



UFV ALUMNI OPEN

sponsorship opportunities

SEPTEMBER 13, 2019 | CHILLIWACK GOLF CLUB
Registration: 12 pm | Shotgun Texas Scramble 1 pm
Après Golf Reception Dinner to follow

UFV  **ALUMNI
ASSOCIATION**

SPONSORSHIP OPPORTUNITIES

BENEFITS OF SPONSORSHIP

Build a valuable partnership with UFV. Sponsoring the UFV Alumni Open on September 13 offers branding opportunities for your business or organization that include profile and exposure as part of our event marketing campaign and on our website, blogs, and social media channels. Other benefits may include a presence at the event and your logo on related materials and signs.

This is a unique way to make your mark on your community and beyond. Every day, UFV graduates are actively making a difference in our local communities through healthcare, education, business and more. When you support students as an event sponsor, you become part of all the good they go on to do for others.

MEET YOUR AUDIENCE

Make your marketing dollars go further. Your message can reach:

- ✓ 40,000 alumni ranging from young adults to seniors — over 20,000 of which live and work in the Lower Mainland
- ✓ A loyal and diverse audience of up to 30,000 social media followers
- ✓ Event attendees from across the Fraser Valley and Lower Mainland
- ✓ Community leaders, research partners, and academic affiliates
- ✓ 300,000+ Fraser Valley readers a week when featured in event ads with our partners: Black Press (Abbotsford News and Chilliwack Progress) and The Patrika

BENEFITS OF SPONSORSHIP*

As a sponsor, you will:

- ✓ Increase your brand awareness
- ✓ Create positive brand affiliation to UFV and the UFV Alumni Association
- ✓ Demonstrate your strong belief of community philanthropy and the value of education
- ✓ Be positioned as a community leader in the Fraser Valley

** Benefits to your organization are based upon industry standardization of values.*

YOUR SPONSORSHIP HELPS STUDENTS

Funds raised from the UFV Alumni Open Golf Tournament will go towards the Alumni Changing Lives endowments to support UFV students.

You are not only making a difference in the lives of students, but also the lives of all those they will go on to impact.

You can help students by sponsoring the event, donating a silent auction item or prize, or by signing up as a golfer.

Please contact us at alumni@ufv.ca to discuss your options.

SPONSOR LEVEL	PRESENTING ¹	PLATINUM	GOLD	POWER CART	DINNER	TEE GIFT	HOLE	CONTEST	HOLE IN ONE
GENERAL	\$10,000	\$3,500	\$2,500	\$2,250	\$1,750	\$1,000	\$500	\$350	\$250
NUMBER OF SPONSORSHIPS AVAILABLE	1	2	3	2	2	3	15	4	3
Exclusivity in type of business	✓	—	—	—	—	—	—	—	—
Exclusive opportunity to speak at après dinner	✓	—	—	—	—	—	—	—	—
Your corporate logo incorporated into tournament logo design	✓	—	—	—	—	—	—	—	—
FIRST TOUCH									
Event invitations	✓	✓	—	—	—	—	—	—	—
CORPORATE RECOGNITION, ADVERTISING, AND PROMOTION									
Recognition in all Fraser Valley wide advertising (digital & traditional), posters, etc.).	✓	✓	✓	✓	✓	✓	✓	—	—
Corporate logo included in event advertising and on UFV Alumni website (linked)	prominent	large	large	medium	small	small	small	—	—
UFV internal communications (UFV Today/UFV Blog/Alumni e-newsletter)	✓	✓	✓	✓	—	—	—	—	—
Inclusion in Skookum and other UFV publications	✓	✓	—	—	—	—	—	—	—
Corporate logo on every golf cart sign	—	—	—	✓	—	—	—	—	—
Corporate logo on après dinner sign	—	—	—	—	✓	—	—	—	—
Corporate logo on tee box sign	—	—	—	—	✓	—	✓	✓	✓
Recognition on UFV on-campus digital screens, UFV Twitter and Facebook channels	✓	✓	✓	✓	✓	✓	—	—	—
Opportunity to include your samples or coupons in golfer bags**	✓	✓	✓	✓	✓	✓	✓	✓	✓
EVENT PROFILE									
Company profile in event program	up to 200 words with your logo	logo	name listed – large	name listed – large	name listed – medium	name listed – medium	name listed – small	name listed – small	—
Advertisement in event program*	full page	½ page	¼ page	—	—	—	—	—	—
Complimentary golf entries and après dinner	8 tickets	4 tickets	2 tickets	1 ticket	1 ticket	—	—	—	—
Opportunity to have a banner and display table in the clubhouse and on course**	✓	✓	✓	—	—	—	—	—	—
Formal verbal recognition at the après dinner	✓	✓	✓	✓	✓	✓	—	—	—
Sponsorship recognition on event slideshow	prominent	large	large	medium	small	small	small	small	small
POST-EVENT RECOGNITION									
Certificate of appreciation with sponsorship level	✓	✓	✓	✓	✓	✓	✓	✓	✓
Corporate logo in post-event thank you newspaper ad, e-communication, website and social media profiles**	prominent	large	large	medium	small	small	name listed	name listed	name listed

* actual dimensions to be determined by promotional piece ** to be supplied by sponsor ¹ In order to receive full benefits for your sponsorship, please confirm by Aug 1, 2019

For photos of last year’s event, visit alumni.ufv.ca/golf

JOIN A COMMUNITY OF CHANGE

THE UFV *alumni* ASSOCIATION

The UFV Alumni Association was established April 1, 2001 and has been growing steadily ever since. Its purpose is to foster lifelong relationships between alumni and UFV through advocacy, support, service, and communication. There are currently over 40,000 UFV alumni, and the association grows by over 2,500 members each year.

OUR VISION

Empower alumni present & future

OUR MISSION

To encourage and advocate for an evolving UFV community by providing valuable opportunities for present and future alumni to thrive, through:

- Creating opportunities for alumni, through both personal and professional development
- Engaging the individual strengths of departments, faculties, schools and colleges and their alumni
- Partnering with student support groups at UFV to engage future alumni
- Engaging with diverse communities throughout the Fraser Valley and beyond
- Fostering a culture of philanthropy of time, talent, and treasure

Learn more about how the Alumni Association is helping change lives and build community at alumni.ufv.ca

ABOUT THE EVENT

We hope to see you at the Chilliwack Golf Club on September 13 for a day of golf, networking, camaraderie and fun! Sign up online at ufvalumni.ca

SCHEDULE

Registration: 12:00pm | Shotgun Texas Scramble: 1:00pm
Après golf reception dinner: 6:30pm

REGISTRATION INCLUDES:

- Gift for each golfer
- Snacks & refreshments
- On-course activities & contests
- Après golf steak dinner and reception
- Team and contest prizes

REGISTRATION FEES:

Early Bird Discount!

Sign up before July 1 and save \$50 per golfer

Single Golfer – \$200 | Foursome – \$800

Après Golf Steak Dinner & Reception Only – \$50.00

Support students by donating a silent auction item or prize. Please contact us at alumni@ufv.ca to find out more about this opportunity.

ufv.ca/alumni-open

THANK YOU

Thank you for considering these sponsorship opportunities for the UFV Alumni Open golf tournament. To confirm your sponsorship, or for more information and further sponsorship opportunities, please contact the Advancement & Alumni Relations Office.

alumni.ufv.ca



WHITNEY FORDHAM

Manager, Alumni Relations

*Staff Liaison to the
UFV Alumni Association*

whitney.fordham@ufv.ca

604-557-4086 (direct)

alumni@ufv.ca