

20 **BC OPEN** 19



Partnership Plan





DISC GOLF?

What is this new emerging sport? Have you ever thrown a Frisbee™? Do you know the basic principles of Golf? If so, you may just fall in love with DISC Golf!

Disc Golf follows the basic rules as Golf, but the ball and clubs are replaced by a specialty Frisbee™ and the hole is replaced by a raised basket. The player's objective is to get the disc in the basket in as few throws as possible.

BC Open

The BC Open has been running in different areas of the lower mainland since 2005 and is now considered the Premier Disc Golf event in Western Canada. Over the years this event has continued to grow and attract both amateur and professional players from across Canada and the USA each year.

The BC Open is a PDGA (Professional Disc Golf Association) A-Tier sanctioned event, the highest level of sanctioning obtainable without being a National Tour event. The BC Open is one of only 5 events approved for A -Tier Status in Canada.

In 2019, the BC Open is being held at a brand-new Championship Level Disc Golf Course that has been built over the past 12 months in partnership with the Jackman Wetlands Disc Golf Society and The Township of Langley. This project has gained international recognition and is being considered the gold line standard of how disc golf courses can be developed as a great benefit to the public.

BC Open Partnership plan

To give flexibility to our partners, we have different levels of partnership available, ranging from Amenities Sponsor to Event Title Sponsor. Each level can be modified to fit your specific business or marketing needs.

Amenities Sponsor \$100

- Visibility on event web page and related social media
- Recognition on marketing materials
- Recognition in Player Yardage “Caddy” Books (each player will receive booklets detailing the hazards and distances of each hole)
- Signage opportunities at the staging area and at each amenity location (food, water, restrooms etc.)

Ace Pot Sponsorship \$200

- Visibility on event web page and related social media
- Recognition on marketing materials
- Recognition on each relevant hole in Player Yardage “Caddy” Books (each player will receive booklets detailing the hazards and distances of each hole)
- Signage opportunities at the staging area and at numerous locations on the course considered to be a 'hole in one' opportunity for players
- Recognition during awards presentations
- Opportunity to add promotion items to players packs

Practice Basket Sponsorship \$500

- Visibility on event web page and related social media
- Recognition on marketing materials
- Recognition in Player Yardage “Caddy” Books (each player will receive booklets detailing the hazards and distances of each hole)
- Signage at the Putting Warm Up area. ALL players will be in this area before and possibly after their rounds
- Opportunity to add promotion items to players packs

Vendor Sponsor \$750

- Visibility on event web page and related social media
- Recognition on marketing materials
- Recognition in Player Yardage “Caddy” Books (each player will receive booklets detailing the hazards and distances of each hole)
- Opportunity to set up a display and promote your product to all the players and spectators attending the event
- Opportunity to add promotion items to players packs

Starter Sponsor \$1000

- Visibility on event web page and related social media
- Recognition on marketing materials
- Recognition in Player Yardage “Caddy” Books (each player will receive booklets detailing the hazards and distances of each hole)
- Each day the players will report to a starting tent on either the 1st or 10th hole for their tee-time. This tent will display your company logo and product (if supplied). This area will also allow for interaction with the players in the form of sampling or product promotion!
- There is a maximum of 2 starter sponsorships available
- Opportunity to add promotion items to players packs

Title Sponsor - \$5000

- Visibility on event web page and related social media
- Recognition on marketing materials
- Recognition on The Cover of Player Yardage “Caddy” Books (each player will receive booklets detailing the hazards and distances of each hole)
- Prominent display of Title Sponsor Banner
- Placement of signs if provided by Title Sponsor throughout the course
- Company name in the title of the Event for all communications and potential filming (*e.g. ABC Company presents the 2019 BC Open driven by Innova*)