



SPONSORSHIP OPPORTUNITIES

Tuesday, July 23rd, 2019



The Darling Home for Kids
CLASSIC

Presented by: 



Glencairn Golf Club
9807 Regional Rd 25,
Milton, Ontario, Canada L9E 0C8

THE DARLING HOME FOR KIDS CLASSIC



"The Darling Home for Kids isn't just a place that takes care of our kids, it's a place that takes care of us as a family. It's a home that is available to us due to your generous donations, and we thank you for supporting their mission."

- Jared and Francine

As Ontario's first paediatric hospice and respite centre, The Darling Home for Kids was built on 77 acres of woodlands to provide essential care to families facing the daily challenges of caring for a child with complex medical needs. Requiring around-the-clock care, the parents of these special children need support. Currently, we are one of only three homes in Ontario providing highly specialized paediatric hospice and respite services, and the only Home to also offer long term residential care. This means our organization is truly one-of-a-kind, and in very high demand, with thousands of children in Ontario requiring this level of care.

In 1997, The Darling Home for Kids launched its first Charity Golf Tournament. Over the years the tournament transformed into a hugely successful annual fundraising event, anticipated each year by our loyal friends and supporters, raising over \$1 Million for the Home!

The Darling Home for Kids Classic will be held on Tuesday, July 23rd, 2019 at the beautiful Glencairn Golf Club in Milton, ON. It's been said that Glencairn is the closest you'll come to Scotland without crossing the Atlantic! From the moment you pass the stone gates and wind your way between the rock fences to the majestic multi-turreted clubhouse, you will feel like you just arrived at a Scottish links.

Participants will help to raise awareness and essential funds to support The Darling Home for Kids – a children's home that provides respite, hospice and residential care for children who are medically complex.

The tournament will be a celebration to remember, creating many valuable marketing opportunities and an assortment of assets to showcase your brand. We offer a wide range of public relations, marketing and promotional benefits, recognition across various media types as well as on-site promotion.

Join in the celebration on Tuesday, July 23rd with The Darling Home for Kids.





SPONSORSHIP BENEFITS

4 Available:

- **Golf Cart Sponsor**
- **Lunch Sponsor**
- **Volunteer Sponsor**
- **Dinner Sponsor**

Gold Sponsor - \$6,000 (4 available)

In recognition of your sponsorship, we are pleased to provide the following benefits:

Promotional Recognition

- Mention, with tag where applicable, on DHK social media (Facebook, Instagram & Twitter)
- Logo recognition on The Darling Home for Kids website (www.darlinghomeforkids.ca) with link to corporate site
- Logo recognition in e-blast communications to over 2,900 constituents

On-site Promotion

- Two (2) foursomes to participate in the Classic
 - *Including green fees, golf carts, use of driving range and putting green*
 - *Golfer swag bag, lunch, on-course snacks & refreshments, cocktail reception and dinner included*
- Logo recognition in sponsor specific area:
 - **Golf Cart** – *your logo will be placed on the cart signage for each golf cart used in the Classic*
 - **Lunch Sponsor** – *Logo placement on table cards at each table as well as event signage*
 - **Volunteer Sponsors** – *logo recognition on Volunteer t-shirts*

- **Dinner Sponsor** – *logo placement on table cards at each table as well as event signage*
- Event signage on one starting hole
- One 1/2 page full colour ad in Classic program
- Logo placement on multi-media presentation during dinner
- Opportunity to include promotional items in golfer swag bag

Media & Public Relations

- Recognition in media alerts and press releases pertaining to the Classic
- Logo recognition in ½ page full colour post-event thank you ad
- Name recognition in the DHK Homefront Newsletter – Fall 2019 edition (1,500 printed)
- Name recognition in the DHK Annual Report

Corporate Social Responsibility Opportunities

- Opportunity to engage a team of up to 4 employees to volunteer at the Classic
- Opportunity to have one representative sit on our volunteer event planning committee

Size and location of logo recognition on posters, advertisements and signage will be based on the sponsorship level. Recognition opportunities may be subject to content and print deadlines.



SPONSORSHIP BENEFITS

4 Available:

- **Golf Ball Sponsor**
- **Snack Sack/Swag Bag Sponsor**
- **Photography Sponsor**
- **19th Hole Reception Sponsor**

Silver Sponsor - \$4,000 (4 available)

In recognition of your sponsorship, we are pleased to provide the following benefits:

Promotional Recognition

- Mention, with tag where applicable, on DHK social media (Facebook, Instagram & Twitter)
- Logo recognition on The Darling Home for Kids website (www.darlinghomeforkids.ca)
- Name recognition in e-blast communications to over 2,900 constituents

On-site Promotion

- One (1) foursome to participate in the Classic
 - *Including green fees, golf carts, use of driving range and putting green*
 - *Golfer swag bag, lunch, on-course snacks & refreshments, cocktail reception and dinner included*
- Logo recognition in sponsor specific area:
 - **Golf Ball Sponsor** – one sleeve provided to each golfer branded with sponsor logo
 - **Snack Sack/Swag Bag** – provided to each golfer with event and sponsor logo placed on it
 - **Photography Sponsor** – logo printed on each foursome photo printed, and provided to golfers as a take-away gift
 - **19th Hole Reception Sponsor** - logo placement on table cards at each table as well as event signage

- Event signage at starting hole
- One 1/4 page full colour ad in Classic program
- Logo placement on multi-media presentation during dinner
- Opportunity to include promotional items in golfer swag bag

Media & Public Relations

- Recognition in media alerts and press releases pertaining to the Classic
- Logo recognition in ½ page full colour post-event thank you ad
- Logo recognition in the DHK Homefront Newsletter – Fall 2019 edition (1,500 printed)
- Name recognition in the DHK Annual Report

Corporate Social Responsibility Opportunities

- Opportunity to engage a team of up to 2 employees to volunteer at the Classic
- Opportunity to have one representative sit on our volunteer event planning committee

Size and location of logo recognition on posters, advertisements and signage will be based on the sponsorship level. Recognition opportunities may be subject to content and print deadlines.



SPONSORSHIP BENEFITS

7 Available:

- Game Card Sponsor
- Score Card Sponsor
- Hydration Hole Sponsor
- Frozen Treat Cart Sponsor
- Beat the Pro Sponsor
- Entertainment Hole Sponsor
- Putting Contest Sponsor

Bronze Sponsor - \$3,000 (7 available)

In recognition of your sponsorship, we are pleased to provide the following benefits:

Promotional Recognition

- Mention, with tag where applicable, on DHK social media (Facebook, Instagram & Twitter)
- Logo recognition on The Darling Home for Kids website (www.darlinghomeforkids.ca)
- Name recognition in e-blast communications to over 2,000 constituents

On-site Promotion

- One (1) foursome to participate in the Classic
 - *Including green fees, golf carts, use of driving range and putting green*
 - *Golfer swag bag, lunch, on-course snacks & refreshments, cocktail reception and dinner included*
- Logo recognition in sponsor specific area/hole

- Event signage at starting hole
- Logo recognition in Classic program
- Logo placement on multi-media presentation during dinner
- Opportunity to include promotional items in golfer swag bag

Media & Public Relations

- Name recognition in ½ page full colour post-event thank you ad
- Logo recognition in the DHK Homefront Newsletter – Fall 2019 edition (1,500 printed)
- Name recognition in the DHK Annual Report

Corporate Social Responsibility Opportunities

- Opportunity to have one representative sit on our volunteer event planning committee



The Cedarbrook Society
5657, 15th Side Road
Milton, ON L9E 0C8

1.877.406.7673 • F: 905.878.9886
info@darlinghomeforkids.ca
www.darlinghomeforkids.ca

Charitable Registration
No. 88852 4840 RR0001

Additional Opportunities

There are many other ways to get involved in The Darling Home for Kids Classic where you will gain valuable visibility while supporting an incredible cause.

Hole Sponsor - Logo (\$1,000)

- Full colour logo on signage at one hole during the Classic
- Company Logo on multi-media presentation during cocktails

Hole Sponsor - Text (\$500)

- Company name listed on signage at one hole during the Classic
- Company listing on multi-media presentation during cocktails

Gift in Kind Donation

We offer many on-site fundraising opportunities that are exciting for our guests. From game card draw prizes to hot air balloon ball drops to our extensive silent auction – there are many prizes to be won. We would greatly appreciate the donation of a gift in kind for use at the Classic and will be proud to recognize your company as the generous provider.

CONTACT US

With your involvement, we will make this event unforgettable. Consider the difference your sponsorship will make for children with life-limiting illnesses. We are eager to start a conversation about this unique and exciting opportunity.

Nicole Walker

Events & Sponsorship Lead | The Darling Home for Kids

T: 905.878.7673 ext 232

E: nwalker@darlinghomeforkids.ca

