



# Sponsorship Packet



## WOMEN'S CENTER OF GREATER LANSING

The Women's Center has helped over 3,400 women in the Greater Lansing area. Some of the services women come to the Center for include:

- Help getting and maintaining well-paying jobs
- Help getting through divorce
- Healing from sexual assault or other soul-crushing events
- Assertiveness training and gaining control over their lives
- Career counseling for help advancing in their workplaces
- Finding solace with other women dealing with mid-life issues
- Help realizing their potential in these and many other ways

By taking part in the Capital Area Women's LifeStyle Magazine 2017 Lady Classic golf outing you are helping to support this vital service in our community.

For more information on the Women's Center of Greater Lansing please call (517) 372-9163 or email [womenscentergl@gmail.com](mailto:womenscentergl@gmail.com).

*A portion of all proceeds from the 2017 CAWLM Lady Classic golf outing will be donated to the Women's Center of Greater Lansing. Your sponsorship supports not only this event but also the Lansing community.*

## CAWLM IS PROUD TO HOST

2017 Lady Classic golf outing, benefiting the Women's Center of Greater Lansing on Wednesday, Sept. 20, 2017 at Hawk Hollow Golf Club.

CAWLM has hosted this highly anticipated, successful event for nine years and we are always looking for new ways to make it better.

This year, more than 145 women participate and raise even more funds for the Women's Center of Greater Lansing. With the support of our friends and generous sponsors like you, we are confident our goals will be reached.



### **PREMIER PACKAGE - \$7,500** **SOLD** (EXCLUSIVE)

- Top sponsor in all CAWLM promotion of Lady Classic
- Company logo on CAWLM sponsorship slideshow
- Opportunity to speak at breakfast/dinner
- Present the check with CAWLM to selected charity
- Inclusion in TV promotions
- Company logo featured in community event listing in CAWLM
- One (1) foursome in the tournament (lunch included)
- Four (4) additional tickets for dinner only
- 8 ft. skirted table and two chairs or booth space at dinner following the tournament
- Company logo listed on thank you ad in CAWLM (Oct. 2017)

### **DINNER PACKAGE - \$3,500** (EXCLUSIVE)

- Exclusive sponsorship with prominent signage at dinner along with recognition
- 8 ft. table and two chairs or booth space at dinner for marketing materials/display
- Company logo on CAWLM sponsorship slideshow
- Opportunity to speak at dinner for five minutes
- Company logo included in CAWLM print promotion
- One (1) foursome in the tournament (lunch included)
- Company logo listed on thank you ad in CAWLM (Oct. 2017)

### **CELEBRITY CADDY PACKAGE - \$2,500** (EXCLUSIVE)

- Baseball caps with your company logo for caddies (provided by sponsor)
- Company logo on CAWLM sponsorship slideshow
- Company logo included in CAWLM print promotion
- Group photo with the caddies to be featured online and in the My Community section of CAWLM
- One (1) foursome in the tournament (lunch included)
- Four (4) additional tickets for dinner only
- Company logo listed on thank you ad in CAWLM (Oct. 2017)



### **LUNCH PACKAGE - \$2,000**

**(EXCLUSIVE)**

- Company logo on lunch packaging (provided by sponsor)
- Company logo on CAWLM sponsorship slideshow
- Company logo included in CAWLM print promotion
- One (1) foursome for the tournament (lunch included)
- Two (2) additional tickets for dinner only
- Company logo listed on thank you ad in CAWLM (Oct. 2017)

### **BEVERAGE CART PACKAGE - \$1,500**

**(EXCLUSIVE)**

**SOLD**

- Exclusive signage on beverage cart
- Company logo on all beverage tickets
- Company logo on CAWLM sponsorship slideshow
- Company logo included in CAWLM print promotion
- One (1) foursome for the tournament (lunch included)
- Company name listed on thank you ad in CAWLM (Oct. 2017)

### **CUP PACKAGE - \$1,500**

**(EXCLUSIVE)**

- Company logo on acrylic cup along with CAWLM's logo
- Noted sponsor on CAWLM sponsorship slideshow
- Company name listed on thank you ad in CAWLM (Oct. 2017)
- Two (2) tickets for dinner only

### **PLAYER CART PACKAGE - \$1,000**

**(2 SPONSORS)**

- Signage on all player golf carts along with CAWLM's logo
- Company logo on cart GPS screens
- Company logo on CAWLM sponsorship slideshow
- Company name listed on thank you ad in CAWLM (Oct. 2017)
- Two (2) additional tickets for dinner only

### **BREAKFAST PACKAGE - \$750**

**(EXCLUSIVE)**

- Exclusive sponsorship with prominent signage in dining area
- Company logo on CAWLM sponsorship slideshow
- Company name listed on thank you ad in CAWLM (Oct. 2017)
- Two (2) tickets for dinner only



**MULLIGAN PACKAGE - \$600**  
**(EXCLUSIVE)**

- Company logo on mulligan balloons (each player may purchase up to two (2) balloons)
- Noted sponsor on CAWLM sponsorship banner
- Company name listed on thank you ad in CAWLM (Oct. 2017)
- Two (2) tickets for dinner only

\*Please add \$75 to the cost of Mulligan Package if CAWLM will be incurring the cost to print balloons with your company logo.

**BEER/WINE OASIS PACKAGE - \$800 1 SOLD**  
**(2 SPONSORS)**

- Beverage sampling/flights and promotional materials (*sampling and/or games must be kept to a 5 minute maximum to keep flow of golfers moving. Bartender provided. Please plan your activity around this time limit.*)
- Tee signage at same hole as table
- Noted sponsor on CAWLM sponsorship slideshow
- Two (2) tickets for lunch and dinner
- Company name listed on thank you ad in CAWLM (Oct. 2017)

**SHOWCASE PACKAGE - \$400**  
**(MULTIPLE SPONSORS)**

- Table at the tee off area of the hole
- Tee signage at the same hole as table
- Two (2) tickets for lunch and dinner
- Noted sponsor on CAWLM sponsorship slideshow
- Company name listed on thank you ad in CAWLM (Oct. 2017)
- Logo on CAWLM sponsorship banner

**HOLE SPONSOR PACKAGE - \$200**  
**(MULTIPLE SPONSORS)**

- Tee sign at hole of choice
- Noted sponsor on CAWLM sponsorship slideshow
- Company name listed on thank you ad in CAWLM (Oct. 2017)

**NOTE:** Sponsors at all levels will be given the opportunity to provide promotional materials for golfer registration bags (given to all participants). This can include brochures, coupons and/or promotional giveaways. Promotional items due to CAWLM at 614 Seymour, Lansing by 5 p.m. Friday, Sept. 8.

If required for sponsorship recognition, please supply a high resolution company logo before Friday, Aug. 25. File types accepted include .PDF, .JPG, .AI, .EPS.





**PLAYER REGISTRATION**

Capital Area Women's Lifestyle Magazine

P 517.203.3333 | cawlm.com

614 Seymour Ave., Lansing, MI 48933

Contact Melissa Dowrick: melissa@m3group.biz

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email address: \_\_\_\_\_

Company (Optional): \_\_\_\_\_

Phone number: \_\_\_\_\_ Fax number: \_\_\_\_\_

The 2017 Lady Classic golf outing presented by *Capital Area Women's LifeStyle Magazine* will be hosted Wednesday, Sept, 20. Individual player packages are **\$125 each, \$450 per foursome**. Sign up with the early bird rate of **\$400 per foursome** until **June 30, 2017**. A portion of all proceeds from the event will be donated to a local charity.

The player package includes greens fee and cart, two beverage tickets, light breakfast, lunch and dinner as well as a player gift bag. Single golfers will be assigned to a foursome by the Cawlm staff. **Breakfast and registration start at 8 a.m.**

**TIP:** You may also sign up using our NEW online registration at: [www.golfoutingpro.com/event/ladyclassic](http://www.golfoutingpro.com/event/ladyclassic)

Creative Team Name: \_\_\_\_\_

Team Member 1 (Captain) \_\_\_\_\_

Team Member 2 \_\_\_\_\_

Team Member 3 \_\_\_\_\_

Team Member 4 \_\_\_\_\_

I would like to make an additional donation to the charity in the amount of \$ \_\_\_\_\_  
*(This additional donation is tax deductible; you will receive a receipt by mail after the event)*

**Total registration amount enclosed:** \$

Check enclosed mailed to: 2017 Cawlm Lady Classic | Attn: Melissa Dowrick  
614 Seymour Ave. | Lansing, MI 48933  
*(Please make checks payable to Capital Area Women's LifeStyle Magazine)*

Credit Card:  MasterCard  VISA

Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Please submit payment and registration by Tuesday, Sept. 5, 2017.  
Cancellations received before Tuesday, Aug. 8, 2017 will receive a full refund.  
Email Melissa Dowrick with any questions, [melissa@m3group.biz](mailto:melissa@m3group.biz)