



Humane Society of Truckee-Tahoe

Balls in the Ruff **Golf Tournament**

Friday, September 16th, 2016
Tahoe Donner Golf Course

The Humane Society of Truckee-Tahoe is pleased to present the 1st Annual Balls in the Ruff Golf Tournament Sponsorship opportunities to your company.

The buzz surrounding the 1st Annual Balls in the Ruff Golf Tournament is **BIG**, with golfers ranging from second homeowners to locals who have anxiously awaited the launch of HSTT's fun-filled tournament. With multiple foursomes already on board, the tournament is proving to be very popular!

Tahoe Donner Golf Course will host our scramble-style tournament and provide a delicious sit-down dinner with awards presentation at the end of play. The beautiful mountain atmosphere and exciting tournament play, with your company in the spotlight, will create a lasting impression on over 100 golfers, numerous HSTT volunteers and our entire animal-loving community.

Please take a look at the following sponsorship opportunities. With sponsorships ranging from an affordable \$250.00 Hole Sponsorship to an amazing Presenting Sponsor opportunity at \$2,000, we hope you will find a level that is right for your company. If you are interested in joining us out on the course, the tournament entry fee is \$150.00 per golfer.

When your company partners with the Humane Society of Truckee-Tahoe it is a win-win situation. Your company will be aligned with one of the top animal welfare organizations in Northern California and the nonprofit voted Best of Truckee-North Lake Tahoe for twelve years running!

Sincerely,

Andrea Bollakis

Balls in the Ruff Golf Tournament Sponsorship Coordinator

abollakis@sbcglobal.net

Balls in the Ruff Presenting Sponsorship Package - \$2,000

~~1 sponsorship available~~

No longer available!

Benefits:

Your company named as Presenting Sponsor
(e.g. 2016 Balls in the Ruff Golf Tournament Presented by Your Company Name)

On-site Promotion:

- This amazing opportunity places your business in the center of the action, giving your representatives the opportunity to make a lasting impression on all tournament golfers. Designated display space and meet & greet area will be provided, so all you have to do is rally some of your staff, gather your marketing materials and be ready to talk with tournament golfers throughout the day.
- Your logo and company name printed on **100 Official Balls in the Ruff Golf Towels**

Print Media:

- Logo and company name on all event marketing (see Marketing Package on pg. 4)

Social Media:

- Logo and company name on the Humane Society of Truckee Tahoe's Balls in the Ruff event web page receiving thousands of visitors (HSTT website will include a link to your website.)
- Logo and company name featured on HSTT's Facebook Page with over 4,500 followers
- Company name featured in HSTT's email broadcasts, including link to your website reaching nearly 4,000 recipients. (Two pre-event email mentions with an average open rate of 25%, equaling over 800 unique opens per email.)

Event Perks:

- **Four tournament entries.** Treat your preferred customers & special clients to a beautiful day of golf followed by a delicious dinner. (value \$600)
- Company promotional materials (provided by sponsor) distributed in all goody bags

Balls in the Ruff Dinner Sponsorship - \$750

1 sponsorship available

On-site Promotion:

- Sign with your company name and logo at dinner service area plus greeting table. Rally some of your staff, gather your marketing materials and be ready to talk with tournament golfers.

Print Media:

- Logo on all event marketing (see Marketing Package on pg. 4)

Social Media:

- Logo on the Humane Society of Truckee Tahoe's Balls in the Ruff event web page
- Logo featured in HSTT's email broadcasts (Two pre-event email mentions with an average open rate of 25%, equaling over 800 unique opens per email.)

Event Perks:

- Your company name prominently displayed on a shared, front-row table and four complimentary dinner tickets. (value \$160)
- Company promotional materials (provided by sponsor) distributed in all goody bags

Balls in the Ruff Hole-in-One Sponsorship - \$450

1 sponsorship available

On-site Promotion:

- Sign with your company name and logo at hole-in-one tee. Plus greeting table at designated hole-in-one tee will be provided. Rally some of your staff, gather your marketing materials and be ready to talk with tournament golfers throughout the day.

Print Media:

- Logo on all event marketing (see Marketing Package on pg. 4)

Social Media:

- Logo on the Humane Society of Truckee Tahoe's Balls in the Ruff event web page
- Logo featured in HSTT's email broadcasts (Two pre-event email mentions with an average open rate of 25%, equaling over 800 unique opens per email.)

Event Perks

- Company promotional materials (provided by sponsor) distributed in all goody bags

Balls in the Ruff Golfer Goody Bag Sponsorship - \$450

1 sponsorship available

On-site Promotion:

- Your company name and logo on golfer goody bags distributed to 100 golfers.

Print Media:

- Logo on all event marketing (see Marketing Package on pg. 4)

Social Media:

- Logo on the Humane Society of Truckee Tahoe's Balls in the Ruff event web page
- Logo featured in HSTT's email broadcasts (Two pre-event email mentions with an average open rate of 25%, equaling over 800 unique opens per email.)

Event Perks:

- Company promotional materials (provided by sponsor) distributed in all goody bags



Balls in the Ruff Hole Sponsorship - \$250

17 sponsorships available

On-site Promotion:

- Sign with your company name and logo at tee

Print Media:

- Logo on all event marketing (see Marketing Package below)

Social Media:

- Logo on the Humane Society of Truckee Tahoe's Balls in the Ruff event web page
- Logo featured in HSTT's email broadcasts (Two pre-event email mentions with an average open rate of 25%, equaling over 800 unique opens per email.)

Event Perks:

- Company promotional materials (provided by sponsor) distributed in all goody bags

Balls in the Ruff Golf Tournament Media Package:

Your logo or company name featured on the following:

Print Media:

- One full-color, 1/2 pg. event ad in the Sierra Sun the month following the event
- One press release (for confirmed/paid sponsors 6 weeks prior to event date) distributed to media outlets in Truckee, Reno, North Lake Tahoe and South Lake Tahoe
- 150 full-color, 11" x 17" posters distributed throughout the Lake Tahoe basin, including local businesses, Chambers, visitor centers, resorts, etc.

Social Media:

- On the Humane Society of Truckee Tahoe's website receiving thousands of visitors per month.
- On HSTT's Facebook event page
- Featured in HSTT's email broadcasts, reaching nearly 4,000 recipients.



Don't miss this unique opportunity to promote your business in an unforgettable way. Contact Balls in the Ruff Golf Tournament Sponsorship Coordinator, Andrea Bollakis, at abollakis@sbcglobal.net.