



2015 ASAE Foundation Events

March

Saturday, March 7
The ASAE Foundation Pour
Orlando, Florida
150 people

The ASAE Foundation Pour is held the evening before the start of one of ASAE's signature and most successful conference, Great Ideas – attended by approximately 700 association professionals and CEOs. The Pour is designed to raise awareness about the ASAE Foundation and its ongoing research projects, to treat the foundation's existing donors to an educational as well as entertaining event, and to cultivate new donors. In 2015, The Pour will take place on Saturday, March 7 from 7:00 – 9:00 p.m. We estimate attendance of 150-200 donors and guests.

Sponsorship: \$5,000-\$20,000

April

Thursday, April 9 and Friday, April 10
The Springtime Golf & Tennis Invitational
Lansdowne Resort & Spa, Leesburg, Virginia
300 people

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

The Hospitality Tournament follows 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 with your peers and prospective customers, while enjoying exciting contests and games along the course. The top three teams will receive awards.

Course 2: Norman

The Business Services Tournament is for the more serious golfer. 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. Because we limit



the number of players on this course to 100 and have fewer games and distractions on this course, we will ensure a faster pace of play and allow you to make meaningful connections with your customers and prospects. The top three teams will receive awards.

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!

Sponsorship: \$2,000-\$50,000 (see golf prospectus for details)

May

Sunday, May 17 and Monday, May 18
ASAE Foundation/WSAE Spring Outing
Grand Geneva Golf Club, Lake Geneva, Wisconsin
150-200 people

This scramble style tournament takes place at the beautiful Grand Geneva Golf Club. Awarded

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 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.

Sponsorship: \$1,500-\$30,000 (see golf prospectus for details)

August

Friday, August 7 and Saturday, August 8
The Annual Golf & Tennis Classic
TPC Michigan, Dearborn, Michigan
150 people

This scramble format tournament is the only way to properly kick off the ASAE Annual Meeting & Exposition week! Join your peers and prospective customers for a networking opportunity before the conference even begins! Held on Saturday at a championship course, this tournament offers meeting attendees a sense of the local



flavor in the host city. This event attracts association executives and decision makers, a worthwhile audience to be in front of.

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. The course is beautifully landscaped and offers a one-of-a-kind experience for golfers at all levels.

Sponsorship: \$2,000-\$50,000 (see golf prospectus for details)

Sunday August 9-Tuesday, August 11
The ASAE Foundation Leadership Lounge
600 people

The ASAE Foundation Leadership Lounge is a quiet space to connect with other donors and conference attendees.. This lounge is open to all conference attendees and will offer an opportunity to learn about the latest Foundation research, and get a professional headshot taken. The lounge offers an environment to connect with colleagues or just to relax. Refreshments are offered throughout the day, and happy hour is hosted each evening.

Sponsorship: \$5,000 - \$20,000

Monday, August 10
ASAE Foundation's The Classic - *No support opportunities available*
The Fox Theater, Detroit, MI
1,800 people

ASAE Foundation's The Classic is a major fundraiser for the ASAE Foundation. Proceeds support the Foundation's work in research and leadership development that will guide associations into the future.

Saturday, August 8-Monday, August 10
Room Drops for Major Donors
100 people

Make an impression on your prospective customers by providing a unique taste of your city or organization. The ASAE Foundation will coordinate with the hotels in the Annual Meeting host city to have amenities placed in the rooms of our top Foundation donors. These donors are the CEOs, Executive Directors, Presidents, and decision makers of their organizations.

Sponsorship: \$5,000-\$15,000



September

September 20, 2015
ASAE Foundation Bike Ride
Shepherdstown, WV
100 people

This ASAE Foundation Bike Ride is held as part of a larger event called the “[Back Roads Century](#),” which is organized by [Potomac Pedalers](#), the largest cycling organization in the Washington, DC area. It is an annual event that is fully supported with rest stops, refreshments and emergency assistance as needed. In 2014, 41 individuals from ASAE participated in the ride. In 2015, there are limited sponsorships available for logo placement on Foundation team jerseys. The jerseys will be sold throughout the year and will be worn by riders all over the country.

Sponsorship: \$750-\$5,000

September 25-27, 2015
Five Star Weekend- *No support opportunities available*
PGA National Resort & Spa, Palm Beach Gardens, Florida
80-100 CEOs

ASAE’s Five-Star Weekend began over twenty years ago and continues today as a fundraiser for the ASAE Foundation and the Power of A Fund (formerly AAA fund). The ASAE Foundation advances association and nonprofit leadership through research, innovation and leadership programs that develop the next generation of leaders. The Power of A Fund directly supports ASAE’s work in building coalitions, grassroots networking, and lobbying. Five-Star Weekend was created in partnership with ASAE CVB and hospitality members to bring together CEOs of major trade and professional associations in a relaxed and informal setting. The event is created exclusively for association CEOs and the schedule is designed to give both CEO’s and sponsors time to network, learn, and discuss critical issues facing associations today.

December

Dates are TBD
ASAE Foundation Winter Harvest Parties
Washington, DC and Chicago, IL
150 people

The Winter Harvest parties are invitation-only events for the Foundation’s top donors, at the individual and organizational level. Approximately 150 donor and their guests



attend these exclusive events. The guest list includes ASAE Board members, association CEOs and CFOs, and key community stakeholders and decision makers.

Sponsorship: \$10,000-\$20,000

Year-Round

Small Steps App

The [Small Steps](#) app follows the same model as [Charity Miles](#). For every mile run/walked/biked, a designated amount of money is donated to the Foundation. For our annual meeting, Choose Chicago donated \$25 to the Foundation for every mile walked, up to \$5,000. For this supporter opportunity, we included visibility on the app.

Sponsorship: \$10,000