

# ITAC ACTI



**17<sup>th</sup> Annual "IT Challenge" Golf Tournament and Luncheon**

**Glen Abbey Golf Club**  
ClubLink Course  
**1333 Dorval Drive, Oakville, Ontario**



**Tournament Partner Program**  
SUPPORT YOUR INDUSTRY ASSOCIATION TOURNAMENT

**Thursday, June 17th, 2010**



## 17<sup>th</sup> Annual "IT Challenge" Golf Tournament and Luncheon

### ATTENTION INDUSTRY LEADERS

Your support allows us to be true to our mission in all aspects of the Association's activities – in specific to "**Identify and Lead**". One of our most anticipated annual events, The ITAC "IT Challenge" Golf Tournament, has once again demonstrated that leadership role.

**On June 17th, 2010, ITAC will host its 17<sup>th</sup> "IT Challenge" Tournament at Glen Abbey Golf Club**

***Enhance*** your corporate image,  
***Increase*** your visibility  
***Network*** with your industry  
***Have fun!***

Your participation as a sponsor is loaded with value added opportunities. Your participation as a player ensures that you maximize the day.

**Either way your participation is critical to our success as an organization.**

Review the various categories and select the opportunity that best suits your needs and enjoy the fruits of your investment. Low cost, high value is the modis operandi this year.

**Plan now to attend** – it could be a very good business decision! Invitations will be sent to the ITAC members soon and registrations will be accepted on a first come, first serve basis.

**To reserve your sponsorship spot, please contact:**

Micheline Levesque

ITAC (Information Technology Association of Canada)

Phone: (613) 238-4822 x 245

Fax: (613) 238-7967

E-mail: [mlevesque@itac.ca](mailto:mlevesque@itac.ca)

**COMPLETE THE ENCLOSED SPONSORSHIP CONFIRMATION FORM AND RETURN IT AS INDICATED. THANK YOU.**



## 17<sup>th</sup> Annual “IT Challenge” Golf Tournament and Luncheon

### Course Sponsorship Opportunities

<b><u>Presenting Sponsor</u></b> (includes 2 complimentary foursomes)	<b>\$ 10,000 + GST</b>
<b><u>Platinum Sponsorship</u></b> (includes 1 complimentary foursome)	<b>\$ 5,000 + GST</b>
<b><u>Gold Sponsorship</u></b> (includes 2 complimentary playing spots)	<b>\$ 3,500 + GST</b>

### Activity Sponsorship Opportunities

<b><u>Luncheon Sponsorship</u></b> (includes 1 complimentary foursome)	<b>\$ 7,000 + GST</b>
<b><u>Cart Sponsor</u></b>	<b>\$ 3,000 + GST</b>
<b><u>Breakfast Sponsor</u></b>	<b>\$ 2,000 + GST</b>
<b><u>Reception Sponsor</u></b>	<b>\$ 2,500 + GST</b>

ITAC is pleased and proud to bring you the 17<sup>th</sup> annual ITAC “IT Challenge” Golf Tournament. This event visibly demonstrates that our community is one of the true partners in fostering and nurturing the ICT industry in Canada. We want to ensure that this year’s golf tournament continues to be successful. Your sponsorship is a demonstration of your commitment to the success of this event as well as to the Canadian marketplace and speaks volumes to your corporate Citizenship.



## 17<sup>th</sup> Annual "IT Challenge" Golf Tournament and Luncheon

### Tournament Partner Program

#### Presenting Sponsor

\$10,000 + GST

- ◇ **8 PLAYING SPOTS ARE GUARANTEED (TWO FOURSOMES)**
- ◇ **STRATEGIC CORPORATE BRANDING PLACEMENT THROUGHOUT THE TOURNAMENT (logo and/or commercial)**

Your company's branding along with the tournament logo will be the most prominent logo seen by all participants throughout the day.

  - **Tournament Web Site:** Your company's logo displayed on our tournament web site as *Presenting Sponsor* on the event website.
  - **Invitation:** All ITAC members receive a professionally designed electronic invitation that bears your company's logo as the *Presenting Sponsor*.
  - **Welcome Banner:** Preferential positioning of your company's logo as the *Presenting Sponsor* on the Welcome Banner which will be prominently displayed at Registration, Breakfast, Reception and at the Luncheon and Awards noting your company as the *Presenting Sponsor*.
  - **Dynamic Digital Display System:** Your branding will appear as the *Presenting Sponsor* with the greatest amount of frequency on the ITAC Dynamic Digital Display System, scoreboard screen and monitors, throughout Registration, Breakfast, Reception as well as the Luncheon and Awards Ceremony.
  - **Scorecard:** Your company's logo will also appear as *Presenting Sponsor* on the front of every scorecard.
  - **Tournament Guide:** Players will be reminded of your sponsorship throughout the day by your company's logo placement on the front and throughout the guide as the *Presenting Sponsor* in this keepsake of the tournament.
  - **Cart Cards:** Your company's logo will be displayed on the golf cart cards.
  - **Table Tent Cards:** Your company's logo will be placed on tent cards at each table and seen by all participants at the Luncheon and Awards Ceremony.
- ◇ **COMMERCIAL SPOT (exclusive to Presenting and Luncheon sponsors)**

Take advantage of providing a 30 to 60 second broadcast quality commercial to be shown on the Dynamic Digital Display System during Registration, Breakfast, Reception, and the Luncheon and Award Ceremony for up to at least 10 times per hour.  
(Sponsor is responsible for cost of production. MPEG2 format required – other formats will require a conversion cost of \$150.00). (Please advise us if you plan on taking advantage of this opportunity).
- ◇ **BANNER PLACEMENT AT 6 LOCATIONS ON THE COURSE**

Your banners are positioned on the golf course at six high-traffic locations guaranteeing continued corporate exposure.  
(2' x 8' banners with grommets are to be provided by sponsors.)
- ◇ **TEE DECK SIGNAGE AT ONE HOLE**

One hole is "yours". Your sign is featured in a custom-made wood sign holder provided by CGT Event Services. You can also take advantage of having your staff meet & greet the golfers on your designated hole.

◇ **RECOGNITION AT THE LUNCHEON AND AWARDS CEREMONY**

- Our valued *Presenting Sponsor* is identified and recognized at the Luncheon and Awards Ceremony.
- A representative from your company is encouraged to address the tournament participants and would also be invited to assist in the presentation of awards.

**NOTE:** As a sponsor, you have the opportunity to provide a corporate item to include in the “**Sponsor Gift Pack**” that will be given to each participant during the Luncheon and Awards Ceremony. A tag with your company’s logo as well as other contributing sponsors will be attached to each bag.

**Luncheon Sponsorship**

**\$7,000 + GST**

◇ **FOUR PLAYING SPOTS ARE GUARANTEED – (ONE FOURSOME)**

◇ **STRATEGIC CORPORATE BRANDING PLACEMENT (logo and/or commercial)**

- **Tournament Web Site:** Your company’s logo displayed on our tournament web site as *Luncheon Sponsor* on the event website.
- **Invitation:** All ITAC members receive a professionally designed electronic invitation that bears your company’s logo as the *Luncheon Sponsor*.
- **Welcome Banner:** Positioning of your company’s logo on the Welcome Banner which will be prominently displayed at Registration, Breakfast, Reception and at the Luncheon and Awards.
- **Dynamic Digital Display System:** Your branding as *Luncheon Sponsor* as well as that of the Presenting Sponsor will constantly appear on Dynamic Digital Display System, scoreboard screen and monitors, throughout the Luncheon, and will be displayed along with the other sponsors during the awards ceremony.
- **Scorecard:** Your company’s logo will appear as *Luncheon Sponsor* on the front of every scorecard.
- **Tournament Guide:** Players will be reminded of your sponsorship throughout the day by your company’s logo placement within the guide as the *Luncheon Sponsor* in this keepsake of the tournament.
- **Luncheon & Awards:** Two banners or signs (supplied by sponsor) will be prominently displayed at Luncheon noting your company as the *Luncheon Sponsor*.
- **TableTent Cards:** Your company’s Your company’s logo will be placed on tent cards at each table and seen by all participants at the Luncheon and Awards Ceremony.

◇ **COMMERCIAL SPOT (exclusive to Presenting and Luncheon sponsors)**

As the *Luncheon Sponsor* of this year’s event, your company is now able to ensure maximum exposure. Take advantage of providing a 30 to 60 second broadcast quality commercial to be shown on the Dynamic Digital Display System during the Reception and Luncheon for up to 10 times per hour. (Sponsor is responsible for cost of production. MPEG2 format required – other formats will require a conversion cost of \$150.00). (Please advise us if you plan on taking advantage of this opportunity).

◇ **BANNER PLACEMENT AT THREE (3) LOCATIONS ON THE COURSE**

Your banners are positioned on the golf course at three high-traffic locations guaranteeing continued corporate exposure throughout the event.  
(2’ x 8’ banners with grommets are to be provided by sponsors.)

◇ **TEE DECK SIGNAGE**

One hole is “yours”. Your sign is featured in a custom-made wood sign holder provided by CGT Event Services. You can also take advantage of having your staff meet & greet the golfers on your designated hole.

◇ **RECOGNITION AT THE LUNCHEON AND AWARDS CEREMONY**

Our valued *Luncheon Sponsor* is identified and recognized at the Luncheon and Award Ceremony. A spokesperson from your company will have the opportunity to welcome the participants at the start of the Luncheon.

**NOTE:** As a sponsor, you have the opportunity to provide a corporate item to include in the “**Sponsor Gift Pack**” that will be given to each participant during the Luncheon and Awards Ceremony. A tag with your company's logo as well as other contributing sponsors will be attached to each bag.

## **Platinum Sponsorship**

**\$5,000 + GST**

◇ **FOUR PLAYING SPOTS ARE GUARANTEED**

◇ **STRATEGIC LOGO PLACEMENT**

- **Tournament Web Site:** Your company's logo displayed on our tournament web site a *Platinum Sponsor* on the event website.
- **Welcome Banner:** Positioning of your company's logo on the Welcome Banner which will be prominently displayed at Registration, Breakfast, Reception and at the Luncheon and Awards.
- **Invitation:** All ITAC members receive a professionally designed electronic invitation that bears your company's logo as a *Platinum Sponsor*.
- **Dynamic Digital Display System:** Your logo will appear as a *Platinum Sponsor* on the Dynamic Digital Display System, scoreboard screen and monitors, throughout Registration, Breakfast, Reception and the Luncheon and Awards Ceremony.
- **Scorecard:** Your company's logo will appear as a *Platinum Sponsor* on every scorecard.
- **Tournament Guide:** Players will be reminded of your sponsorship throughout the day by your company's logo placement within the guide as a *Platinum Sponsor* in this keepsake of the tournament.

◇ **BANNER PLACEMENT AT TWO (2) LOCATIONS ON THE COURSE**

Your banners are positioned on the golf course at two high-traffic locations guaranteeing continued corporate exposure throughout the event.  
(2' x 8' banners with grommets are to be provided by sponsors.)

◇ **TEE DECK SIGNAGE**

One hole is “yours”. Your sign is featured in a custom-made wood sign holder provided by CGT Event Services. You can also take advantage of having your staff meet & greet the golfers on your designated hole.

◇ **MENTION AT THE AWARDS CEREMONY**

Our valued *Platinum Sponsors* are identified and recognized at the Luncheon and Awards Ceremony.

**NOTE:** As a sponsor, you have the opportunity to provide a corporate item to include in the “**Sponsor Gift Pack**” that will be given to each participant during the Luncheon and Awards Ceremony. A tag with your company's logo as well as other contributing sponsors will be attached to each bag.

## **Gold Sponsorship**

**\$3,500 + GST**

◇ **TWO PLAYING SPOTS ARE GUARANTEED**

◇ **STRATEGIC LOGO PLACEMENT**

- **Tournament Web Site:** Your company's logo displayed on our tournament web site a *Gold Sponsor* on the event website.
- **Welcome Banner:** Positioning of your company's logo on the Welcome Banner which will be prominently displayed at Registration, Breakfast, Reception and at the Luncheon and Awards.
- **Dynamic Digital Display System:** Your logo will appear as a *Gold Sponsor* on the Dynamic Digital Display System, scoreboard screen and monitors, throughout Registration, Breakfast, Reception and the Luncheon and Awards Ceremony.
- **Tournament Guide:** Players will be reminded of your sponsorship throughout the day by your company's logo placement within the guide as a *Gold Sponsor* in this keepsake of the tournament.

◇ **BANNER PLACEMENT AT ONE LOCATION ON THE COURSE**

Your banner will be positioned on the golf course at one location guaranteeing continued corporate exposure throughout the event.  
(2' x 8' banner with grommets will be provided by sponsors.)

◇ **TEE DECK SIGNAGE**

One hole is "yours". Your sign is featured in a custom-made wood sign holder provided by CGT Event Services. You can also take advantage of having your staff meet & greet the golfers on your designated hole.

◇ **MENTION AT THE AWARDS CEREMONY**

Our "Gold" sponsors are identified and recognized at the Luncheon and Awards Ceremony.

**NOTE:** As a sponsor, you have the opportunity to provide a corporate item to include in the "**Sponsor Gift Pack**" that will be given to each participant during the Luncheon and Awards Ceremony. A tag with your company's logo as well as other contributing sponsors will be attached to each bag.

## **Cart Sponsor**

**\$3,000 + GST**

◇ **STRATEGIC LOGO PLACEMENT**

- **Tournament Web Site:** Your company's logo displayed on our tournament web site as the *Cart Sponsor* on the event website.
- **Dynamic Digital Display System:** Your company's logo will appear as the *Cart Sponsor* on the Dynamic Digital Display System, scoreboard screen and monitors, throughout Registration, Breakfast, Reception and the Luncheon and Awards Ceremony.
- **Tournament Guide:** Players will be reminded of your sponsorship throughout the day by your company's logo placement within the guide as the *Cart Sponsor* in this keepsake of the tournament.
- **Golf Carts:** Your company logo will be displayed on one side of the cart cards on each of the golf carts during the event with exposure to every golfer.

◇ **MENTION AT THE AWARDS CEREMONY**

Our Cart Sponsor will be identified and recognized at the Luncheon and Awards Ceremony.

**NOTE:** As a sponsor, you have the opportunity to provide a corporate item to include in the "**Sponsor Gift Pack**" that will be given to each participant during the Luncheon and Awards Ceremony. A tag with your company's logo as well as other contributing sponsors will be attached to each bag.

## **Reception Sponsor**

**\$2,500 + GST**

◇ **STRATEGIC LOGO PLACEMENT**

- **Tournament Web Site:** Your company's logo displayed on our tournament web site as the *Reception Sponsor* on the event website.
- **Dynamic Digital Display System:** Your company's logo will appear as the *Reception Sponsor* on the Dynamic Digital Display System, scoreboard screen and monitors, throughout Registration, Breakfast, Reception and the Luncheon and Awards Ceremony.
- **Tournament Guide:** Players will be reminded of your sponsorship throughout the day by your company's logo placement within the guide as the *Reception Sponsor* in this keepsake of the tournament.

◇ **OPPORTUNITY TO DISPLAY A BANNER OR OTHER SIGNAGE AT THE RECEPTION**

Your banner or other signage will be positioned at the reception and will be seen by all participants as they end their golf game.  
(2' x 8' banner with grommets or other signage will be provided by sponsors.)

◇ **MENTION AT THE AWARDS CEREMONY**

Our Reception Sponsor will be identified and recognized at the Luncheon and Awards Ceremony.

**NOTE:** As a sponsor, you have the opportunity to provide a corporate item to include in the “**Sponsor Gift Pack**” that will be given to each participant during the Luncheon and Awards Ceremony. A tag with your company’s logo as well as other contributing sponsors, will be attached to each bag.

**Breakfast Sponsor**

**\$2,000 + GST**

◇ **STRATEGIC LOGO PLACEMENT**

- **Tournament Web Site:** Your company’s logo displayed on our tournament web site as the *Breakfast Sponsor* on the event website.

- **Dynamic Digital Display System:** Your company’s logo will appear as the *Breakfast Sponsor* on the Dynamic Digital Display System, scoreboard screen and monitors, throughout Registration, Breakfast, Reception and the Luncheon and Awards Ceremony.

- **Tournament Guide:** Players will be reminded of your sponsorship throughout the day by your company’s logo placement within the guide as the *Breakfast Sponsor* in this keepsake of the tournament.

◇ **OPPORTUNITY TO DISPLAY A BANNER OR OTHER SIGNAGE AT BREAKFAST**

Your banner or other signage will be positioned at registration and breakfast (2’ x 8’ banner with grommets or other signage will be provided by sponsors.)

◇ **OPPORTUNITY TO INSERT A BUSINESS CARD OR HAVE LABELS PRODUCED FOR BREAKFAST BOXES**

(at the expense of the sponsor)

◇ **OPPORTUNITY OF HAVING YOUR STAFF HANDOUT THE BREAKFAST BOXES OR HAVING THEM ON THE CARTS**

◇ **MENTION AT THE AWARDS CEREMONY**

Our Breakfast Sponsor will be identified and recognized at the Luncheon and Awards Ceremony.

**NOTE:** As a sponsor, you have the opportunity to provide a corporate item to include in the “**Sponsor Gift Pack**” that will be given to each participant during the Luncheon and Awards Ceremony. A tag with your company’s logo as well as other contributing sponsors will be attached to each bag.

**Should you require assistance with production of your banners, commercial spots and/or sourcing of the corporate item for the Sponsor Gift Pack item, please contact CGT Event Services at (705) 722-4043 x 224.**

GLEN ABBEY GOLF CLUB will be remembered for years as the site of “The Shot of 2000” — Tiger Woods’ 218-yard 6-iron from a fairway bunker on the 18th hole to set up the birdie that clinched the Canadian Open and the Triple Crown. (Tiger’s Triple included his victories in the 2000 U.S., British and Canadian Opens.) Canada’s No. 8 ranked golf course is open to anyone wishing to retrace Tiger’s historic steps and challenge Jack Nicklaus’ first solo design. Opened in 1976, Glen Abbey is held in high esteem by Tour players for its difficulty — 7,112 yards, Slope 140 from the Black tees — but it is surprisingly accommodating from the shorter tees. You can freewheel with the driver on its receptive fairways, but the greens are devilishly undulating and protected by steep bunkers. Nine-minute tee-time intervals help keep play moving along, and the maintenance is immaculate. Glen Abbey is in Oakville, Ontario, just west of Toronto. Glen Abbey is also home to The ClubLink Academy along with a spectacular clubhouse facility including the Gallery Bistro & Grill and a variety of beautiful banquet, meeting and seminar rooms.

Glen Abbey Clubhouse and the 18<sup>th</sup> hole





## 17<sup>th</sup> Annual “IT Challenge” Golf Tournament and Luncheon

### Sponsorship Confirmation Form

Company Name:

Contact Person:

Phone:

Email:

**Yes, we will be providing a corporate item for the “Sponsor Gift Pack”**

#### Course Sponsorship Opportunities (✓)

- |   |   |               |
|---|---|---------------|
| <input type="checkbox"/> Presenting Sponsorship | - | \$10,000+ GST |
| <input type="checkbox"/> Platinum Sponsorship   | - | \$5,000 + GST |
| <input type="checkbox"/> Gold Sponsorship       | - | \$3,500 + GST |

#### Activity Sponsorship Opportunities (✓)

- |  |   |               |
|--|---|---------------|
| <input type="checkbox"/> Luncheon Sponsorship  | - | \$7,000 + GST |
| <input type="checkbox"/> Cart Sponsorship      | - | \$3,000 + GST |
| <input type="checkbox"/> Reception Sponsorship | - | \$2,500 + GST |
| <input type="checkbox"/> Breakfast Sponsorship | - | \$2,000 + GST |

#### Method of Payment:

Please invoice

Credit Card  AMEX  Visa  Master Card

Credit Card Number:

Expiry Date:

Name on card:

Please return this form by email to ITAC Manager of Programs & Events Micheline Levesque [mlevesque@itac.ca](mailto:mlevesque@itac.ca). For more information, please contact Micheline at (613) 238-4822 x 245

**Thank you for your support!**