

Business on the Green

Whether you're networking with potential clients through a hole sponsorship, entertaining clients by playing, or just enjoying an afternoon outside the office, you won't want to miss Commerce Lexington Inc.'s Business on the Green event. The scramble format allows for maximum enjoyment and enough competition to make it interesting. Hole sponsors enhance the event by providing goodies and contests at nearly every stop.

Date: August 2018

Projected Attendance: 200 including golfers and sponsors

Contact: Katie Hardwick, 859-226-1608, khardwick@commercelexington.com

Presenting Sponsor at \$7,500 (*limit one presenting sponsor*)

- The event will be referred to as "*Sponsor Company*" presents Commerce Lexington's Business on the Green
- Recognition as the Presenting Sponsor in all event materials including:
 - Top billing on event signage
 - Logo and live link to company website included in Commerce Lexington's electronic marketing (i.e. website, e-mail, etc.)
 - Full color logo displayed in *Business Focus* monthly magazine
- Company logo embroidered or printed on tournament gift given to all participants
- Opportunity to provide promotional item to be placed on each golf cart (item to be provided by company)
- Company representative introduced at the opening and closing reception and invited to make remarks
- Company may provide banner to be displayed at the pavilion
- Two complimentary foursomes and one complimentary hole sponsorship
- Up to ten additional representatives invited to attend the opening lunch and closing reception
- Company is provided with a copy of the attendee list for future marketing efforts
- First right of refusal for the annual Presenting Sponsorship opportunity

Platinum Sponsor at \$3,500 (*limit three platinum sponsors*)

- Recognition as a Platinum Sponsor in all event materials including:
 - Event signage includes sponsor name and logo
 - Live link to company website included in Commerce Lexington's electronic marketing (i.e. website, e-mail, etc.)
 - Listing in the *Business Focus* monthly magazine
- Recognition at the opening and closing reception as a Platinum Sponsor
- Opportunity to provide promotional item to be placed on each golf cart (item to be provided by company)
- Company may provide banner to be displayed at the pavilion
- One complimentary foursome
- One complimentary hole sponsorship
- Five additional representatives invited to attend the opening lunch and closing reception
- Company is provided with a copy of the attendee list for future marketing efforts

Gold Sponsor at \$2,500 *(multiple gold sponsorships available)*

- Company recognized as a Gold Sponsor in all event materials including:
 - Event signage includes sponsor name and logo
 - Company listed as Gold Sponsor in Commerce Lexington online event listings
 - Listing in the *Business Focus* monthly magazine
- Recognition at the opening luncheon and closing reception as a Gold Sponsor
- One complimentary foursome
- One complimentary hole sponsorship
- Two additional representatives invited to attend the opening lunch and closing reception

Golf Ball Sponsor at \$1,500 *(one golf ball sponsorship available)*

- Company recognized as the Golf Ball Sponsor in all event materials including:
 - Event Signage includes sponsor name and logo
 - Company listed as Golf Ball Sponsor in Commerce Lexington online event listings
 - Listing in the *Business Focus* monthly magazine
- Opportunity to provide golf balls with your company logo to all golfers
- One complimentary cart with sponsor signage to distribute golf balls
- Recognition at the opening luncheon and closing reception as the Golf Ball Sponsor
- Two representatives invited to attend the opening lunch and closing reception
- First right of refusal for the annual Golf Ball Sponsorship opportunity

Team Photo Sponsor at \$3,000 *(limit one team photo sponsor)*

The team photo sponsor will be placed in a picturesque location along with the photographer to capture team photos as each foursome plays.

- Recognition as the Team Photo Sponsor in all event materials including:
 - Event signage includes sponsor name and logo
 - Company listed as Team Photo Sponsor in Commerce Lexington online event listings
 - Listing in the *Business Focus* monthly magazine
- Recognition at the luncheon and closing reception as the Team Photo Sponsor
- Two representatives invited to attend the opening lunch and closing reception
- First right of refusal for the annual Team Photo Sponsorship opportunity

Practice Green Sponsor at \$500 *(limit one practice green sponsor)*

- Recognition as the Practice Green Sponsor in all event materials including:
 - Signage at practice green with sponsor name and logo
 - Company listed as Practice Green Sponsor in Commerce Lexington online event listings
 - Listing in the *Business Focus* monthly magazine
- One complimentary single registration
- Two additional representatives invited to attend the luncheon and closing reception
- First right of refusal for the annual Practice Green Sponsorship opportunity

Snack and Beverage Cart Sponsor at \$500 (*limit 4 cart sponsors*)

Note: Beverages are provided. Snacks must be provided by sponsor.

- Recognition as Snack and Beverage Cart Sponsor in all event materials including:
 - Signage on cart with sponsor name and logo
 - Company listed as Snack and Beverage Cart Sponsor in Commerce Lexington online event listings
 - Listing in the *Business Focus* monthly magazine
- Company representative may ride in the cart
- Two representatives invited to attend the luncheon and closing reception

In-Kind/Trade Sales Opportunities

- Golf course green fees and carts. Estimated cost: \$7,500
- Participant Gifts. Estimated cost: \$4,000
- Signage. Estimated cost: \$2,000
- Soft drinks and water. Estimated cost: \$750
- Two-way radios. Estimated cost: \$200
- Beer. Estimated cost: \$700