

# Partnership Opportunity



**15<sup>th</sup> Annual  
Victoria Golf Club  
Ladies Charity Tournament  
Presented in Partnership with Investors Group**

**The Plan**  
by  **Investors  
Group™**

Investors Group Financial Services Inc.

**June 24, 2010**



**In support of the**  
VICTORIA WOMEN'S  
*Transition House*  
 SOCIETY

**Women's Organization of Distinction in 2006**

## Victoria Golf Club Ladies Charity Tournament

In Canada, 2.6 million women per year experience violence at the hands of a current or past relationship partner. These women come from all walks of life and are of all ages.

The Victoria Golf Club Ladies Charity Tournament has made a difference in the lives of abused women in Victoria. More than \$424,518 raised thus far from the Tournament has directly benefited clients served by the Victoria Women's Transition House.

Aimed at attracting women golfers from around Vancouver Island and the Lower Mainland, the Tournament brings together over 130 players, volunteers, and sponsors.

Your contribution as a partner will assist this vital source of support and increase the awareness of your company's charitable commitment to the residents of Victoria.

### Victoria Women's Transition House

On any given day in our community, hundreds of women and their children of every age, ethnic background and economic means are living with abuse at home. When they are ready to seek and make change in their lives, they are able to find safe shelter, respectful counseling, support and advocacy at the Victoria Women's Transition House.

Victoria Women's Transition House has been providing temporary, safe shelter and other services for more than 2500 women and children each year for over 30 years.



### Why Partner?

Held at the prestigious, historic Victoria Golf Club, with more than 1200 members, the Ladies Charity Tournament is one of the most popular golf tournaments in the area. With the field limited to 108 to 120 golfers, the Tournament reaches capacity well in advance.

Partnering your company with this exclusive event provides a unique opportunity to position your products and services prominently among key community members, ideally suited to your company. And, in addition, you will be helping raise funds to support abused women and their children.

Key Partnership Benefits include:

- Promotional privileges
- Signage
- Visibility on printed materials

### Partnership Opportunities

A variety of partnership opportunities exists to meet the needs of your company's promotional strategy.

## Presenting Partner — \$10,000 (one)

- Presenting Partner opportunity is available to only one partner
- The right to reference the designation *Presenting Partner*, and the *Victoria Golf Club* and *Victoria Women's Transition House* in existing corporate advertising (until December 31, 2010)
- First right of negotiation to renew for the 2011 Tournament

### Presenting Partner Benefits include:

- Four reserved player spots
- Primary Corporate signage and logos at the tournament, reception and dinner
- Invitation to Event dinner and Casino Night dinner
- Written message from CEO in program
- Welcome remarks from CEO at dinner event
- Partner thank you board at the event
- Logo recognition in tournament programs
- Transition House and Victoria Golf Club web site mention and link
- Inclusion in post event thank you ad in Times Colonist
- Feature article in one Transition House and VGC) newsletter
- One VIP parking spot
- Media Exposure (Ocean FM)
  - Listed and logo on Ocean website event page and promotion to over 12,000 Ocean VIP Platinum Club members
  - Listed and logo in VIP Platinum Club Newsletter sent to over 12,000 members
  - Name credit on a rotation basis in 25 weekly produced promotional announcements from April 19 to May 17, 2010 (5 weeks)
  - Name credit on a rotation basis in 25 weekly produced supporting PSA announcements from May 24 to June 24, 2010



## Platinum Partner — \$5,000 (one)

- The Platinum Partner opportunity is available to only one partner
- The right to reference the designation *Platinum Partner*, and the *Victoria Golf Club* and *Victoria Women's Transition House* in existing corporate advertising (until December 31, 2010)
- **First right of negotiation to renew for the 2011 Tournament**
- Media Exposure (Ocean FM)
  - Listed and logo on Ocean website event page and promotion to over 12,000 Ocean VIP Platinum Club members
  - Listed and logo in VIP Platinum Club Newsletter sent to over 12,000 members
  - Name credit on a rotation basis in 25 weekly produced promotional announcements from April 19 to May 17, 2010 (5 weeks)
  - Name credit on a rotation basis in 25 weekly produced supporting PSA announcements from May 24 to June 24, 2010

### **Other Benefits:**

- Two reserved player spots
- Partner thank you board at the event
- Logo recognition in tournament program
- Invitation to Event dinner or Casino night
- Acknowledgment during the dinner program
- Transition House and Victoria Golf Club web site mention and link
- Inclusion in post event thank you ad in Times Colonist
- One VIP parking spot

## Gold Partner — \$3,000 (three)

- The Gold Partner opportunity is available to only three partners with industry category exclusivity.
- The right to reference the designation *Gold Partner*, and the *Victoria Golf Club* and *Victoria Women's Transition House* in existing corporate advertising (until December 31, 2010)
- First right of negotiation to renew for the 2011 Tournament
- Media Exposure (Ocean FM)
  - Listed and logo on Ocean website event page and promotion to over 12,000 Ocean VIP Platinum Club members
  - Listed and logo in VIP Platinum Club Newsletter sent to over 12,000 members
  - Name credit on a rotation basis in 25 weekly produced promotional announcements from April 19 to May 17, 2010 (5 weeks)
  - Name credit on a rotation basis in 25 weekly produced supporting PSA announcements from May 24 to June 24, 2010

### **Gold Sponsor Benefits include:**

- Partner thank you board at the event
- Logo recognition in tournament program
- Acknowledgment during the event dinner program
- Transition House and Victoria Golf Club web site mention and link
- Inclusion in post event thank you ad in Times Colonist
- Two dinner invitations to Event dinner or Casino night dinner

## Silver Partner — \$1,000 (six)

- The Silver Partner opportunity is available to only six partners
- The right to reference the designation *Silver Partner*, and the *Victoria Golf Club* and *Victoria Women's Transition House* in existing corporate advertising (until December 31, 2010)
- First right of negotiation to renew for the 2011 Tournament

### **Silver Partner Benefits include:**

- Partner thank you board at the event
- Logo recognition in tournament program
- Invitation to Event dinner or Casino night dinner
- Acknowledgment during the event dinner program
- Transition House and Victoria Golf Club web site mention and link
- Inclusion in post event thank you ad in Times Colonist
- Media Exposure (Ocean FM)
  - Listed and logo on Ocean website event page and promotion to over 12,000 Ocean VIP Platinum Club members
  - Listed and logo in VIP Platinum Club Newsletter sent to over 12,000 members
  - Name credit on a rotation basis in 25 weekly produced promotional announcements from April 19 to May 17, 2010 (5 weeks)

## Media Partner — Radio

- The Radio Media Partner opportunity is available with industry category exclusivity
- The right to reference the designation *Proud Supporter of the Victoria Golf Club and Victoria Women's Transition House Ladies Charity Golf Tournament* in existing corporate advertising (until December 31, 2010)
- First right of negotiation to renew as media supporter for the 2011 tournament

### **Media Partner Benefits include:**

- Two reserved player spots
- Partner thank you board at the event
- Logo recognition in tournament program
- Permission to hang banner on site
- Permission to have representatives on site (i.e., Community Cruiser)
- Dinner invitation to Event or Casino night dinner
- Acknowledgment during the dinner program
- Transition House and Victoria Golf Club web site mention and link
- Participate in the welcoming players during registration
- Inclusion in post event thank you ad in Times Colonist
- Opportunity for on-site promotion
- One visible parking spot

## Exclusive Hole Partner — \$500 (nine)

- The *Exclusive Hole Partner* opportunity is available to nine partners
- Exclusive Corporate recognition at one hole

### Corporate Name on:

- Partner thank you board
- Acknowledgment during the dinner program
- Transition House and Victoria Golf Club web site mention and link
- Name on VGC web site until December, 2010

## Joint Hole Partner — \$250 (eighteen)

- The *Joint Hole Partner* opportunity is available to 18 partners on nine holes only
- Shared Corporate recognition at one hole

### Corporate Name on:

- Partner thank you board
- Acknowledgment during the dinner program
- Transition House and Victoria Golf Club web site mention and link
- Name on VGC website until 2010

### For more information please contact:

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**Note:** All corporate advertising that features the Victoria Women's Transition House or Victoria Golf Club logos must be approved prior to publication.