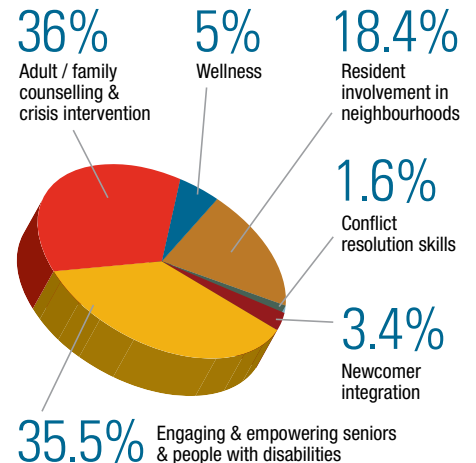
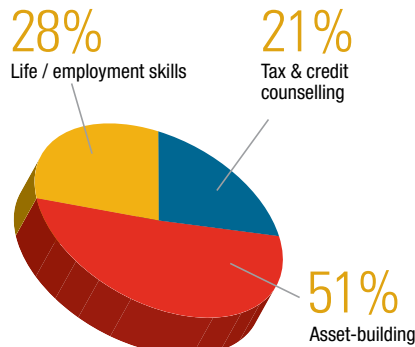
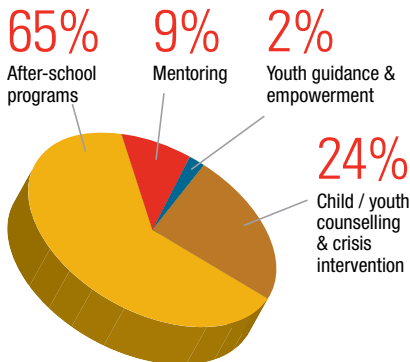
To succeed in school and in life, children need role models and the skills to help them through to graduation. United Way of Winnipeg supports mentorship and after-school programs that give children the self-esteem and confidence they need to become engaged and productive adults.

### Income: Helping families achieve financial independence

To be financially independent, families first need the knowledge and tools to maximize their income and increase their savings. United Way of Winnipeg supports money management, financial counselling and matched savings programs that help families build their financial assets for long-term stability.

### Health: Improving neighbourhood health and personal well-being

The health of our neighbourhoods and the well-being of individuals have a major impact on quality of life. United Way of Winnipeg supports recreation, parenting and social programs that provide the tools, confidence and support people need to create strong communities where everyone can lead a full and happy life.





**Chris is a youth mentor** at a United Way agency partner in St. Vital where he was once a client. The drop-in centre hosts dozens of youth every day, during the critical hours when they are not in school.

Many don't have the ideal home life, Chris says. "A kid would come in off the street and just be crying and say their parents beat them up. We let them know they can feel safe here."

Chris makes sure the kids get fed and do their homework. His real passion though is the centre's music program which encourages youth to explore their artistic talents.



"I explain to them that they can pretty much accomplish anything."



**Kay is a small business owner** helping support her family by selling clothing and blankets woven on her homemade bamboo loom – one of the few things salvaged when she fled Burma as a refugee.

"I wondered how can I earn?" says Kay. "I decided to bring my loom with me because I would like to have my own business."

Kay's dream of independence became reality with money management training and a small start-up loan from an asset-building program supported by United Way.



Grateful for the help she received, Kay is making an effort to help other newcomers by studying to be an interpreter.



**Vanessa is a volunteer parent monitor** with a United Way agency partner in Winnipeg's inner-city. Four times a day, five days a week, she patrols the neighbourhood so that children walking to and from school stay safe and steer clear of potential drug, gang and sex trade activity.

Vanessa says children in the area see much more than they should. She's even had to physically stand between a group of young kids and a drug delivery in the middle of the street.



"It feels good to know that the children and even the parents in this community look at me as a safe place to go," she says.

**We all win when a child succeeds in school,  
when families are financially stable  
and when people are happy and healthy.**

**Without you, there would be no way.**

For more information regarding sponsorship, please contact one of the following committee members:

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