



School of Hotel and Restaurant Management

*Sponsor an Event – Make a Difference
In support of the NAU School of Hotel & Restaurant Management*

SHRM Golf Tournament 2016

Monday, April 11, 2016

Partner with the NAU School of Hotel & Restaurant Management by becoming an event sponsor for the Spring Golf Tournament where participants will bask in a fun day of golf, great food and drink, prizes, auction items and awards – all the while showcasing our event sponsors.

A portion of the tournament proceeds will be used for the SHRM Golf Tournament Endowment and Student Travel funds for deserving students at the nationally-ranked NAU School of Hotel & Restaurant Management.

Most of our students rely on financial aid and scholarships to complete their degree, so your involvement really makes a difference. We are a 501 (c) 3, so all or part of your contribution may be tax deductible. Consult your tax advisor.

Also consider a matching gift. Many businesses have programs to match employee gifts of cash either in whole or in part. In addition to your donation, sponsors will be recognized on the tourney website and at the event.

Registration begins at 12 noon; Shotgun tee-off at 1:30 p.m., at a great venue, the award-winning **Wildfire Golf Club at the JW Marriott Desert Ridge Resort and Spa** in Phoenix, Arizona. We hope that you can join us for a round of golf at the Palmer Course followed by a great reception at the Sunset Patio.

We look forward to hearing from you as a sponsor or co-sponsor. For ways you can help, see our Sponsorship Opportunities to follow.

Return the form at the end of this enclosure by e-mail, faxes, or in the enclosed Business Reply envelope.

Darwin Mann
Lecturer
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Make checks payable to:
NAU Foundation
or complete the credit card
authorization form **on the
last page of this
enclosure.**

**The NAU Fed ID number
is: 86-0193726.**

SHRM Golf Tournament Sponsorship Opportunities

Platinum Sponsor \$10,000

Gift Component: \$8,800; Fair Market Value: \$1,200

Give your company maximum exposure as a supporter of SHRM

- *Tournament Naming Privilege* (e.g. “The ABC Corp. SHRM Golf Tournament”)
- Display Space at the event
- Prominent Tournament Signage at the event
- Includes prominent signage at Registration and Reception
- Full Recognition on the Tournament website
- Announced as primary sponsor during event kick-off and event awards
- Up to 8 golfers (includes greens fees, reception, lunch and carts)
- 2 Cart Sponsorships / 4 Tee Sponsorships

Gold Lunch Sponsor \$5,000

Gift Component: \$3,800; Fair Market Value: \$1,200

Have your company’s name in all participants’ lunch boxes

- Listed as *Lunch Sponsor*
- Advertising place cards in each lunch box
- Full Recognition on the Tournament website
- Includes prominent signage at Registration and Reception
- Announced as primary sponsor during event kick-off and event awards
- Up to 8 golfers (includes greens fees, reception, lunch and carts)
- 2 Cart Sponsorships / 4 Tee Sponsorships

Silver Sponsor \$2,500

Gift Component: \$1,300; Fair Market Value: \$1200

A great opportunity for your company to support our school and students

- Listed as *Silver Sponsor*
- Tournament Signage at the event
- Full Recognition on the Tournament website
- Includes prominent signage at Registration and Reception
- Announced as primary sponsor during event kick-off and event awards
- Up to 8 golfers (includes greens fees, reception, lunch and carts)
- 4 Cart Sponsorships / 2 Tee Sponsorships

Partner Sponsor \$1,650

Gift Component: \$900; Fair Market Value: \$600

Partner with SHRM to make this a great event

- Listed as *Partner Sponsor*
- Tournament Signage at the event
- Full Recognition on the Tournament website
- Includes prominent signage at Registration and Reception
- Up to 4 golfers (includes greens fees, reception, lunch and carts)
- 2 Cart Sponsorships / 2 Tee Sponsorships

Longest Drive, Hole-in-One, Closest to the Pin \$1,650

Gift Component: \$900, Fair Market Value: \$600

A primary feature of the event with great exposure

- Listed as *Contest Sponsor*
- All Contest References at event include your sponsorship
- Includes prominent signage at all contest holes
- Includes prominent signage at Registration and Reception
- Announced as Contest Sponsor during Awards ceremony
- Recognition on the Tournament website
- Up to 4 golfers (includes greens fees, reception, lunch, carts, and carts)
- 2 Cart Sponsorships
- 1 Tee Sponsorship

Friend of SHRM / Team Sponsor \$1,100

Gift Component: \$400, Fair Market Value: \$600

As Friend / Team Sponsor, you provide extra, direct impact to our students!

- Listed as Additional Sponsor in Tournament Website
- Listed as Additional Sponsor in other Tournament Signage
- 4 golfers (includes greens fees, reception, lunch and carts)
- 1 Cart Sponsorship
- 1 Tee Sponsorship

Corporate Sponsor \$850

Gift Component: \$150, Fair Market Value: \$600

- Listed as Additional Sponsor in Tournament Website
- Listed as Additional Sponsor in other Tournament Signage
- 4 golfers (includes greens fees, reception, lunch and carts)
- 1 Tee Sponsorship

Twosome Sponsor \$550

Gift Component: \$200, Fair Market Value: \$300

- Listed as Additional Sponsor in Tournament Website
- Listed as Additional Sponsor in other Tournament Signage
- 2 golfers (includes greens fees, reception, lunch and carts)
- 1 Tee Sponsorship

Raffle Sponsor \$550

Gift Component: \$200, Fair Market Value: \$300

- Your name listed on all raffle related materials
- Listed as Additional Sponsor in other Tournament Signage
- Listed as Additional Sponsor in Tournament Website
- 2 golfers (includes greens fees, reception, lunch and carts)
- 1 Tee Sponsorship

Cart Sponsor \$275

Gift Component: \$250

- Listed as Additional Sponsor in Tournament Website, and in other Tournament Signage
- Your company Logo / Sign on 3 Golf Carts

Tee / Hole Sponsor \$125

Gift Component: \$100

- Listed as Additional Sponsor in Tournament Website and in other Tournament Signage
- Sign on Tee Box / Hole promoting your company

SHRM Golf Tournament Sponsorship Opportunities

Sponsorships

- \$10,000 Platinum Sponsor
- \$5,000 Gold Sponsor
- \$2,500 Silver Sponsor
- \$1,650 Partner Sponsor
- \$1,650 Longest Drive, Hole-in-One, Closest to the Pin
- \$1,100 Friend of SHRM, Team Sponsor
- \$850 Corporate Sponsor
- \$550 Twosome Sponsor
- \$550 Raffle Sponsor
- \$275 Cart Sponsor
- \$125 Tee / Hole Sponsor

Auction Items

- Hotel complimentary room nights
- Golf complimentary green fees
- Restaurant complimentary meals
- Other _____

Contact the tournament committee if you have any questions, or ideas of other ways you think your company can assist in making our event an success.

Your Contact Information

Name: _____

Address: _____

Phone: _____

Credit Card Authorization

Name (as it appears on card): _____

Card# (Circle: Visa, Master Card, Am Express) _____

Exp. Date: _____ 3-Digit Code on Back: _____

Amount to Charge: _____

Signature: _____

SHRM Tournament Committee

(all in area code 928)

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