



**Buffalo Niagara Sales and Marketing Executives**

**15<sup>th</sup> Annual Golf Tournament  
Benefitting**



***June 21, 2010 Orchard Park Country Club***

**Sponsored by**



### ***Event Overview:***

The Orchard Park Country Club's hilly course has undulating greens that are fast. The fairways are wide open and tree lined, and water comes into play on seven holes. Buffalo Niagara Sales and Marketing Executives invite you to join us for an exclusive day of golf and networking to benefit Junior Achievement of WNY, Inc. The day begins with registration opening at 10:00 am, lunch at 11:00 am, Shot-gun start at 12:00 pm with cocktails and dinner immediately following the tournament.



As you know, a day of golf at this amazing course is one you won't want to miss! This premier event also includes a pre-tournament lunch, post-tournament cocktail hour and dinner featuring a Chinese and live auction. We have a number of ways for you and your company to get involved in this first class tournament.

This event draws more than one hundred influential business and community leaders who combine philanthropy with their love of golf. Demographics include 30- to 65-year-old men and women who hold important, decision-making positions in their companies and prominent roles in the community.

### ***Buffalo Niagara Sales and Marketing Executives:***

The Buffalo Niagara Sales and Marketing Executives (BNSME) is a professional association that was established in Buffalo in 1942 by area sales and marketing leaders with the goal to improve the knowledge, standards, conduct and network of sales and marketing practitioners. Its active membership is comprised of high-level executives of leading sales and marketing departments within Western New York's most progressive companies.

BNSME focuses on three primary services for its membership. BNSME is...

- The networking center for Sales and Marketing Executive decision makers in Western New York.
- The leader in continuing sales and marketing education for Marketing and Sales Executives as well as their staffs.
- The only association in Western New York dedicated to consistently improving professionalism within sales and marketing.

### ***Junior Achievement of WNY, Inc.:***

The purpose of Junior Achievement is to educate and inspire students to succeed in a global economy. Students who participate in Junior Achievement demonstrate:

- An increased desire to stay in school
- A sense of personal economic empowerment
- Preparedness to enter the workforce
- Responsibility for personal economic decisions
- Entrepreneurial ideas and behaviors



**Title Sponsor: 1 @ \$3,500 for BNSME members**

**\$4,000 for BNSME non-members (includes one year BNSME membership)**

- Eight golfers (two foursomes) entitled to:
  - Lunch, course beverages, cocktail reception and dinner
  - Green fees, carts and tournament gift package
  - Caddy cash package (includes all on-course contests)
- Opportunity for:
  - Distributing promotional item/gift to tournament participants and dinner attendees
  - Speaking from the podium during dinner
  - After the tournament, receive the mailing list of golf tournament attendees
- Recognition with company identity/logo placement in the following golf tournament materials:
  - Eighteen (18) on-course tee signs, one at each hole
  - Name and/or logo on all marketing and media materials including but not limited to:
    - Golf tournament program – recognition as Title Sponsor
    - Press releases
    - BNSME's web site
    - Full-page black and white advertisement in the golf tournament program
    - Banner at the registration area
  - Junior Achievement's web site, E-newsletter and Bee Group Publications supplement
  - Framed 8x10 picture of check presentation (picture also used in all BNSME and JA media listed above and in press coverage)
- BNSME's *Executive News* magazine – one full-page advertisement
- Sponsorship recognition at one BNSME dinner event
- Sponsorship and/or presentation at one BNSME sunrise or luncheon program
- Table of ten (10) at a BNSME dinner for check presentation to Junior Achievement
- First right of refusal for the 2011 Golf Tournament (3 to 6 months after the event)



**Golf Cart Sponsors: 1 @ \$3,000**

**Four golfers (one foursome) entitled to:**

- Lunch, course beverages, cocktail reception and dinner
- Green fees, carts and tournament gift package
- Recognition with company identity/logo placement in the following golf tournament materials:
  - Six (6) on-course tee signs
  - Name and/or logo on various marketing materials:
    - Name and/or logo placed on all golf carts
    - Recognition as the Golf Cart Sponsor in the golf tournament program
- BNSME's *Executive News* magazine – business card page advertisement



**Networking (Cocktail) Sponsor: 1 @ \$1,500**

- Four golfers (one foursome) entitled to:
  - Lunch, course beverages, cocktail reception and dinner
  - Green fees, carts and tournament gift package
- Recognition with company identity/logo placement in the following golf tournament materials:
  - Six (6) on-course tee signs
  - Name and/or logo on various marketing materials:
    - Recognition as the Cocktail Hour Sponsor in the golf tournament program
    - Cocktail napkins placed throughout bar/cocktail area
  - Banner at the cocktail area
  - Half-page black and white advertisement in the golf tournament program



**Spirit of Competition Sponsor: 1 @ \$1,500**

One company sponsors both contests: Men's Longest Drive & Women's Longest Drive

- Four golfers (one foursome) entitled to:
  - Lunch, course beverages, cocktail reception and dinner
  - Green fees, carts and tournament gift package
- Recognition with company identity/logo placement in the following golf tournament materials:
  - Two (2) on-course tee sign (shared with Title Sponsor only) by the sponsored hole contest
  - Two (2) Yard Marker sign, exclusive to contest
  - Recognition as the Spirit of the Competition Sponsor in the golf tournament program
  - Opportunity to present the award/prize during the dinner from the podium

**Driving Range Sponsor: 1 @ \$1,500**

- Four golfers (one foursome) entitled to:
  - Lunch, course beverages, cocktail reception and dinner
  - Green fees, carts and tournament gift package
- Recognition with company identity/logo placement in the following golf tournament materials:
  - One (1) on-course tee sign at the driving range
  - Name and/or logo on various marketing materials:
    - Logo on the golfer format and rule program placed in each golf cart
    - Recognition as the Driving Range Sponsor in the golf tournament program
  - Banner at the registration area
  - Quarter-page black and white advertisement in the golf tournament program

**Flag Sponsors: 2 @ \$2,000**

- Four golfers (one foursome) golfers entitled to:
  - Lunch, course beverages, cocktail reception and dinner
  - Green fees, carts and tournament gift package
- Recognition with company identity/logo placement in the following golf tournament materials:
  - Company logo on either the front or back nine (9) flags
  - Recognition as the Flag Sponsor in the golf tournament program



**Dinner Sponsor: 3 @ \$1,000**

- Four golfers (one foursome) entitled to:
  - Lunch, course beverages, cocktail reception and dinner
  - Green fees, carts and tournament gift package
- Recognition with company identity/logo placement in the following golf tournament materials:
  - Name and/or logo on various marketing materials:
    - Recognition as the Dinner Sponsor in the golf tournament program
    - Name/logo on all dinner table tents



**BNSME & Junior Achievement of WNY Partners:**

**Our Lunch Sponsor** – before our shot-gun start, enjoy lunch donated by Kloc's Blossom Grove



**Other Opportunities:**

**Golfing: \$200 per person or \$750 per foursome**  
 Early Bird of \$700 per foursome if paid by May 1<sup>st</sup>

**Signage on the Course:**

Exclusive 150 Yard Marker sign – one hole with two signs @ \$250  
 Tee Signs – 1 @ \$100 or 3 @ \$250

**Further Information:**

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