



Abbotsford Rotary's biggest event



9 day
contest



THE EVENT

Starting on June 2nd 2012, the Rotary Club of Abbotsford will host its annual Million Dollar Hole-in-One Contest in support of Abbotsford's Campus of Care at the Fraserglen Golf Course.

How it Works:

Over the 9-day contest, over 500 golfers of all skill levels can participate as often as they wish. To enter, golfers pay \$1 per ball or \$10 for 12 balls and tee off for a hole-in-one designated hole.



Quarter-Finals

- Top 10 golfers each day qualify
- 80 quarter finalists will be given 3 shots



Semi-Finals

- Top 10 from quarter-finals qualify
- Each golfer will receive one shot at a chance to win \$100,000



Finals

- Top 3 golfers from semi-finals qualify
- Each golfer will receive one shot at a chance to win \$1,000,000!



For more information contact Garry Dickinson at (604) 309-3419, garry@abbotsforddutyfree.com



Campus of Care

The **Million Dollar Hole-in-One Contest** is the Rotary Club's premiere fundraising event of the year. The goal in 2012 is to raise \$50,000 for Abbotsford's Campus of Care. The first of its kind in North America, the Campus of Care will be a built-in support network for children and adults at end of life, and provide supportive services to their families.

Abbotsford Hospice Local support centre and residential hospice for persons aged 19 and older.

Canuck Place Vancouver based hospice will expand to a second facility in Abbotsford, for children 19 and under with life-threatening illnesses from all regions of BC.

Matthew's House Residence that will provide long-term respite care for children and adolescents who live with chronic disabilities.

By sponsoring the Million Dollar Hole-in-One Contest, you can help the Campus of Care become a leader in hospice and respite care for people of all ages and needs in the local community.

This package outlines various levels of sponsorship and related benefits. Corporations can get involved in the following ways: Title, Gold, Silver, and Bronze Sponsorship.



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PLUS—Complimentary entry for 4 players (12 free balls each)

Title Fee: \$15,000

As Title Sponsor, your company will receive official designation as the Title Sponsor in all marketing materials and will receive the highest level of exclusivity.

Benefits of this opportunity include:

- Saturating Abbotsford for 8 to 10 weeks leading up to the event, your corporate logo/name will be featured in the following advertising and promotional materials:



Event Brochure



Tent Cards



Poster



Online Banner Ad on Event Website



Newspaper Advertisements in Abbotsford News



- Weekly Circulation – 123,000
- Lead Up Ads
- 2 Page Spread
- Full Page Media Thank You Ad

Other Benefits Include:



- Public relation campaign materials
- Sponsorship recognition in all event email campaigns
- Right to use event as cause-related marketing program
- On-site signage at event, 500 + competitors will be exposed

Outdoor Event Signage at Fraserglenn Golf Course



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PLUS—Complimentary entry for 3 players (12 free balls each)

Gold Fee: \$5,000

As a premier sponsor for the Million Dollar Hole-in-One Contest, this is an exciting opportunity for your company to receive a high level of visibility and acknowledgement in contributing to the success of this great cause.

Benefits of this opportunity include:

- Saturating Abbotsford for 8 to 10 weeks leading up to the event, your corporate logo/name will be featured in the following advertising and promotional materials:



Event Brochure



Tent Cards



Poster



Recognition on Event Website



Newspaper Advertisements in Abbotsford News



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Other Benefits Include:



- Public relation campaign materials
- Sponsorship recognition in all event email campaigns
- On-site signage at event, 500 + competitors will be exposed



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PLUS—Complimentary entry for 2 players (12 free balls each)

Silver

Fee: \$3,000
or gift in kind of \$7,000 (Retail Value)

Raise your company profile in the community by becoming a Silver Sponsor and support Abbotsford's Campus of Care.

Benefits of this opportunity include:

- Saturating Abbotsford for 8 to 10 weeks leading up to the event, your corporate logo/name will be featured in the following advertising and promotional materials:



Event Brochure



Tent Cards



Poster



Recognition on Event Website



Newspaper Advertisements in Abbotsford News



- Weekly Circulation – 123,000
- 2 Page Spread
- Full Page Media Thank You Ad

Other Benefits Include:

- On-site signage at event, 500+ competitors will be exposed

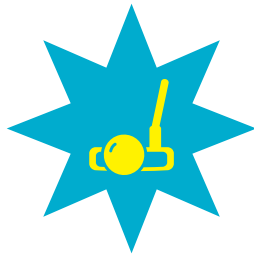


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**BRONZE
SPONSOR**



*PLUS—Complimentary entry
for 1 player (12 free balls)*

Bronze Fee: \$1,000 or gift in kind of \$2500 (Retail Value)

The Rotary Club of Abbotsford appreciates Bronze Sponsorship to help make the Million Dollar Hole-in-One Contest a successful and exciting event.

Benefits of this opportunity include:

- Saturating Abbotsford for 8 to 10 weeks leading up to the event, your corporate logo/name will be featured in the following advertising and promotional materials:



Event Brochure



Newspaper Advertisement in Abbotsford News



- Weekly Circulation – 123,000
- Full Page Media Thank You Ad

Recognition on Event Website



Other Benefits Include:



- On-site signage at event, 500 + competitors will be exposed



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Sponsorship form:

If you wish to be a sponsor, please complete the sponsorship form below and fax it to 604.820.6308 or mail it to the following address:

Rotary Club of Abbotsford
P.O. Box 71
Abbotsford, BC V2T 6Z4

Level of Sponsorship	Fee
Title Sponsor	\$15,000
Gold Sponsor	\$5,000
Silver Sponsor	\$3000 (or gift in kind of \$7000.)
Bronze Sponsor	\$1,000 (or gift in kind of \$2500)

Name of Individual of Company: _____

Representative's Phone Number: _____

Email: _____

Representative's Signature: _____

Date: _____

Make your cheque payable to: *Rotary Club of Abbotsford*

All Sponsors: Please email us your logos in the EPS format before March 15th, 2012 in order for them to appear in the event program, on the signage, flyers and the posters. Press releases and ads will be running on an ongoing basis.



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Created By

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