



DATE
Information



PARTNERSHIP PROPOSAL

(INSERT COMPANY NAME)
With (CLUB NAME)
Pro Am experience

Proposed by: Your name

INTRODUCTION

Insert a brief description of your club, the club's vision.

We would love to discuss with you the opportunity to be part of our PGA Pro-Am experience .

(Insert company name) can leverage off the proven PGA NZ Pro-Am Event where amateur golfers receive the chance to play with professional golfers and take part in this unique sporting occasion.



WHY A PGA PRO AM?

The PGA Pro Am experience is like no other, not only do you have the chance to network and engage in new business, but you can experience playing sport alongside a Professional showing their craft. Many amateurs remember the round they played with the player who just won on an overseas Tour when they were just a rookie or the chance to play with an ex legend. It's a wonderful opportunity to network and share your business in a sporting experience that's unique, fun, relaxed and always remembered.



WHY A PGA PRO AM?

We are excited to present (insert company name) with the opportunity to secure Naming Partner Rights and partner with (Golf Club) for our Pro-Am event for 2021 and beyond.

Key elements of the partnership proposal we can discuss with you are:

- Insert Date of event
- Insert objective of the event
- Event Format and Feature Components.
- xx-hole golf event
- 32 teams of 3 amateurs plus one Pro or leading amateur
- Cash prizes for Pro's
- Prizes for top 5 teams
- Platters of food post-event and lunches provided for all.
- Pro and/or team Shoot-out.



VALUE FOR YOU

- Full naming rights to all events associated with the Pro Am experience.
- The event would be promoted as the (insert name) Pro Am
- On course signage on key holes plus your own feature hole signage
- Course boundary signage down busy areas of the course for 2 weeks prior to the event.
- Brand presence in pre-event communications conducted by the club and PGA of New Zealand – print and digital media
- Strong networking opportunities throughout the tournament and in communications in the lead-up
- 4 teams in the Pro- Am event.
- Brand presence and messaging in Club Handbook plus communications in our weekly newsletters.

THE PARTNERSHIP

- Full naming rights status covers the cost of the cash prizes for the playing Pro's but most importantly provides the platform to deliver a successful event.
- The partnership elements include:
\$x + gst fee per annum We seek a commitment for an initial period of 3 years with full mutual reviews after each event.
- (Club name) will provide an event director and ensure full and timely communications with insert company name on all relevant matters pertaining to your involvement in the event



WELCOME

The Board, Management and Organising Committee of (club name) welcome your consideration to our partnership proposal. We have a proud heritage of running successful major events

Our team is still acknowledged as the “benchmark” for some National events and that accolade came through our innovation, warmth, friendliness and professional approach to delivering the events.

On behalf of the (Golf Club) Pro Am event team, I would be delighted to continue our strong past association with (company name) as a valued Naming Partner for the insert name Pro Am.

Please do not hesitate to call or contact me at any time for any questions or feedback that may arise.

Yours faithfully,

Name
Club
Number

