

**GET MORE  
DISTANCE  
FROM YOUR  
MARKETING  
DOLLAR**

2015  
**Golf  
Tennis  
& Spa**

Supporter  
Opportunities



Springtime Golf &  
Tennis Invitational,  
Simple Wellness & Spa Day,  
Vineyard Tours



WSAE/ASAE Foundation  
Spring Outing



Annual Golf & Tennis Classic  
and Simple Wellness & Spa Day



**Thank you** for your interest in supporting the ASAE Foundation's research, leadership, and innovation programs through your sponsorship of our three signature golf and tennis events, the Springtime Golf & Tennis Invitational, the WSAE/ ASAE Foundation Spring Outing, and the Annual Golf & Tennis Classic. Designed and positioned to be the premier events of their kind in the association and nonprofit marketplace, our tournaments will continue to impress your clients and prospects while making your marketing exposure highly engaging and rewarding. One goal of these events are always to maintain a balanced buyer to seller environment.

All of our golf tournaments kick off with a Participants & Pairings Party. All attendees are invited to mix and mingle at a cocktail party held the evening before the tournament. Enjoy the live entertainment, tasty fare, and plenty of surprises!

Beyond golf, we offer a few different options for novice golfers or non-golfers: a golf clinic, tennis, wellness and spa day, or a vineyard tour (Springtime Invitational only).

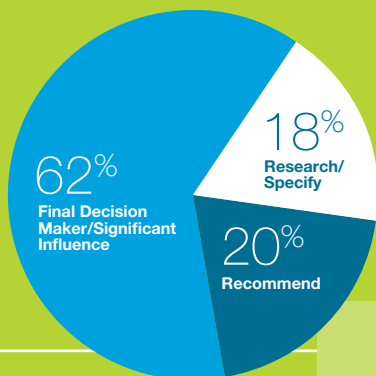
The golf clinic is led by the Executive Women's Golf Association (EWGA) and provides one-of-a-kind golf instruction for both women and men. This is the perfect opportunity for golfers at all skill levels to network with their peers while learning the basics from PGA and LPGA instructors in an enjoyable and comfortable environment. Participation also includes a one-year EWGA membership.

Our round-robin tennis tournament offers opportunities to learn tips and drills from a USTA professional including swing analysis.

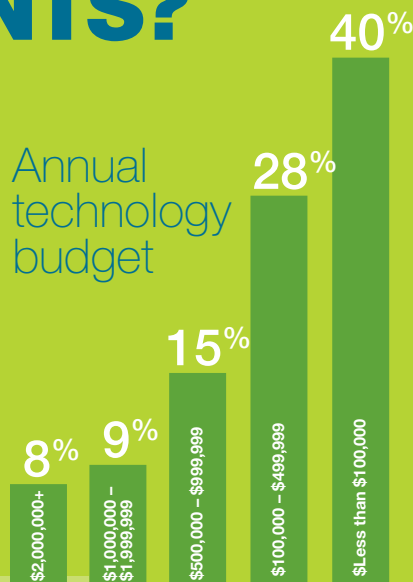
Our vineyard tours (Springtime Invitational only) take attendees to local vineyards to taste some of the best wine that Virginia has to offer.

# WHO PARTICIPATES IN OUR GOLF, TENNIS, & SPA EVENTS?

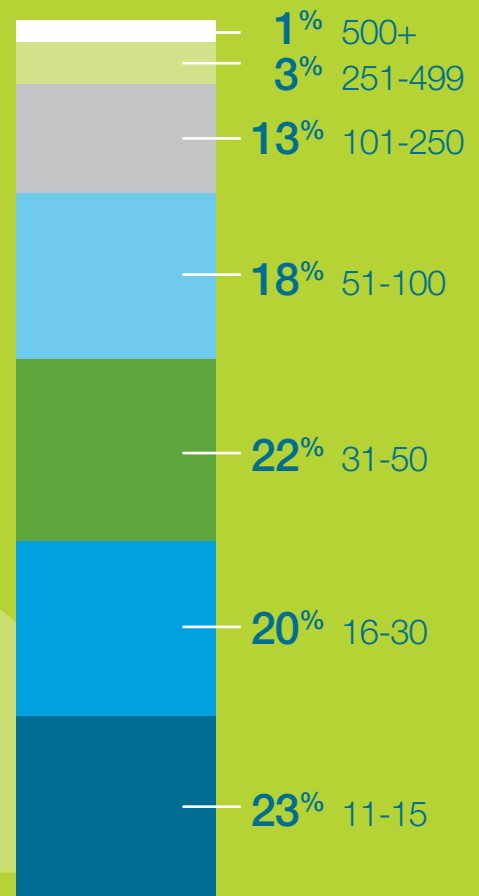
Role in purchasing  
technology products  
& services



Annual  
technology  
budget



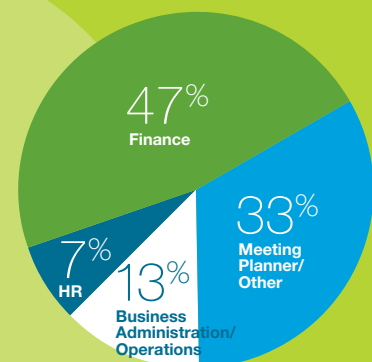
Staff size



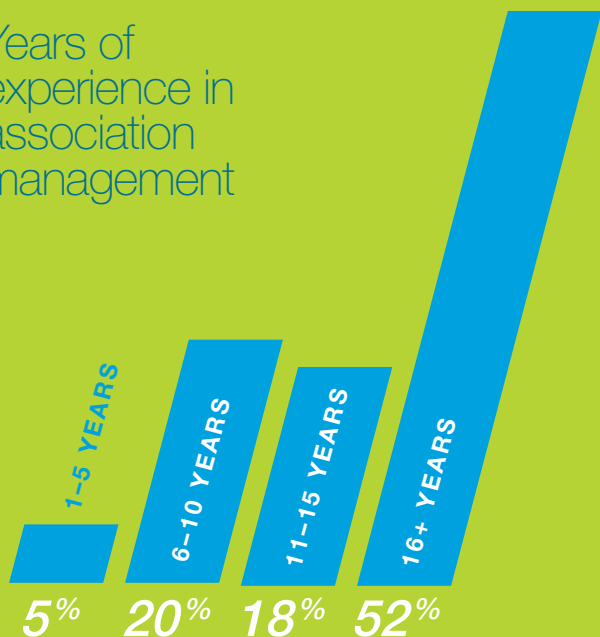
Products to  
purchase/upgrade  
in the next year



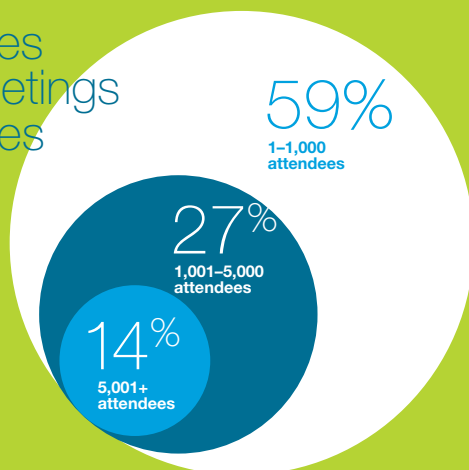
Attendees main job  
function/responsibility



Years of experience in association management



Attendees plan meetings of all sizes



Organizations represented



75%

of attendees plan meetings for an association

91%

book 10 or more meetings per year

76%

require exhibit facilities at their largest meeting

37%

hold international meetings

Our events are the **only** golf tournaments in the region that can **deliver** if your target audiences are **Senior** Meeting Professionals, CFOs, COOs, or Finance, HR or Business Operations **Professionals**





Springtime  
Golf & Tennis  
Invitational,  
Simple Wellness  
& Spa Day,  
Vineyard Tours

**Lansdowne Resort**  
**Washington, DC**  
**Friday, April 10, 2015**



WSAE/ASAE  
Foundation  
Spring Outing

**Grand Geneva Resort**  
**Chicagoland**  
**Monday, May 18, 2015**



Annual  
Golf & Tennis  
Classic and  
Simple Wellness  
& Spa Day

**TPC Michigan**  
**Detroit, MI**  
**Saturday, August 8, 2015**

For this event, we have created two different golf tournaments in one fun-filled day. This event has grown from 80 to over 350 participants in three short years, while maintaining a 50/50 balance of industry partners to association executives and meeting planners.

**Course 1: RTJII**

A scramble format and is a fun and festive way to enjoy a day of golf without worrying about your score. Enjoy tastes of seasonal fare and sip on your favorite cocktails and craft beers in between holes. A relaxed pace of play allows you time to mix and mingle.

**Course 2: Norman**

Golfers play their own ball, and handicaps are employed. Golfers on this course will experience an exclusive “club membership” for the day, from valet parking to shoe shine service. We limit the number of players on this course to 100 and have fewer games and distractions.

This scramble style tournament takes place at the beautiful Grand Geneva Golf Club. The Conde Nast Traveler’s 2012 Readers Poll award for Top 10 Northern U.S. Golf Resorts, the Silver Medal by Golf Magazine and recognition as one of the top ten courses in the Midwest by Par Excellence, the Grand Geneva’s Brute Course is a truly special course to play on.

Numerous associations and industry-related organizations call the Chicagoland area home. If you are looking for an opportunity to access these groups, this event will provide you with a chance to build relationships with customers in this marketplace.

This scramble format tournament is the only way to properly kick off the ASAE Annual Meeting & Exposition week! Held on Saturday at a championship course, this tournament offers meeting attendees a sense of the local flavor in the host city.

TPC Michigan, where the 2015 Annual Golf & Tennis Classic will take place, is a private championship course. Designed by Jack Nicklaus, this ultra-exclusive club is on land donated by the Ford Motor Company.

# ASAE FOUNDATION GOLF, TENNIS & SPA SUPPORTER OPPORTUNITIES

## Title Supporter

(limited to one per event)

**ASAE Foundation Springtime Golf & Tennis Invitational and ASAE Foundation Annual Golf & Tennis Classic: \$50,000**

**WSAE/ASAE Foundation Spring Outing: \$30,000**

Looking for a turn-key marketing opportunity to reach ASAE decision-making members? This support level is perfect for your organization. If your company is looking for exposure at a premier event in DC, Chicagoland, or at our Annual Meeting & Exposition, then this opportunity will place your brand front and center. A customized package will be created just for you and your sales team.

## Presenting Supporter

(limited to six per event)

**ASAE Foundation Springtime Golf & Tennis Invitational and ASAE Foundation Annual Golf & Tennis Classic: \$25,000**

**WSAE/ASAE Foundation Spring Outing: \$10,000**

### Options:

- Company logo on all printed materials
- Company logo on all event signage
- Company logo on all flag pins and putting green flags
- Company logo on all event communications (requires early commitment)
- Company logo on Step & Repeat wall where all photos are taken of prize winners
- Company logo on each Golf Tournament webpage
- Company logo on ASAE Foundation's supporters banner placed at all ASAE major meetings throughout the year
- Company logo on golf cart clings
- Company logo in Foundation insert appearing in March/April issue of *Associations Now*
- One complimentary golf hole, on your choice of course, at all three ASAE Foundation tournaments

- Speaking opportunities at the event; Options:  
Pairings party  
Breakfast  
Awards ceremony
- Opportunity to welcome all attendees, including spa, golf clinic, vineyard tour, tennis
- Gift card for two complimentary foursomes of golf at the Lansdowne Resort
- Opportunity to provide entertainment at pairings party or at tournament
- Logo on pullovers/shorts/etc.
- 16 complimentary registrations to be used at the organization's discretion for any ASAE Foundation golf event in 2015
- Electronic list of all participants with select contact information following event
- Customer matching concierge service (we make sure the clients and prospects you want to meet, are paired with your staff)
- Special registration marketing code and emails that invite your clients and track their participation and event engagement

# Ace Supporter

(limited to four per event)

**ASAE Foundation Springtime Golf & Tennis Invitational and ASAE Foundation Annual Golf & Tennis Classic: \$15,000**

**WSAE/ASAE Foundation Spring Outing: \$7,500**

## Options:

- Company logo on all printed materials that include all supporters
- Company logo on all event signage that includes all supporters
- Company logo on all event communications (requires early commitment)
- Company logo on each Golf Tournament webpage
- Company logo on ASAE Foundation's supporters event-specific banner placed at all ASAE major meetings throughout the year
- Company logo in Foundation insert appearing in March/April issue of *Associations Now*
- One complimentary golf hole, at your choice of tournaments
- Gift card for one complimentary foursome round of golf at the Lansdowne Resort
- 12 complimentary registrations to be used at the organization's discretion for any ASAE Foundation golf event in 2015
- Electronic list of all participants with full contact information following event.
- Customer matching concierge service (we make sure the clients and prospects you want to meet, are paired with your staff)
- Customized marketing code to track customer participation and event engagement

# Eagle Supporter

(limited to four per event)

**ASAE Foundation Springtime Golf & Tennis Invitational and ASAE Foundation Annual Golf & Tennis Classic: \$12,000**

**WSAE/ASAE Foundation Spring Outing: \$5,000**

## Options:

- Company logo on all printed materials that include all supporters
- Company logo on all event signage that includes all supporters
- Company logo on all event communications (requires early commitment)
- Company logo on ASAE Foundation events webpage
- Company logo on ASAE Foundation's event-specific event supporters banner
- Company logo in Foundation insert appearing in March/April issue of *Associations Now*
- Gift card for a complimentary twosome round of golf at the Lansdowne Resort
- 8 complimentary registrations to be used at the organization's discretion for any ASAE Foundation golf event in 2015
- One complimentary golf hole at your choice of tournaments
- Electronic list of all participants with full contact information following event.

# Birdie Supporter

(limited to six)

**ASAE Foundation Springtime Golf & Tennis Invitational and ASAE Foundation Annual Golf & Tennis Classic: \$10,000**

**WSAE/ASAE Foundation Spring Outing: \$2,500**

## Options:

- Company logo on all printed materials that include all supporters
- Company logo on all event signage that includes all supporters
- Company logo on all event communications
- Company logo on ASAE Foundation golf events webpage
- Company logo on ASAE Foundation's event specific supporters banner
- Company logo in Foundation insert appearing in March/April issue of *Associations Now*
- 4 complimentary registrations to be used at the organization's discretion for any ASAE Foundation golf event in 2015
- One complimentary golf hole at tournament of choice
- Electronic list of all participants with full contact information following event.



# Par Supporter

**ASAE Foundation Springtime Golf & Tennis Invitational and ASAE Foundation Annual Golf & Tennis Classic: \$7,500**

**WSAE/ASAE Foundation Spring Outing: \$1,000**

## Options:

- Company logo on all printed materials where supporters are listed
- Company logo on all event signage where supporters are listed
- Company logo on all event communications (requires early commitment)
- Company logo on ASAE Foundation golf events webpage
- Company logo on ASAE Foundation's event-specific supporters banner
- Company logo in Foundation insert appearing in March/April issue of Associations Now
- Sign only presence at all three events (location selected at the discretion of event staff)
- 2 complimentary registrations to be used at the organization's discretion for any ASAE Foundation golf event in 2015
- Electronic list of all participants with full contact information following event.

# Other A La Carte Support Opportunities

(includes both tournaments)

## Golf Holes

**All golf holes include the following at all three tournaments:**

- A tent/umbrella
- One skirted 6' table or counter for marketing materials
- Two chairs for up to two representatives at the hole; additional staff registrations are available for purchase up to 5 people total per hole.
- Company logo on hole signage
- Company logo placed on customized Pin Flag
- Company logo on ASAE Foundation golf events webpage
- Company logo on ASAE Foundation's event specific supporters banner
- Electronic list of all participants with full contact information following event

## Food Golf Hole or Grill Station

(limited to five on each course)

**ASAE Foundation Springtime Golf & Tennis Invitational and ASAE Foundation Annual Golf & Tennis Classic: \$4,000**

**WSAE/ASAE Foundation Spring Outing: \$2,000**

Includes your choice of food from our customized menu for all golfers on one course

## Drink Golf Hole

(limited to five on each course)

**ASAE Foundation Springtime Golf & Tennis Invitational and ASAE Foundation Annual Golf & Tennis Classic: \$3,000**

**WSAE/ASAE Foundation Spring Outing: \$1,500**

Includes your choice of served alcoholic or non-alcoholic beverages from our customized menu for all golfers

## Basic Golf Hole

(limited to five on each course)

**ASAE Foundation Springtime Golf & Tennis Invitational and ASAE Foundation Annual Golf & Tennis Classic:**  
**\$2,000**

**WSAE/ASAE Foundation Spring Outing: \$1,000**

## Transportation

**ASAE Foundation Springtime Golf & Tennis Invitational and ASAE Foundation Annual Golf & Tennis Classic:**  
**\$4,000**

**WSAE/ASAE Foundation Spring Outing: Not currently available**

Your DVD will play on a continuous loop on each bus going to the tournament. This support opportunity also includes signage and a chance to distribute marketing materials to each rider.

## Beverage Cart

**ASAE Foundation Springtime Golf & Tennis Invitational and ASAE Foundation Annual Golf & Tennis Classic:**  
**\$4,000**

**WSAE/ASAE Foundation Spring Outing: \$2,500**

Your company logo will be displayed on all sides of the beverage cart. This support opportunity includes all alcoholic and non-alcoholic beverages and snacks. One member of your staff will ride behind the beverage cart to greet participants.

## Foursome

**ASAE Foundation Springtime Golf & Tennis Invitational and ASAE Foundation Annual Golf & Tennis Classic:**  
**\$2,500**

**WSAE/ASAE Foundation Spring Outing: \$800**

Must include two association executives

## Single Industry Partner Participation Fees

Do you want to bring additional staff to either event to divide and conquer this target-rich environment? If so, then the following industry partner participation-only registration options are for you:

- Single or additional industry partner golf tournament participant: \$700 (Springtime Golf & Tennis Invitational and Annual Golf & Tennis Classic); \$300 (WSAE/ASAE Foundation Spring Outing)
- Single or additional industry partner golf hole participant: \$500 (Springtime Golf & Tennis Invitational and Annual Golf & Tennis Classic); \$300 (WSAE/ASAE Foundation Spring Outing)
- Single or additional industry partner tennis participant: \$500 (Springtime Golf & Tennis Invitational and Annual Golf & Tennis Classic); \$150 (WSAE/ASAE Foundation Spring Outing)
- Single or additional industry partner golf clinic participant: \$500 (Springtime Golf & Tennis Invitational and Annual Golf & Tennis Classic); \$300 (WSAE/ASAE Foundation Spring Outing)
- Single or additional industry partner vineyard tour participant (Springtime Golf & Tennis Invitational only): \$500
- Single or additional industry partner spa participant: \$500 (Springtime Golf & Tennis Invitational); \$300 (WSAE/ASAE Foundation Spring Outing)
- Single or additional industry partner social ticket: \$500 (Springtime Golf & Tennis Invitational and Annual Golf & Tennis Classic); \$300 (WSAE/ASAE Foundation Spring Outing)

Industry partners who wish to pay for a client/prospect to attend the event: please contact staff for pricing.

## Social Only Supporter

The Social Ticket includes access to the Participants & Pairings Party on Thursday evening, and access to both the Networking Breakfast and afternoon Awards Reception at either golf & tennis event. This does not include registration in golf, tennis, spa, golf clinic, vineyard tours, or other activities.

Current supporters will be given first right of refusal for 60 days following each tournament. After 60 days, non-reserved opportunities will be open to the public and will be granted on a first come first reserved basis. Support will not be considered confirmed until payment is confirmed.





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# THREE GREAT EVENTS, ONE TERRIFIC PURPOSE

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Register today: [asaecenter.org/foundation2/sportsandwellness.html](http://asaecenter.org/foundation2/sportsandwellness.html)

Get  
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if you sign up  
by 9/1/2014

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if you sign up  
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**Receive 5% off**

if you sign up  
by 1/1/2015

## **Springtime Golf & Tennis Invitational**

Lansdowne Resort, Washington, DC  
Friday, April 10, 2015

## **WSAE/ASAE Foundation Spring Outing**

Grand Geneva Resort, Chicagoland  
Monday, May 18, 2015

## **Annual Golf & Tennis Classic**

TPC Michigan, Detroit, MI  
Saturday, August 8, 2015

### **For more information contact:**

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