

Rocky Mountain Big 12 Alumni Association



2010

is pleased to present...

The 5th Annual Rocky Mountain Big 12 Alumni Golf Tournament



2010

Invitation

Your organization has been selected to participate as a sponsor for the 2010 Rocky Mountain Big 12 golf tournament. As you read over the enclosed materials, please keep in mind how you can effectively provide for the future success of your company with this opportunity. Here are just a few compelling reasons:

1. Help provide financial assistance to young individuals attending Big 12 universities.
2. Have 150 or more additional salespeople singing your company praises.
3. Market to a very intelligent and educated segment of your community.
4. Above average disposable income bracket potential.
5. Network with individuals who have decision-making power.
6. Provide positive proof to your client base and prospective customers that your organization is the right choice to do business within the community.

YOUR ORGANIZATION CAN BE A PARTNER WITH A GROUP OF
NATIONALLY RECOGNIZED ALUMNI CHAPTERS (with membership
totaling above 75,000 members).





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History

Since 2006, the Rocky Mountain Big 12 golf tournament was created to augment each member chapter's scholarship program. Each Big 12 school has a local alumni chapter that contributes volunteer hours to the success of this event.

The goal of each chapter is to help provide an opportunity through individual scholarship programs for students from Colorado to continue onto higher education at their respective universities. Profits from the golf tournament benefit all participating chapter scholarship programs.

Each year, the Rocky Mountain Big 12 has successfully provided its member university alumni chapters a top-flight golf tournament at some of the front range's most premier golf courses, including and Saddle Rock Golf Course, Murphy Creek Golf Course and this year's Colorado National Golf Club.

The first year was solely sponsored by the university chapters with a few prize donations and countless volunteer hours, contributing to a positive cash flow of a 501c7 organization.

As the Rocky Mountain Big 12 has grown, it has secured big-name sponsors, such as Shiner Beers and Liberty Mutual Assurance. The marketing effort included e-blasts, posters hanging in popular area establishments and watch party sites, and invitations to previous participants.

All participating sponsors have reaped business opportunities from being affiliated with the Rocky Mountain Big 12 golf tournament for three years running.

JUST AS SCHOLARSHIP KNOWS NO LIMIT
AS DOES THE FUTURE OF THE ROCKY MOUNTAIN BIG 12 GOLF
TOURNAMENT





2010

Rocky Mountain Big 12 Mission Statement

The Rocky Mountain Big 12 was formed in 2006 to promote camaraderie, sportsmanship and community awareness among Big 12 alumni in the Front Range while supporting the athletic and academic programs of these schools. In addition to the annual golf tournament, the Rocky Mountain Big 12 hosts several other social and community-service events throughout the year. Please feel free to contact us about this and other event sponsorship opportunities, as there is a market of over 75,000 Big 12 alumni living in Colorado.

The Big 12 Schools are as follows:

- Baylor University** at Waco, Texas
- University of Colorado** at Boulder, Colorado
- Iowa State University** at Ames, Iowa
- University of Kansas** at Lawrence, Kansas
- Kansas State University** at Manhattan, Kansas
- University of Missouri** at Columbia, Missouri
- University of Nebraska** at Lincoln, Nebraska
- Oklahoma University** at Norman, Oklahoma
- Oklahoma State University** at Stillwater, Oklahoma
- University of Texas** at Austin, Texas
- Texas A&M University** at College Station, Texas
- Texas Tech University** at Lubbock, Texas





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Tournament Information

- Date: Saturday, June 5
- Location: Colorado National Golf Club
- Address: 2700 Vista Parkway Erie, CO 80516
- Time: 7:30 a.m., shotgun start
- Price: \$100 per player
Price includes continental breakfast, range balls,
18-holes of golf, cart, lunch and prizes.
- Registration contact: Amanda McGrory 303-693-5113 or
rm12alumni@yahoo.com





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Platinum Level Tournament Sponsor

- Your company name/logo will be listed with the tournament name as a presenting sponsor.
- Company name/logo will be on all promotional material – mailings, announcements and signage (including print and electronic media).
- Company name/logo will be on the tournament banner.
- One hole sponsor sign.^{1,2}
- One tee sponsor sign.^{1,2}
- Company marketing material/literature in golf gift bags given to all players.
- You can also supply golf products (towels, balls, tees, etc.) with your company name/logo on them.
- Opportunity to address the golfers during pre-tournament function and also during the awards ceremony.
- Complimentary four-player entry in the tournament.

Cost: \$4,000

¹Your company is to provide the design, logo or name for signage. Please include CD with check. All signage must be approved by the Rocky Mountain Big 12.

²Tees and/or greens/holes will be designated on a first-come, first-serve basis.





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Gold Level Awards Ceremony Sponsor

- Company name on banner hanging in dining area during breakfast, lunch and the awards ceremony.
- Company name on tournament promotional literature.
- One tee sponsor sign.^{1,2}
- Company marketing material/literature in golf gift bags given to all players.
- Opportunity to address the golfers during awards ceremony.
- Complimentary two-player entry in the tournament.

Cost: \$2,500

¹Your company is to provide the design, logo or name for signage. Please include CD with check. All signage must be approved by the Rocky Mountain Big 12.

²Tees and/or greens/holes will be designated on a first-come, first-serve basis.





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Silver Level Drink Cart Sponsor

- Company signage, which you supply, will be placed on the drink cart.¹
- Company name on tournament promotional literature.
- One tee sponsor sign.^{1,2}
- Company marketing material/literature in golf gift bags given to all players.
- Complimentary single-player entry in the tournament.

**Cost: \$1,500 each cart
2 carts available**

¹Your company is to provide the design, logo or name for signage. Please include CD with check. All signage must be approved by the Rocky Mountain Big 12.

²Tees and/or greens/holes will be designated on a first-come, first-serve basis.





2010

Silver Level

Driving Range Sponsor (Pre-Tournament)

- Company signage, which you supply, will be placed on the driving range.¹
- Company name on tournament promotional literature.
- One tee sponsor sign.^{1,2}
- Company marketing material/literature in golf gift bags given to all players.
- Complimentary single-player entry in the tournament.

Cost: \$500

¹Your company is to provide the design, logo or name for signage. Please include CD with check. All signage must be approved by the Rocky Mountain Big 12.

²Tees and/or greens/holes will be designated on a first-come, first-serve basis.





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Bronze Level Tee Sponsor

- Company signage, which you supply, will be placed on the tee box or green of a chosen hole.²
- You may have representation/representative from your company at the tee (conducting contests, giving away merchandise/product, passing out materials, etc.).
- Company marketing material/literature in golf gift bags given to all players.

**Cost: \$250 per tee box
or green sign**

¹Your company is to provide the design, logo or name for signage. Please include CD with check. All signage must be approved by the Rocky Mountain Big 12.

²Tees and/or greens/holes will be designated on a first-come, first-serve basis.





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Hole-In-One Contest Sponsor

- Company signage, which you supply, will be placed on the designated hole-in-one tee.¹
 - If any golfer makes a hole-in-one at this designated hole, they will your designated prize.

**Cost: Prize
Donation**

¹Your company is to provide the design, logo or name for signage. Please include CD with check. All signage must be approved by the Rocky Mountain Big 12.

²Tees and/or greens/holes will be designated on a first-come, first-serve basis.





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Additional Donation Options

If you wish to participate but not in the above mentioned sponsorship packages, the additional options to market your business, products or services are as follows:

- 1) Donating any number of gift certificates or golf-related products that will be used for tournament prizes, gifts and raffles. As the prizes are given away, your company will be mentioned as the donor.
- 2) Donating 144 of an item, coupon or golf-related product with your company's name or logo. This donation will be included in the golf gift bags given to all players.
- 3) Cash donation to the Rocky Mountain Big 12, which will benefit the scholarship programs at each of the Big 12 schools.





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Sponsorship opportunities are endless.

Please contact Amanda McGrory at
(713) 408-7707 or e-mail us at
rm12alumni@yahoo.com.





2010

5th Annual Rocky Mountain Big 12 Alumni Golf Tournament

Sponsorship Acceptance Form

Company Name: _____
Contact Name: _____
Contact Phone: _____
Contact E-mail: _____

Level of Sponsorship: _____

Sponsor Signature: _____
Date: _____

Rocky Mountain
Big 12 Signature: _____
Date: _____

