



BAJWA DHAMI
BUILDING BRIDGES
COMMUNITY GOLF DAY

IN SUPPORT OF UFV'S SOUTH ASIAN STUDIES INSTITUTE

2023 SPONSORSHIP OPPORTUNITIES

SATURDAY, AUGUST 26, 2023 | 11 AM

Ledgeview Golf Course

ufv.ca/SASI



**SOUTH ASIAN
STUDIES INSTITUTE**
University of the Fraser Valley

**UNIVERSITY
OF THE FRASER VALLEY**



SPONSORSHIP BENEFITS

BUILD A VALUABLE PARTNERSHIP WITH UFV

By sponsoring the Bajwa Dhami Building Bridges Community Golf Day on August 26, you will support UFV's South Asian Studies Institute Research Fellowship program.

The South Asian Studies Institute (SASI) takes direction from UFV's strategic goals to be a leader of social, cultural, economic, and environmentally responsible development in the Fraser Valley. The Institute investigates and considers the complex successes, challenges, and issues as well as the multi-faceted contributions of Canadian South Asians.

MEET YOUR AUDIENCE

Make your marketing dollars go further. Your message can reach:

- ✓ A loyal and diverse audience of up to 30,000 social media followers
- ✓ Event attendees from across the Fraser Valley and Lower Mainland
- ✓ Community leaders, research partners, and academic affiliates

BENEFITS OF SPONSORSHIP*

As a sponsor, you will:

- ✓ Increase your brand awareness
- ✓ Create positive brand affiliation with UFV
- ✓ Be positioned as a community leader in the Fraser Valley

** Benefits to your organization are based upon industry standardization of values.*

SPONSORSHIP LEVELS

PRESENTING SPONSOR (1)

\$8,000

- ✓ Registration tent to welcome golfers/business promotion
- ✓ Presenting Sponsor signage at registration desk
- ✓ Corporate logo in event advertising, UFV SASI website, and UFV internal communications
- ✓ Logo on all tournament promotional material (internal and external)
- ✓ Logo on online registration page
- ✓ Recognition on UFV's digital screens and social media channels
- ✓ Recognition at commencement and prize ceremony on golf day
- ✓ 2 complimentary tickets for tournament entry
- ✓ 2 complimentary tickets for boxed lunch
- ✓ Certificate of appreciation with the level of sponsorship
- ✓ Corporate logo in post-event materials and social media profiles

PLATINUM SPONSORS (2)

\$4,250 each

- ✓ Promotion near golf day registration desk
- ✓ Dinner reception and individual recognition
- ✓ Opportunity for marketing near registration desk
- ✓ Corporate logo in event advertising, UFV SASI website, and UFV internal communications
- ✓ Logo on all tournament promotional material (internal and external)
- ✓ Recognition on UFV's digital screens and social media channels
- ✓ Certificate of appreciation with the level of sponsorship
- ✓ Corporate logo in post-event materials and social media profiles

GOLF CART SPONSOR (1)

\$3,500

- ✓ Logo on each golf cart
- ✓ Logo on all tournament promotional material (internal and external)
- ✓ Corporate logo in event advertising, UFV SASI website, and UFV internal communications
- ✓ Recognition on UFV's digital screens and social media channels
- ✓ Certificate of appreciation with the level of sponsorship
- ✓ Corporate logo in post-event materials and social media profiles



DINNER SPONSOR (1)

\$3,000

- ✓ Dinner Sponsor tenting at each table
- ✓ Printed Logo on tables
- ✓ Dinner host speaking opportunity
- ✓ Logo on all tournament promotional material (internal and external)
- ✓ Corporate logo in event advertising, UFV SASI website, and UFV internal communications
- ✓ Recognition on UFV's digital screens and social media channels
- ✓ Certificate of appreciation with the level of sponsorship
- ✓ Corporate logo in post-event materials and social media profiles

LUNCH SPONSOR (1)

\$2,500

- ✓ Signage & recognition on boxed lunch
- ✓ Logo on all tournament promotional material (internal and external)
- ✓ Corporate logo in event advertising, UFV SASI website, and UFV internal communications
- ✓ Recognition on UFV's digital screens and social media channels
- ✓ Certificate of appreciation with the level of sponsorship
- ✓ Corporate logo in post-event materials and social media profiles

BEVERAGE CART SPONSOR (1)

\$2,000

- ✓ Signage on beverage cart and concession stands
- ✓ Logo on all tournament promotional material (internal and external)
- ✓ Corporate logo in event advertising, UFV SASI website, and UFV internal communications
- ✓ Recognition on UFV's digital screens and social media channels
- ✓ Certificate of appreciation with the level of sponsorship
- ✓ Corporate logo in post-event materials and social media profiles

WINE SPONSOR (1)

\$1,500

- ✓ Dinner Sponsor tenting at table
- ✓ Printed logos at table with wine
- ✓ Logo on all tournament promotional material (internal and external)
- ✓ Corporate logo in event advertising, UFV SASI website, and UFV internal communications

- ✓ Recognition on UFV's digital screens and social media channels
- ✓ Certificate of appreciation with the level of sponsorship
- ✓ Corporate logo in post-event materials and social media profiles

MEDIA/PRINT SPONSOR (1)

\$1,500

- ✓ Signage at registration
- ✓ Speaker opportunities for both founders and partners.
- ✓ Logo on all tournament promotional material (internal and external)
- ✓ Corporate logo in event advertising, UFV SASI website, and UFV internal communications
- ✓ Recognition on UFV's digital screens and social media channels
- ✓ Certificate of appreciation with the level of sponsorship
- ✓ Corporate logo in post-event materials and social media profiles

GOLF PRIZE SPONSOR (2)

\$1,200 each

- ✓ Recognition and presenter at golf prize distribution ceremony
- ✓ Organize 1 contest each (For eg. Closest to pin, Longest Drive, Beat the Pro, Landing in the Circle etc.)
- ✓ Logo on prize
- ✓ Logo on all tournament promotional material (internal and external)
- ✓ Corporate logo in event advertising, UFV SASI website, and UFV internal communications
- ✓ Recognition on UFV's digital screens and social media channels
- ✓ Certificate of appreciation with the level of sponsorship
- ✓ Corporate logo in post-event materials and social media profiles

CHIPPING CONTEST SPONSOR (1)

\$1,000

- ✓ Signage on practise putting green
- ✓ Logo on all tournament promotional material (internal and external)
- ✓ Corporate logo in event advertising, UFV SASI website, and UFV internal communications
- ✓ Recognition on UFV's digital screens and social media channels
- ✓ Certificate of appreciation with the level of sponsorship
- ✓ Corporate logo in post-event materials and social media profiles

PUTTING CONTEST SPONSOR (1)

\$1,000

- ✓ Signage on practise putting green
- ✓ Logo on all tournament promotional material (internal and external)
- ✓ Corporate logo in event advertising, UFV SASI website, and UFV internal communications
- ✓ Recognition on UFV's digital screens and social media channels
- ✓ Certificate of appreciation with the level of sponsorship
- ✓ Corporate logo in post-event materials and social media profiles

HOLE SPONSORS (18)

\$1,000 each

- ✓ On course signage (exclusive hole)
- ✓ Interact with players
- ✓ Corporate logo on tee box sign
- ✓ Logo on all tournament promotional material (internal and external)
- ✓ Recognition on UFV's digital screens and social media channels
- ✓ Certificate of appreciation with the level of sponsorship
- ✓ Corporate logo in post-event materials and social media profiles

HOLE-IN-ONE SPONSORS (2)

\$1,000 each

- ✓ Opportunity for product display
- ✓ Logo on all tournament promotional material (internal and external)
- ✓ Corporate logo in event advertising, UFV SASI website, and UFV internal communications
- ✓ Recognition on UFV's digital screens and social media channels
- ✓ Certificate of appreciation with the level of sponsorship
- ✓ Corporate logo in post-event materials and social media profiles



About the event

Dr. Amarjit Bajwa and Dr. Malwinder Dhami, our event founders, want to build a bridge to foster deeper understanding, respect and friendship between people of various ethnicities in the Fraser Valley. Join them for a fun day of golf in support of a good cause.

The Bajwa Dhami Building Bridges Community Golf Day supports UFV's South Asian Studies Institute (SASI) Research Fellowship Endowment, which funds scholarly research aimed at answering questions and tackling issues that matter in the Fraser Valley and beyond. This research in particular responds to and has relevance for local, provincial, and national communities.

Support the SASI Research Fellowship Endowment by attending the event, becoming a sponsor, or donating a silent auction item or prize. Please contact us at sasi@ufv.ca to find out more about this opportunity.

Thank you for considering these sponsorship opportunities for the Bajwa Dhami Building Bridges Community Golf Day. We look forward to your support and participation.

SCHEDULE:

10 am	Registration opens
11 am	First tee-off (Texas scramble format)*
6:30 pm	Dinner and Prize Ceremony

*You will be notified about your tee-off time

REGISTRATION FEES:

Single Golfer	\$200
Twosome	\$400
Foursome	\$800/team
Dinner reception only	\$100

REGISTRATION INCLUDES:

- ✓ Dinner and wine reception
- ✓ Silent Auction
- ✓ Round of golf
- ✓ Driving range warm-up balls
- ✓ Boxed Lunch
- ✓ Sponsored activities at various holes
- ✓ Contests & prizes: chances to win longest drive, closest to the pin etc.

Sign up online at:

connect.ufv.ca/Building-Bridges-2023

THANK YOU. We look forward to your support and participation as a sponsor. To confirm your sponsorship, or for more information, please contact South Asian Studies Institute.

CONTACT US:

Phone: 604-854-4547 | E-mail: sasi@ufv.ca | ufv.ca/sasi

Engaging Learners, Transforming Lives, Building Community.