

NOVEMBER 11, 2024

SPONSORSHIP

PROSPECTUS



THE BEST OF UTAH AT THE BEST OF UTAH



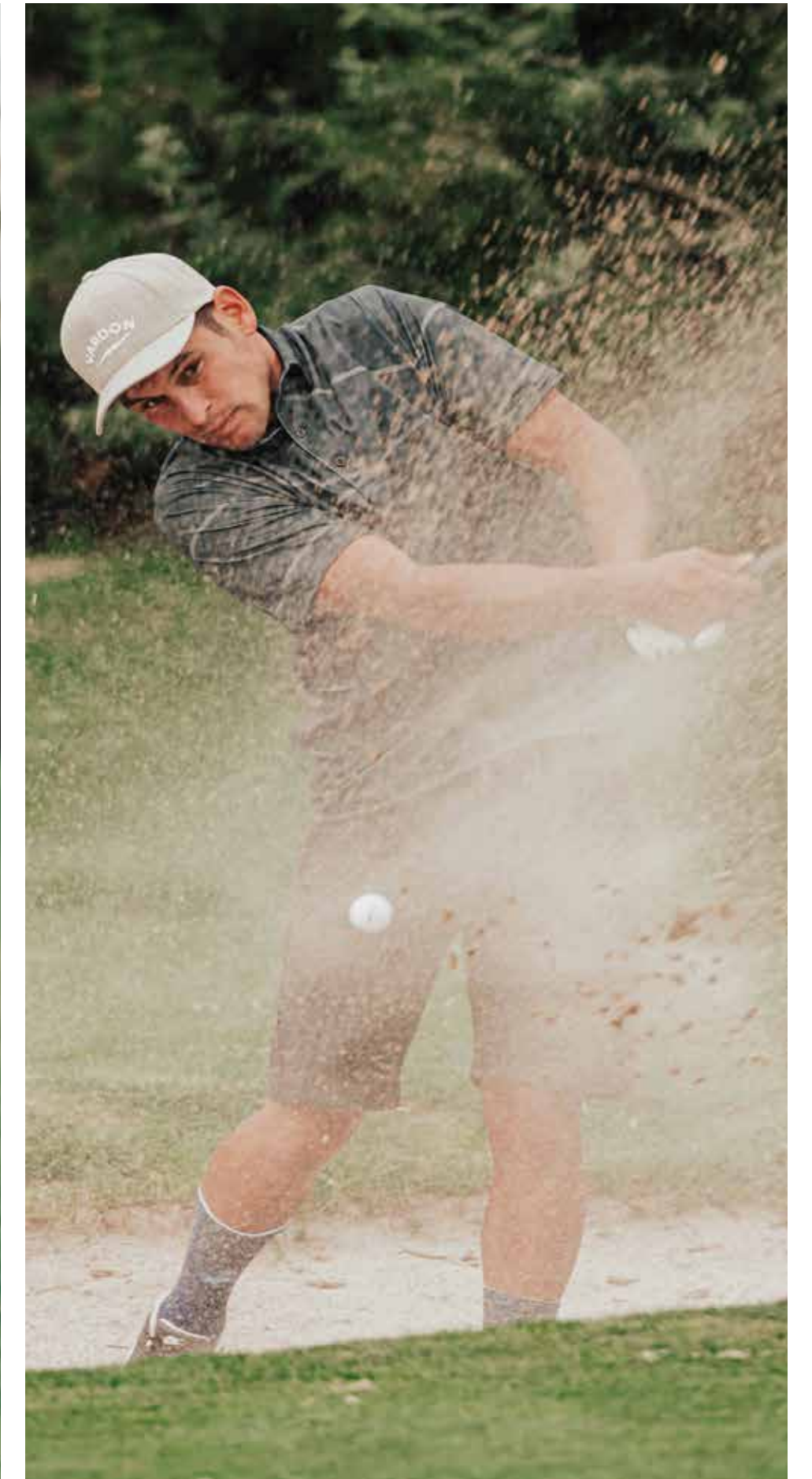
NOVEMBER 11, 2024
BLACK DESERT RESORT

Join us as 72 of the state's best golfers take on Black Desert in this unique, winner-take-all championship format.

WHO'S PLAYING?

Utah's Best

The Vardon Invitational is a collection of Utah's best golfers from Men's leagues across the state. They will all be competing for the honor of being crowned Utah's best Men's League as well as an individual title.

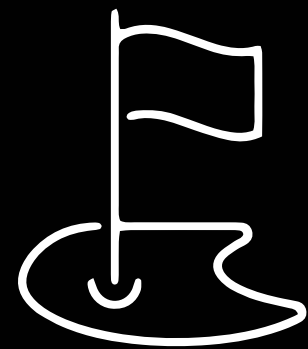


TOUCH POINTS



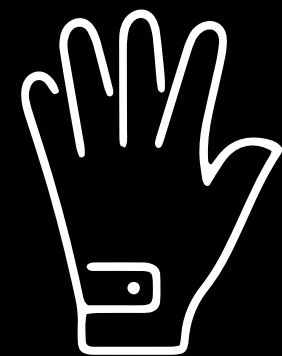
Pre-Event Marketing

Reach every golfer that plays in participating men's leagues



On-Site Activation

Game day. Activate your brand with all players and fans on-site



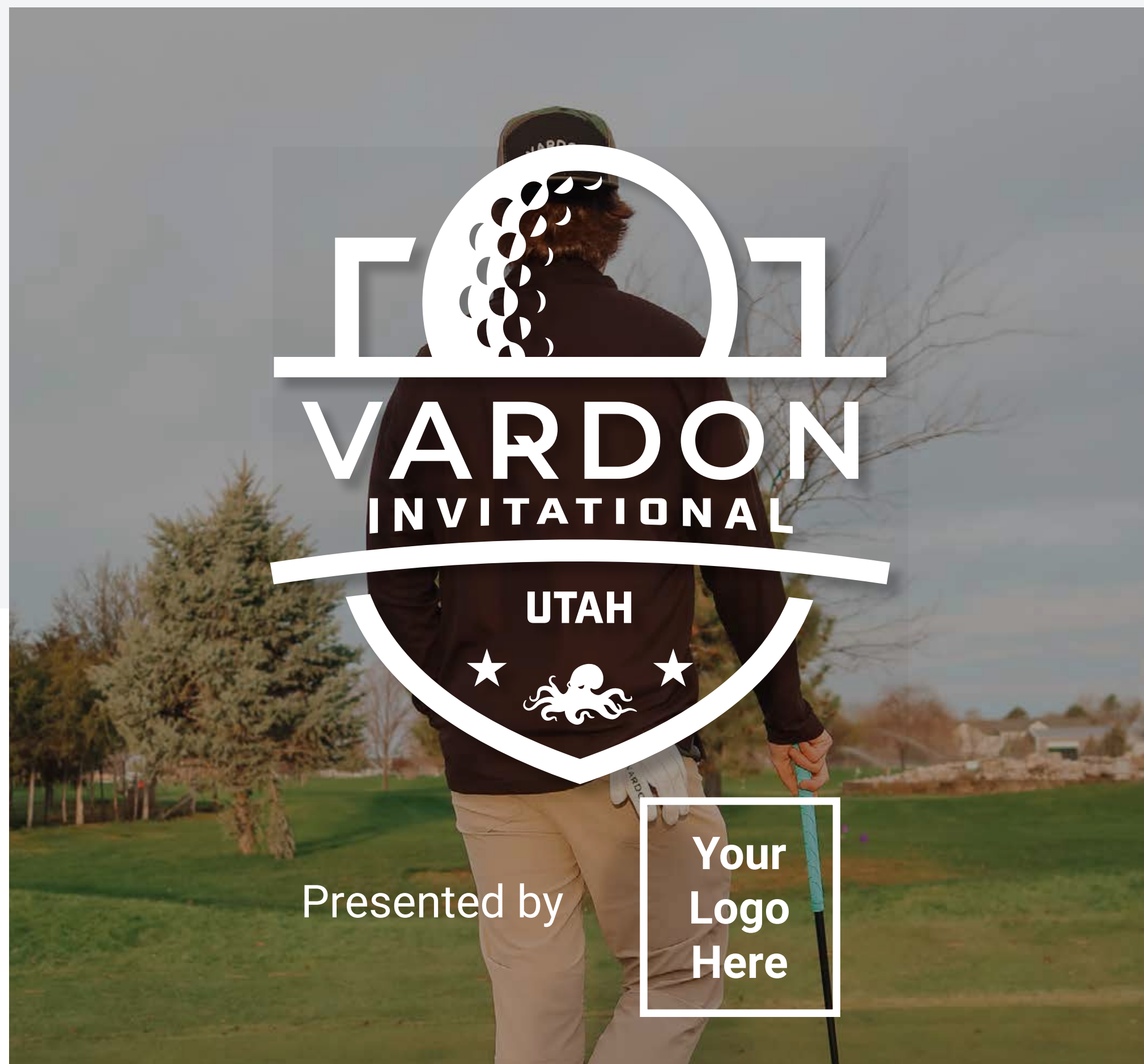
Custom Branding

Branded swag people actually want.





SPONSORSHIP PACKAGES



PRESENTING PARTNER

\$25,000 | 1 AVAILABLE

Where the Vardon Invitational is, you are too. As the presenting sponsor, your brand will become synonymous with Utah golf.

Logo included with tournament crest

Logo on all tournament material (score cards, rules, check-in, etc.)

Logo on team uniforms

Logo on championship rings

Exclusive hole signage on hole 1 & 18

Feather flags at entrance

Access to player emails & phone numbers

Sponsorship announcement

Tag in all tournament social media

Custom Social Media Campaign

On-site activation space

Swag items staged in player carts

Address players prior to event



CHAMPIONSHIP PARTNER

\$15,000 | 2 AVAILABLE

Take your pick of being the presenting partner of either the individual or team championship.

Logo on all tournament material (score cards, rules, check-in, etc.)

Logo on team uniforms

Logo on championship rings

Exclusive hole signage on hole 1 & 18

Feather flags at entrance

Access to player emails & phone numbers

Sponsorship announcement

Tag in all tournament social media

Custom Social Media Campaign

Committed player announcements

On-site activation space

Swag items staged in player carts



PREMIER PARTNER

\$7,500 | 5 AVAILABLE

Make a splash with items in player swag bags, and pre-event marketing. Premier partners enjoy both in-person and digital access to golfers.

Logo on all tournament material (score cards, rules, check-in, etc.)

Hole signage (Holes 2-17)

On-site activation space

Access to player emails

Sponsorship announcement

Tag in all tournament social media

Swag items in welcome bags

SCRATCH PARTNER

\$5,000 | 10 AVAILABLE



Logo on all tournament material (score cards, rules, check-in, etc.)

Hole signage (Holes 2-17)

Sponsorship announcement

Swag in player welcome bags

Feather flags at entrance

PARTICIPATING PARTNER

\$2,500



Logo on event fliers

Sponsor recognition page in player packet

Tag in generic tournament social

Swag in player welcome bags



ADDITIONAL OPPORTUNITY



DRIVING RANGE

\$10,000 | 1 AVAILABLE

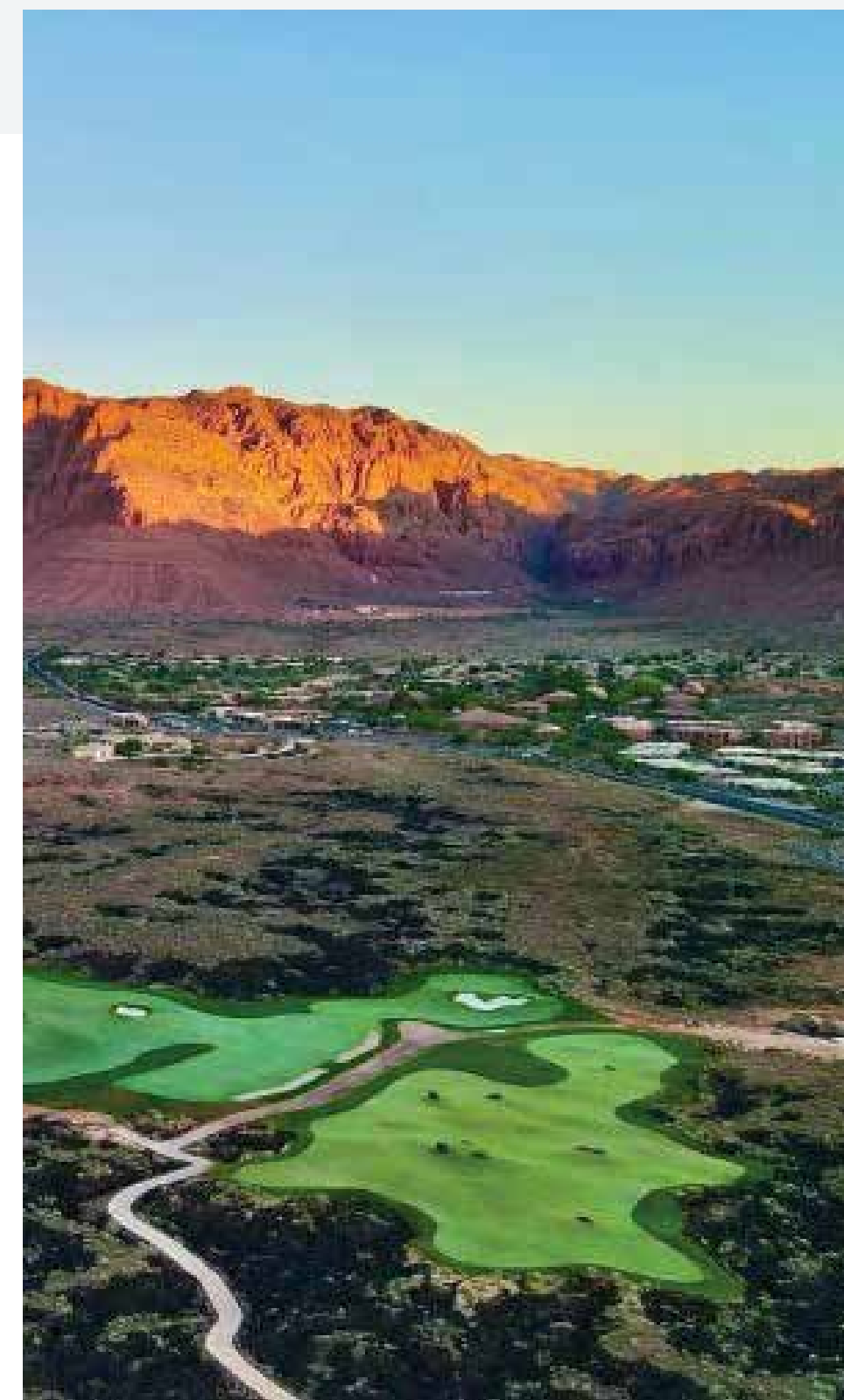


- All Premier level deliverables
- Exclusive signage on driving range
- Exclusive activation space
- Long drive contest



PUTTING GREEN

\$10,000 | 1 AVAILABLE



- All Premier level deliverables
- Exclusive signage on putting green
- Exclusive activation space
- Putting contest

GOLF BALL PARTNER

\$5,000 | 1 AVAILABLE



- All Scratch level deliverables
- Logo balls placed in all golf carts
- Exclusive activation space at check-in

CART SPONSOR

\$5,000 | 1 AVAILABLE



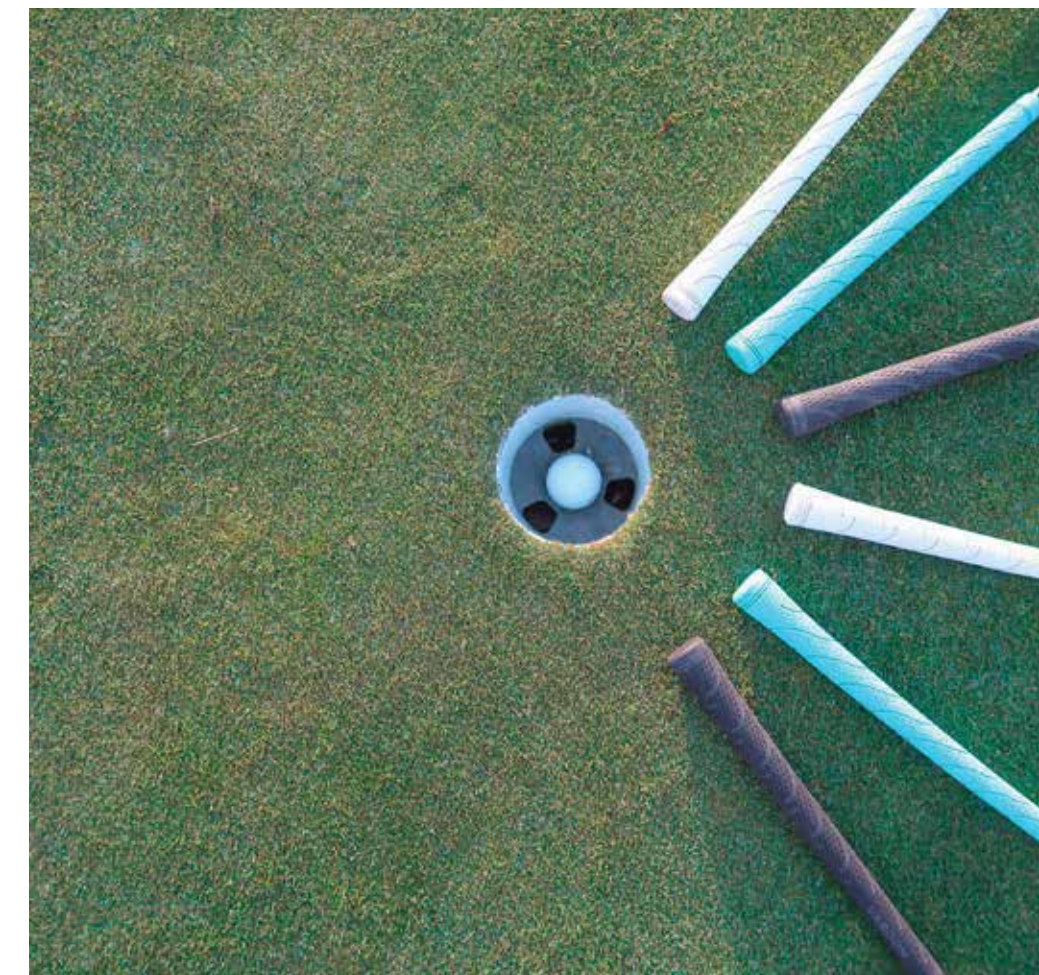
- All Scratch level deliverables
- Exclusive signage on golf carts
- Swag staged in golf carts

	PRESENTING \$25,000 1	CHAMPIONSHIP \$15,000 2	PREMIER \$7,500 5	SCRATCH \$5,000 10	PARTICIPATING \$2,500
LOGO PLACEMENT					
Event flier in pro shops	X	X	X	X	X
Player packet materials	X	X	X	X	X
Feather Flags	X	X	X	X	X
Media Backdrop	X	X	X	X	X
Hole Signage	X	X	X	X	
Leader boards	X	X	X		
Player Uniforms	X	X			
Tournament Awards	X	Individual or Team			
Logo w/ Crest	X				
SOCIAL / DIGITAL					
Tag in generic posts	X	X	X	X	X
Logo on landing page	X	X	X	X	X
Sponsorship announcement	X	X	X	X	
Pre-event emails	X	X	X	X	
Player emails	X	X	X		
Player phone numbers	X	X			
Custom social element	X	X			
Live coverage	X				

	PRESENTING \$25,000 1	CHAMPIONSHIP \$15,000 2	PREMIER \$7,500 5	SCRATCH \$5,000 10	PARTICIPATING \$2,500
ON-SITE ACTIVATION					
Swag in welcome bags	x	x	x	x	x
Entrance Feather Flags	x	x	x	x	
On-site activation space	x	x	x		
Award Presentation	x	x			
Pre event address	x	2			

Have an idea?

With our inaugural tournament being at **Black Desert Resort**, now's your chance to do something special. We would love to entertain any ideas you have that aren't represented in the list above. Now's the time to activate your brand across 120+ golf courses and their associated men's leagues! All sponsors will have the chance to work directly with our team to ensure you get the most value possible out of your sponsorship in the Vardon Invitational.





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LET'S GET STARTED

REACH OUT TODAY