

# WAYNE CHAMBER of COMMERCE

Serving the Wayne Business Community since 1938

**PRESENTS**  
2024 FUND RAISING GOLF  
OUTING AT  
**GATEWAY GOLF CLUB**  
33290 GATEWAY DRIVE  
ROMULUS MI 48174

*September 2024*

**SPONSORSHIP / DONATION  
OPPORTUNITIES**

<b>GOLD</b>	\$1,250. <sup>00</sup>	X 2 FOURSOME FOR GOLF / BANNER / WELCOME BOARDS / TABLE TENTS / SOCIAL MEDIA / EMAIL BLAST / MAILING / FLYERS / ON MAP / LUNCH ON TURN / YARD SIGNS (ONE ON HOLE & ALL TO & FROM GOLF COURSE - US12)
<b>SILVER</b>	\$600. <sup>00</sup>	FOURSOME FOR GOLF / WELCOME BOARDS / TABLE TENTS / EMAIL BLAST / MAILING / FLYERS / ON MAP / LUNCH ON TURN
<b>BRONZE</b>	\$350. <sup>00</sup>	TWOSOME FOR GOLF / TABLE TENTS / EMAIL BLAST / FLYERS / ON MAP / LUNCH ON TURN
<b>HOLE</b>	\$250. <sup>00</sup>	GAME ON HOLE (GAME NOT INCLUDED)

## SCHEDULE

8:00 AM REGISTRATION @ US12 BAKERY INCLUDES BREAKFAST

34824 W. MICHIGAN AVE, WAYNE, MI 48184

9:00 AM TEE TIME

RETURN TO US12 BAR & GRILL

FOR AWARDS & PRIZES

50/50 RAFFLE / BASKET RAFFLE (OPTIONAL)

SINGLE GOLFER - \$150.<sup>00</sup>

### PLAYER FEE INCLUDES

18 HOLES / GOLF CART / DRIVING RANGE PRIVILEGES / BREAKFAST

# 5 Reasons Your Business Should Sponsor An Event!

You've done the billboards, put the stamps on the direct mailers and recorded your radio and TV Spots. Your social media marketing is covered. But marketers often overlook the benefits of sponsorships.

All types of events need sponsors—we're talking about fundraisers, conferences and sporting events just to name a few. And in today's largely remote environment, events are still happening and in need of sponsors, weather that be socially distance or virtually. Check out these five reasons your business should consider sponsoring an event and reap the rewards.

## 1. Brand Visibility

Studies say it takes 7-11 times for somebody to see your message and actually remember it. One of the best reasons to sponsor an event is the number of people that will have eyes on your brand. This is an opportunity for your business to either solidify your presence in a market, or to start working on a brand recall or introduction while tapping into a new market. Plus many events will add sponsor logos to T-shirts, banners and other take home goodies, so your brand visibility will live on long past the event.

## 2. Build Relationships

Rome wasn't built in a day, and neither are business relationships. Sponsoring an event is yet another area where your business can build trust with potential customers. You'll form relationships in your community with attendees, other event sponsors and the event production team. If business is a world of connections, this is your chance to expand your network. The more events you sponsor, the more recognition and loyalty your brand can gain.

## 3. Targeted Reach

Choose an event with attendees who would make ideal customer for your small business. While the event doesn't have to align exactly with what your business does, the event should hopefully have the same target demographic or new market you are trying to reach. Event sponsorship is a great opportunity to get in front of an audience you may not otherwise have a chance to reach.

## 4. Generate Leads

With event sponsorship, attendees will be a mixture of potential customers who have already heard of your business and some new potential leads. The sponsorship will put your name top of mind for those prospects who are closer to making a purchasing decision.

If "out of sight, out of mind" is true, this puts your brand out front and center. If the event is virtual, make sure to ask if you have permission to send a follow up email to the participants. The more attendees, the more new potential leads for your business.

## 5. Positive Image

Sponsoring an event can help show what your business is all about, and that's a good thing. Choose events you feel positive about sponsoring, such as a cause near and dear to your heart. While creating a positive public perception shouldn't be the sole factor behind sponsoring an event, it's definitely an added benefit. Pick a great cause and you'll also feel good knowing that your business is having a positive impact in the community.

Now it's time to get out there and get sponsoring. It doesn't have to be a huge event to make a big impact on your business. Choose an event that makes the most sense for your brand, including size, location and causes you support. While in-person conferences may seem like a thing of the past, event sponsorship is still a great option to help your small business in a virtual world.



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Contact Emilee Long  
 O: (734) 721-0100



# PLEASE RSVP AS SOON AS POSSIBLE

SPONSORSHIP FINAL DEADLINE IS AUGUST 16<sup>th</sup> 2024  
 GOLFERS FINAL DEADLINE IS SEPTEMBER 11<sup>th</sup> 2024

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY / STATE / ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

## SPONSORSHIPS

PLEASE CHECK APPROPRIATE AREAS

### PRICING:

<input type="checkbox"/> I WILL MAKE A DONATION	_____
<input type="checkbox"/> GOLD SPONSORSHIP	\$1,250. <sup>00</sup>
<input type="checkbox"/> SILVER	\$600. <sup>00</sup>
<input type="checkbox"/> BRONZE	\$350. <sup>00</sup>
<input type="checkbox"/> HOLE SPONSOR	\$250. <sup>00</sup>
<input type="checkbox"/> SINGLE GOLFER	\$150. <sup>00</sup>

### WAYNE CHAMBER OF COMMERCE

*PLEASE MAIL TO THE FOLLOWING ADDRESS:*

WAYNE CHAMBER OF COMMERCE  
 84844 W. MICHIGAN AVENUE, SUITE 1  
 WAYNE, MI 48184

**THANK YOU FOR YOUR KIND SUPPORT!**

———— **WAYNE** ————  
**CHAMBER of COMMERCE**

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