



CIBC PRIVATE WEALTH
VELIKONJA FINANCIAL

Parkinson SOCIETY
SOUTHWESTERN
ONTARIO

14TH Annual Parkinson GOLF CLASSIC

Presented by Velikonja Financial of
CIBC Private Wealth

2024 Sponsorship Opportunities

Wednesday, May 29, 2024
West Haven Golf & Country Club
7038 Egremont Dr., London, ON



14th Annual Parkinson Golf Classic
Presented by Velikonja Financial of CIBC Private Wealth
Wednesday, May 29, 2024
West Haven Golf & Country Club



Entry Fee: \$250 single / \$1,000 foursome

Fantastic Day Featuring:

18 Hole Scramble

Box Lunch

Gourmet Dinner

Welcome Bag

Thank You Gift

Live and Silent Auction



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Join Us in 2024...

The **Parkinson Golf Classic** is the highlight on our calendar each year. Attendees enjoy a fun filled day of golf at one of the regions premier courses, and join together to show their support for Parkinson Society Southwestern Ontario (PSSO) and the important work we do every day to support people living with Parkinson's disease and their families. It is amazing to think that in 2024, we will be celebrating our 14th year holding this event!

Funds raised from the Parkinson Golf Classic support our programs, services and education initiatives ensuring PSSO can continue the important work of **improving the quality of life** for people living with Parkinson's and their families.

Parkinson Society Southwestern Ontario is proud to support research initiatives, and these funds will allow us to continue our **Graduate Student Scholarship Program**. In 2023, through a partnership with Mitacs and Equitable Life of Canada, PSSO provided \$120,000 to this program, allowing us to fund five graduate students as they continue their important research on Parkinson's disease.

Parkinson Society Southwestern Ontario is **Home** for all those living with Parkinson's disease in Southwestern Ontario. Our goal is, was and always will be to create the very best community for everyone living with Parkinson's disease in our region.

In Return for Sponsorship, We Will...

Sponsorship is a perfect opportunity to reinforce your company's image as an active community partner. In return for your support, we provide a number of sponsorship benefits that will increase the visibility of your brand. We will ensure that your business is recognized in various mediums: including signage, print materials, social media, and verbal recognition. Certain sponsorship levels also include the opportunity for on-course activations and product sampling, providing your company with exclusive access to interact with 144 golfers. Please see the next page for more details on what we offer.

We look forward to working with you to continue the success of the Parkinson Golf Classic in 2024!

Sincerely,



Shelley Rivard
CEO
Parkinson Society Southwestern Ontario



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Sponsorship Opportunities

2024 Parkinson Golf Classic

MAJOR SPONSOR

\$5,000

- Identification as Major Sponsor on Two (2) Sponsor Boards displayed at dinner
- One (1) complimentary foursome and cart
- Social media mentions pre event
- Acknowledgement from podium during dinner
- Logo and half page advertisement in dinner program
- Logo on slideshow playing during dinner
- Logo on hole sponsor sign
- Logo on website event page with link to company website
- Logo in "Parkinson's Update" magazine, summer/fall 2024 issue
- Opportunity to activate sponsorship on hole of choice during event and interact with golfers (Ex. Provide branded merchandise and marketing materials and/or provide product samples)
- Opportunity to provide promotional materials to be included in golfer welcome bag
- If requested, cheque presentation at PSSO office and opportunity to address golfers at dinner

PLATINUM SPONSOR

\$3,000

- Identification as Platinum Sponsor on Two (2) Sponsor Boards displayed at dinner
- One (1) complimentary foursome and cart
- Social media mentions pre event
- Acknowledgement from podium during dinner
- Logo in dinner program
- Logo on slideshow playing during dinner
- Logo on hole sponsor sign
- Logo on website event page
- Name in "Parkinson's Update" magazine, summer/fall 2024 issue
- Opportunity to activate sponsorship on a hole during event and interact with golfers (Ex. Provide branded merchandise and marketing materials and/or provide product samples)
- Opportunity to provide promotional materials to be included in golfer welcome bag

SILVER SPONSOR

\$2,000

- Identification as Silver Sponsor on Two (2) Sponsor Boards displayed at dinner
- Social media mentions pre event
- Acknowledgement from podium during dinner
- Recognition in dinner program
- Logo on hole sponsor sign
- Opportunity to activate sponsorship on a hole during event and interact with golfers (Ex. Provide branded merchandise and marketing materials and/or provide product samples)
- Opportunity to provide promotional materials to be included in golfer welcome bag

Sponsorship Opportunities

2024 Parkinson Golf Classic

PUTTING CONTEST SPONSOR (ONLY 1 AVAILABLE)

\$2,000

- Exclusive sponsor of putting contest
- Hole Sponsor sign displayed at 18th hole green
- Logo in dinner program
- Opportunity to activate sponsorship on a hole during event and interact with golfers (Ex. Provide branded merchandise and marketing materials and/or provide product samples)
- Opportunity to provide promotional materials to be included in golfer welcome bag
- Putting Contest Details: Golfers who sink a 10 ft qualifying putt (on practice green) will be entered into a draw. At the end of regular play, one golfer will be randomly selected to attempt their \$10,000 golf putt on hole # 18 from a distance of 60 ft.
- PSSO will arrange for the insurance of the \$10,000 putt with our insurance provider, and arrange a consolation prize

BRONZE SPONSOR

\$1,000

- Identification as Bronze Sponsor on Two (2) Sponsor Boards displayed at dinner
- Social media mentions pre event
- Acknowledgement from podium during dinner
- Recognition in dinner program
- Logo on hole sponsor sign

HOLE SPONSOR

\$500

- Tee or Green signage
- Recognition in dinner program
- Opportunity to provide promotional materials to be included in golfer welcome bag
- Opportunity to sponsor contest hole
 - Sponsor must provide prize for winner
 - Six Available (Longest Drive x4, Closest to the Pin x2, Hole in One x2)



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Sponsorship Letter of Intent

I _____ of _____
(Company Representative) (Company)
...agree to sponsor the Parkinson Golf Classic taking place on Wednesday, May 29, 2024

✓ **Please indicate your preferred level of support**

	Major Sponsor	\$5,000
	Platinum Sponsor	\$3,000
	Silver Sponsor	\$2,000
	Bronze Sponsor	\$1,000
	Hole Sponsor	\$500

Contact Name: _____ Title: _____

Address: _____ City: _____ Postal Code: _____

Telephone: _____ Email: _____

Signature: _____ Date: _____

SPONSORSHIP PAYMENT DETAILS

☐ Cheque ☐ VISA ☐ Mastercard Invoice Required: ☐ Yes ☐ No

Cardholder Name: _____

Card Number: _____ Expiry Date: _____ CVV: _____

SPONSOR FOURSOME (For Major and Platinum Sponsor levels only)

NAME	ADDRESS	EMAIL

Please email completed Sponsorship Letter of Intent form to shelley.rivard@pssso.ca or mail to Shelley Rivard, Parkinson Society Southwestern Ontario, 123-4096 Meadowbrook Drive, London, ON N6L 1G4



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14th Annual Parkinson Golf Classic
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Registration Form

Wednesday, May 29, 2024
West Haven Golf & Country Club
9:00 a.m. Registration, 10:00 a.m. Shotgun Start
\$250 per golfer \$1,000 foursome
Register online at psso.ca or by completing the form below

Name: _____

Address: _____ City: _____ Postal Code: _____

Phone: _____ Email: _____

Preferred Foursome:

Name	Address	Phone	Email

Payment Method:

☐ Cheque in the amount of \$ _____ ☐ Visa ☐ Mastercard

Cardholder Name: _____

Card Number: _____ Expiry: _____ CVV: _____

Signature: _____ Date: _____

THE EVENT WILL SELL OUT SO REGISTER NOW!
Payment must accompany the registration form to guarantee your spot.

Shelley Rivard
123-4096 Meadowbrook Dr, London, ON N6L 1G4
(519) 652-9437 ext. 201
Fax: (519) 652-9267
shelley.rivard@psso.ca



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