



## SPONSORSHIP OPPORTUNITIES

Ladies on the Green | July 16, 2020



# THE CHARITY GOLF TOURNAMENT WHERE GOLF ISN'T THE MAIN EVENT.



## A LETTER FROM THE FOUNDERS

In 2014, we set out to launch a different kind of fundraiser. One that reduced barriers to participating and welcomed all Edmontonians to show support, connect in meaningful ways, and have fun around a unifying cause. We are proud to say Ladies on the Green has become one of Edmonton's most popular annual fundraisers with tickets selling out at record speed. And as of 2019, we have raised more than half a million dollars in support of the Zebra Child Protection Centre – that is no small feat.

We are forever grateful for the support of the Edmonton community and look forward to continuing to build partnerships to ensure every child has a safe place to be heard.

Thank you for your support,  
**EMMA WYNTERS + CARRI BOULTON**  
Co-Founders, Ladies on the Green

## THE CAUSE

Zebra Child Protection Centre is a safe place where survivors of child abuse tell their stories and feel supported. As the first Child Advocacy Centre of its kind in Canada, the Zebra Centre's model is revolutionary – bringing together a community of professionals under one roof to support a child through the entire disclosure, investigative, judicial & healing process.

## WHAT WE'VE ACCOMPLISHED TOGETHER

To date, our fundraising efforts have grossed over **\$525,000** with proceeds donated to the Zebra Child Protection Centre to help fund:

- Very Important Paw (VIP) Program providing children a sense of comfort and safety to share their stories
- Court transportation for children and their families
- Furniture for the Zebra Centre
- Trauma therapy training for Zebra Centre staff
- Snack Program
- Backpack Program – 800+ Backpacks filled with clothing, pajamas, toiletries & personal items for children who arrive at the Zebra Centre



## THE EXPERIENCE

Ladies on the Green is a full-day event offered in two segments: a fun-filled afternoon golf-tournament (no golfing skills required), followed by an elegant Garden Party under a grand whitetop tent on the Edmonton Victoria Golf Course.

## WHO ATTENDS

400+ of Edmonton's who's -who including top CEO's and executives, politicians, philanthropic-minded individuals and influential movers and shakers. The majority of guests are community-conscious women looking to support causes and brands which align with their values - that's you!

## IN 2019:

# 250+

TAGGED @LADIESONTHEGREEN

# 100+

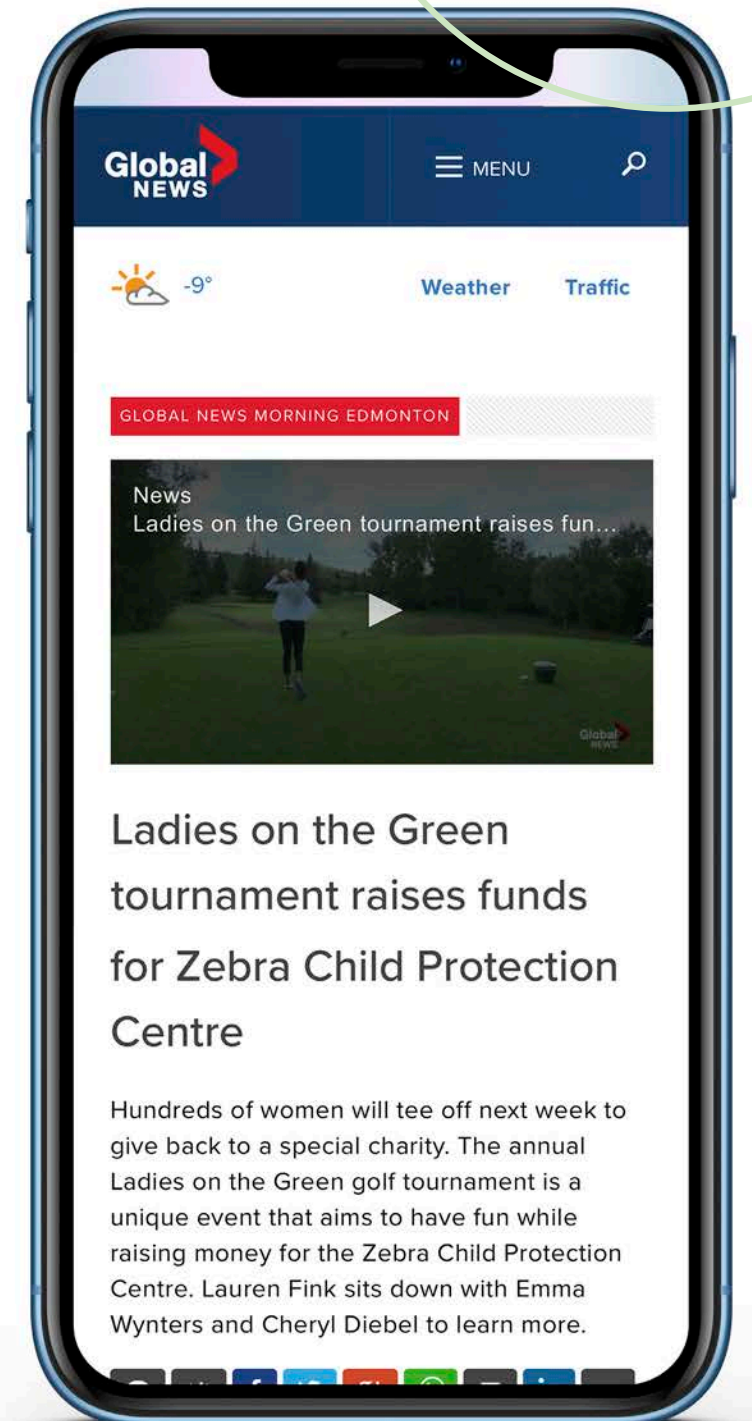
TAGS OF OUR EVENT SPONSORS

# 100,000+

REACH



# LADIES ON THE GREEN FEATURED ON





SPONSORSHIP  
OPPORTUNITIES



“WE ABSOLUTELY LOVE SUPPORTING LADIES ON THE GREEN YEAR AFTER YEAR. OUR PARTNERSHIP HAS HELPED US ALIGN OURSELVES WITH A DESERVING CAUSE, CONNECT WITH THE LOCAL COMMUNITY AND MEET NEW CLIENTS IN FUN AND MEMORABLE WAYS.”

- IHSAN SASSI, LUCERE

### LADIES ON THE GREEN PRESENTING SPONSOR

**\$15,000**

Show your dedication and commitment to the community as our top supporter. The Presenting Sponsor is an essential partner for this event and we would be honoured to acknowledge your support in the following ways:

- Title sponsorship acknowledgement: “Ladies on the Green presented by\_\_\_\_\_” used in all event mentions including media, online and printed materials.
- 7 x Golf tickets, joined by event MC
- 10 x Garden Party tickets
- 10 x mentions across social media channels
- Verbal recognition from MC at both Golf Tournament and Garden Party to more than 400 guests.
- Two-minute speaking opportunity at Garden Party
- Feature in all Ladies on the Green e-newsletter sent to subscriber list during lead up to the event
- Prominent signage
- Prominent booth space at event (if desired)
- Logo on website and event printed materials
- Full page ad in event program
- Opportunity to provide branded gifts in guest swag bags (400)
- 25% off tickets for the Garden Party for brand guests and staff
- Category exclusivity

### GARDEN PARTY HOST WITH THE MOST

**\$10,000**

After the golfing, the party keeps going under twinkling lights in the grand whitetop tent. More than 400 guests gather for an inspiring program and memorable evening. Help us create an unforgettable experience and receive:

- Garden Party sponsorship acknowledgement: “Garden Party presented by\_\_\_\_\_” used in all event mentions including media, online and printed materials.
- 4 x Golf tickets
- 10 x Garden Party tickets
- 6 x mentions on social media
- Prominent booth space at event (if desired)
- Verbal recognition from MC at Garden Party to more than 400 guests
- Prominent signage
- Logo on website and event printed materials
- Opportunity to provide branded gifts in guest swag bags (400)
- Category exclusivity
- 25% off tickets for the Garden Party for brand guests and staff



### PROSECCO PARTNER **\$5,000**

One of the best parts of the day is a glass of bubbly to kickoff the philanthropic festivities! As our Prosecco Partner, your brand will be the first touchpoint, greeting every single guest at the entrance of the event for maximum visibility.

- 4 x Golf tickets
- Sign recognition at Prosecco table at event entrance
- Logo on website and event program
- 4 x mentions on social media
- Option to add promotional offer or branding tied to the stem of every prosecco glass
- 25% off tickets for the Garden Party for brand guests and staff

### GOLF CART GURU **\$5,000**

Imagine hundreds of excited golfers zipping around the course in 72 golf carts displaying your brand name! Guests have a blast decorating their carts, resulting in major Instagram sharing of mini mobile billboards promoting your brand. You receive:

- 4 x Golf tickets
- Logo on 72 golf carts
- A promotional gift item from your brand to surprise each guest inside their golf cart (144)
- 4 x mentions on social media
- Logo on website and event program
- 25% off tickets for the Garden Party for brand guests and staff

### DINNER HOST **\$5,000**

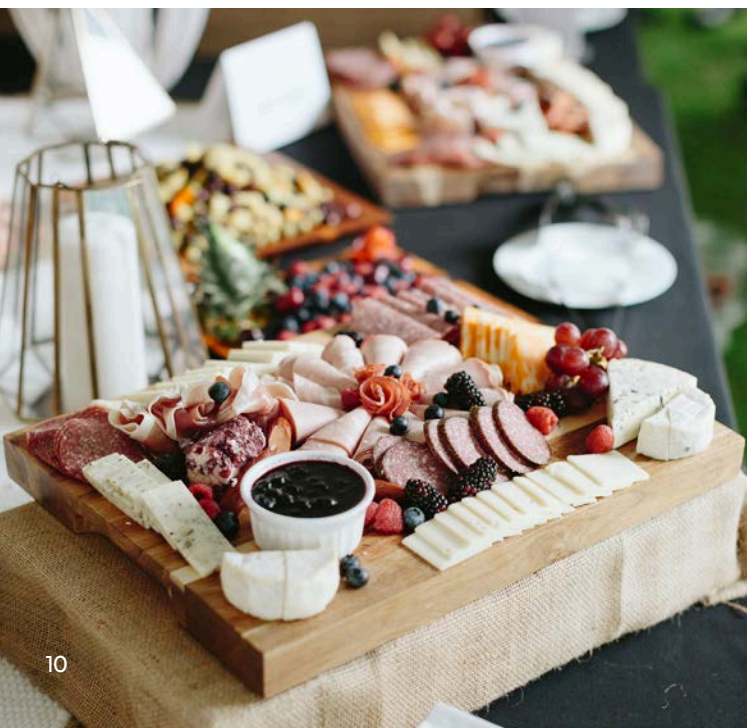
After a fun afternoon of golfing, more than 400 guests are excited to dine al fresco at the elegant Garden Party, all thanks to our Dinner Host sponsor. This sponsorship opportunity provides great visibility as all guests make their way through the beautiful food spread featuring your brand signage. You receive:

- 10 x Garden Party tickets
- Brand displayed throughout a beautiful food spread visited by all guests
- 4 x mentions across social media channels
- Logo on website and event program
- 25% off tickets for the Garden Party for brand guests and staff

### GOLF BALL GIFTER **\$3,000**

One of the most coveted gifts at Ladies on the Green, each golfer receives a sleeve of golf balls branded with the sponsor's logo. These balls have become collector's items and are a special take-away for our guests. You also receive:

- 5 x Garden Party tickets
- Brand appears on 2 golfing greens
- Brand appears on signage at the golf cart "send off"
- Company representation to initiate the exciting shotgun start for the tournament, often covered by Edmonton media outlets.
- Branding on 150 sleeves of balls
- 25% off tickets for the Garden Party for brand guests and staff



### TEE OFF PARTNER\* **\$2,500**

Setup shop at up to 2 holes during tournament play to interact with guests and create long term connections and memories. Along with a physical presence on the green you'll also receive:

- 4 x Garden Party tickets
- Logo displayed at 2 golf holes
- 2 x mentions on social media channels
- 25% off tickets for the Garden Party for brand guests and staff

**\*ONLY NINE TEE OFF PARTNER SPOTS AVAILABLE**

### PUT YOUR NAME ON IT! **\$1,000**

Have you always wanted to see your brand name on a fork? Perhaps a signature cocktail? A putting green? Maybe a photo booth? Let's think big together! You name it, we'll do our best to PUT your name on it. You'll also receive:

- 2 x Garden Party tickets
- 1 x mention on social media channels
- 25% off tickets for the Garden Party for brand guests and staff

### GARDEN PARTY FEATURED GUEST **\$500**

Create an unforgettable immersive brand experience at the Garden Party event and tap into 400 guests ready to become your most raving fans, because you're supporting Zebra Centre - a cause they care about. You are welcome to also use the opportunity for sales, but we do ask a minimum of 10% of sales is donated to the Zebra Child Protection Centre.

- 10 x 10 space for brand activation
- 2 x social media mentions
- 25% off tickets for the Garden Party for brand guests and staff
- Access to our Event Planner for support planning your activation
- Must abide by some guidelines to ensure best results

**LIMITED SPOTS AVAILABLE**

### A PERFECT GREEN GIFT **\$250**

A donation of just \$250 gives 5 backpacks to kids at the Zebra Child Protection Centre.

- Logo appears on signage at event ( if desired )
- 25% off Garden Party tickets



**LADIES ON THE GREEN** relies on the support of many partners to make this elegant and fun event to come to life each year. In-kind sponsorship is a great way to profile your brand in front of hundreds of Edmonton movers and shakers and support our cause.

In-kind sponsorship opportunities include food and beverage, decor, advertising and marketing, guest gifting, silent auction items, signage, printing, florals, and more.

#### IN-KIND SPONSOR

**\$10,000+**

IN RETAIL VALUE OF GOODS OR SERVICES

- 10 x Garden Party tickets
- 5 x mentions on social media
- 25% off Garden Party tickets

#### IN-KIND SPONSOR

**\$5,000 - \$9,999**

IN RETAIL VALUE OF GOODS OR SERVICES

- 6 x Garden Party tickets
- 3 x mentions on social media
- 25% off Garden Party tickets

#### IN-KIND SPONSOR

**\$2,500 - \$4,999**

IN RETAIL VALUE OF GOODS OR SERVICES

- 2 x Garden Party tickets
- 2 x mentions on social media
- 25% off Garden Party tickets

#### IN-KIND SPONSOR

**UPTO \$2,500**

IN RETAIL VALUE OF GOODS OR SERVICES

- 1 x mention on social media
- 25% off Garden Party tickets

# IN-KIND SPONSORSHIP OPPORTUNITIES



PLEASE CONTACT [HELLO@LADIESONTHEGREEN.CA](mailto:HELLO@LADIESONTHEGREEN.CA)  
IF YOU WOULD LIKE TO SPONSOR LADIES ON THE GREEN.

