

# Sponsorship Opportunities 2021



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[info@ampsweb.org](mailto:info@ampsweb.org)



# Sponsorship

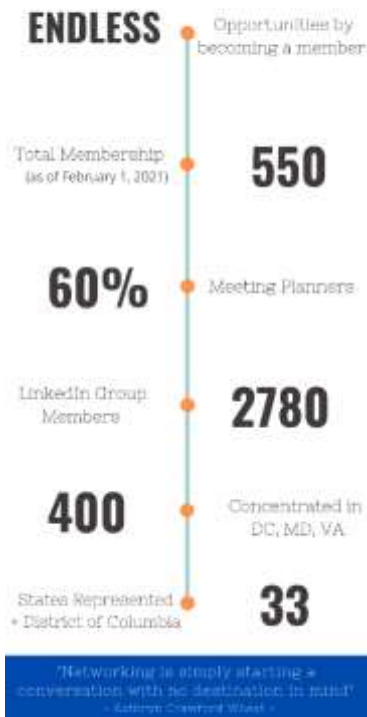
## Community in Unity

The Association of Meeting Professionals (AMPs) is a nonprofit association that represents and fosters the educational and professional needs of people working in the meetings industry.

Founded in Alexandria, VA, in 1982, AMPs has grown from being a handful of local meeting planners to a group of about 500 planner and service provider members from all over the United States.

At the core of the AMPs experience are the educational and networking programs created to provide members with the tools they need to be as successful as they can possibly be in the meeting planning industry.

Sponsorship opportunities within AMPs offer your organization exposure to decision-makers, influencers and prospective and current clients.



## Why Sponsor?

PARTNER WITH AMPs TODAY FOR A BETTER TOMORROW!!

|  |   |   |  |
|--|---|---|--|
| <p><b>BRAND VISIBILITY</b></p> <p>An AMPs sponsorship puts your brand in front of the right audience. Quality matters, so choose a community with a track record of attracting the right customers for your brand. AMPs has a membership of 60% planners and has representatives from 33 states.</p> | <p><b>TARGETED MARKETING</b></p> <p>AMPs has over 1000+ meeting professionals invited to their programs at no cost to the planner. We cater to meeting professionals and association executives primarily in Virginia, Maryland and the District of Columbia.</p> | <p><b>COMMUNITY GOODWILL</b></p> <p>Ours is a community in unity and by sponsoring an event with AMPs, our members acknowledge your support. Future investments and collaborations might also stem from professional relationships you build with the AMPs Community.</p> | <p><b>RETURN ON INVESTMENT</b></p> <p>Ours is a business built on relationships. Meet planners you can collaborate with in the near and long term future. Whether you plan to sell or not, sponsorship begins the process of starting quality relationships.</p> |
|--|---|---|--|

Call today to reserve your spot (302) 275-6213 or [info@ampsweb.org](mailto:info@ampsweb.org)


**\*2021 Virtual Programs**

FEBRUARY 4 – VIRTUAL SPECIAL EVENT  
FEBRUARY 9 – EDUCATION SESSION  
FEBRUARY 18 – COMMUNITY CONVERSATION  
MARCH 9 – EDUCATION SESSION  
MARCH 18 – COMMUNITY CONVERSATION  
APRIL 13 – EDUCATION SESSION  
APRIL 22 – COMMUNITY CONVERSATION  
MAY 11 – EDUCATION SESSION  
MAY 20 – COMMUNITY CONVERSATION  
JUNE 17 – COMMUNITY CONVERSATION  
JULY 22 – COMMUNITY CONVERSATION  
AUGUST 19 –COMMUNITY CONVERSATION

**\*2021 Face to Face Programs**

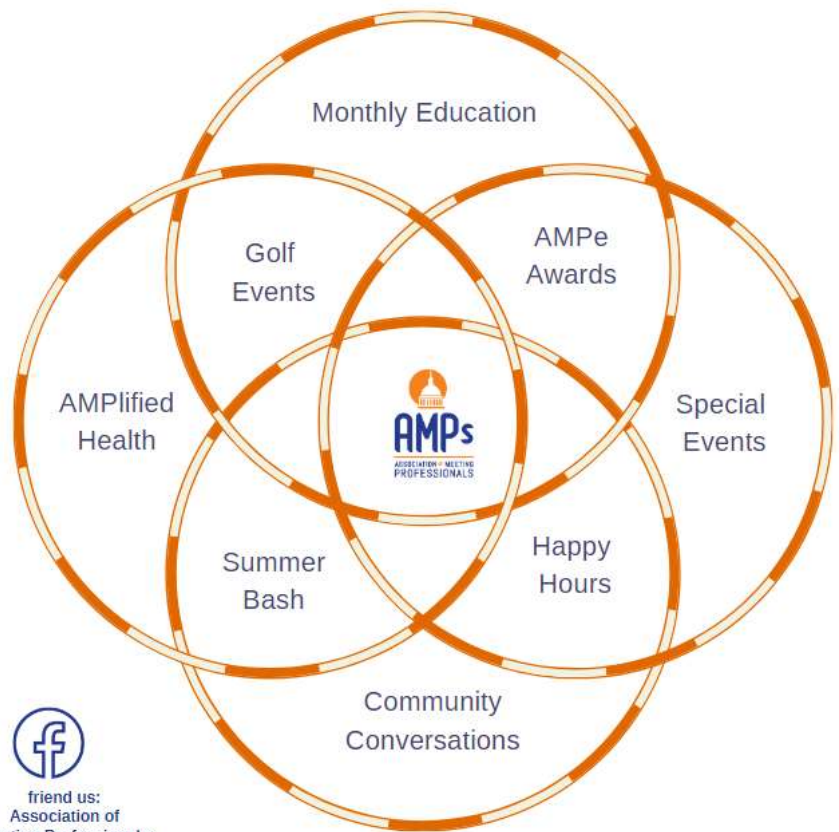
FEBRUARY 13 – AMPLIFY YOUR HEALTH  
MARCH 13 – AMPLIFY YOUR HEALTH  
APRIL 17 – AMPLIFY YOUR HEALTH  
MAY 7 – GOLF TOURNAMENT AND CLINIC  
MAY 15 – AMPLIFY YOUR HEALTH  
JUNE 8 – EDUCATION SESSION (HYBRID)  
JUNE 12 – AMPLIFY YOUR HEALTH  
JULY 13 – SUMMER BASH  
JULY 17 – AMPLIFY YOUR HEALTH  
AUGUST 10 – EDUCATION SESSION (HYBRID)  
AUGUST 14 – AMPLIFY YOUR HEALTH

\*Face to Face or Virtual subject to change based on CDC recommendations.  
Additional meeting dates to be added (September-December 2021)

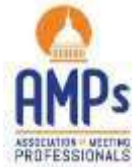


#AMPsCommunityInUnity  
#AMPlifyYourCareer  
#AMPsMemberDeal  
#AMPlifyYourHealth  
#AMPstrong  
#AMPsGolf  
#AMPedUp  
#AMPlified  
#AMPsDC

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# Year Long Opportunities

The opportunities listed in this brochure are designated to fit a variety of budgets and may be combined to meet the desired sponsorship level.

| AMPs Year Long Sponsorship Benefits   | Diamond Sponsor \$10,000                                   | Ruby Sponsor \$5000   | Emerald Sponsor \$3500                                 | Amethyst Sponsor \$2000                              | Sapphire Sponsor \$1500                            | AMPlified Adventure \$500                          |
|---|--|---|--|--|--|--|
| Complimentary registration for sponsoring company or their planner client(s)                                  | ✓<br>5 per event   | ✓<br>3 per event  | ✓<br>2 per event                                       | ✓<br>1 per event                                     | ✓<br>2 per single event                            | ✓<br>1 per single event                            |
| Recognition in pre-event marketing materials and social media, including logo and link to your website        | ✓<br>Recognized in all e-marketing opportunities in 2021   | ✓<br>Recognized in six (6) e-marketing opportunities        | ✓<br>Recognized in three (3) e-marketing opportunities | ✓<br>Recognized in two (2) e-marketing opportunities | ✓<br>Recognized in one (1) e-marketing opportunity | ✓<br>Recognized in one (1) e-marketing opportunity |
| Opportunity to conduct a prize drawing<br>OR<br>Podium time to highlight your product or service at the event | ✓<br>5 events  | ✓<br>3 events   | ✓<br>2 events  | ✓<br>1 event   | ✓<br>1 event                                       | n/a  |
| Copy of attendee list (names/organization – based on GDPR regulations for sponsored program)                  | ✓  | ✓   | ✓  | ✓  | ✓  | ✓  |
| Opportunity to display your company info in the registration area   | ✓  | ✓   | ✓  | ✓  | ✓  | n/a  |
| Recognition throughout all events in 2021   | ✓  | ✓   | n/a  | n/a  | n/a  | n/a  |
| Benefits include registrations and Podium Time at AMPe Awards   | ✓<br>Six (6) Registrations and Podium Time for AMPe Awards | ✓<br>Four (4) Registrations and Podium Time for AMPe Awards | ✓<br>Three (3) Registrations for AMPe Awards           | ✓<br>Two (2) Registrations for AMPe Awards           | ✓<br>One (1) Registrations for AMPe Awards         | n/a  |

Don't see something that fits your needs? We would be happy to tailor a sponsorship to fit the goals of your company. For additional information or to submit a form with high resolution jpeg logo, contact Ann Garvey (agarvey@visitnorfolktoday.com) Payments can be made by check payable to AMPs or via secure credit card payment. To pay by credit card please email our Executive Director – Annette Suriani at info@ampsweb.org to plan to make a secure payment over the phone.

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# Education Events

| AMPs One Time Sponsorship Benefits*   | AMPlified Education (virtual) \$1000                 | AMPlified Education (hybrid/in-person) \$1500      | AMPlified Health \$250                             | We're Back! \$100                                  |
|---|--|--|--|--|
| Complimentary registration for sponsoring company or their planner client(s)                            | ✓<br>1 per event                                     | ✓<br>2 per single event                            | 1 per single event                                 | 1 per single event                                 |
| Recognition of sponsorship during event   | ✓<br>Recognized at 1 event                           | ✓<br>Recognized at 1 event                         | n/a  | n/a  |
| Recognition in pre-event marketing materials and social media including logo and link to your website   | ✓<br>Recognized in two (2) e-marketing opportunities | ✓<br>Recognized in one (1) e-marketing opportunity | ✓<br>Recognized in one (1) e-marketing opportunity | ✓<br>Recognized in one (1) e-marketing opportunity |
| Opportunity to conduct a prize drawing OR Podium time to highlight your product or service at the event | ✓<br>1 event   | ✓<br>1 event                                       | n/a  | n/a  |

## AMPlified Adventures \$500

Put your company's name in the limelight for a full twelve (12) months! Here's how:

- We'll display your logo and contact info on our website as well as a 25-word description all about you! Your logo will include a hyperlink to your website, and we'll include up to ten (10) of your pdfs.
- Over the course of the year, you can switch out your pdfs one time to keep the content fresh.
- We'll include two (2) promotional eblasts promoting you in our AMPlified Adventures portion of the AMPs website (January & June).
- We will also include your information in two (2) social media notifications.
- For an additional \$100.00, you will be featured as the CVB/City or Attraction of the Month on our website landing page.

## AMPlified Education (virtual) \$1000

Until we can be in person, here's your opportunity to be visible!

- Our attendees will get to watch your promotional video (up to one minute) AND a member of your team will introduce a portion of our monthly program.
- Enhance your visibility an entire year for an additional \$750.
- We'll display your logo and contact info as well as a 25-word description all about you! Your logo will include a hyperlink to your website, and we'll include up to ten (10) of your pdfs. We will also include your information in two (2) social media notifications.



**AMPlified Education (hybrid/in-person)**  
**\$1500 for members; \$2000 for non-members**

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Here's an opportunity to be live and have extended visibility on our website.

- You will take the stage to both introduce yourself and company and share a video introduction as well. (Four-minutes max: 2 for intro and 2 for video).
- Your logo will be included in the program slide deck as well as on the website, in the confirmation email and reminder emails, and on signage on event day.
- We'll display your logo and contact info as well as a 50-word description all about you!
- Your logo will include a hyperlink to your website
- We'll include up to ten (10) of your pdfs.
- We will also include your information in two (2) social media notifications.

**We're Back Sponsorship**      **\$100**

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This is a great way to let our members know the latest about your organization!

- Share your "relaunching" date and up to (3) highlights you want to share with the AMPs community.
- AMPs will dedicate a page on our website to promote all our "We're Back" sponsors and we'll include this information about you: Company Name, Reopen Date, highlights you want us to know, three (3) photos, and your safety protocols

**AMPlified Social Media**

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**\$1500 for (3) month placement**

Get out there and be seen!! Share your messaging with our members . . .

- This is three-month sponsorship, and we'll share your message on all our platforms

**AMPlified Health**      **\$250**

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This year, AMPs has taken a spin on getting stuck in our homes and away from all those we get to see every month with a monthly 5k run/walk in a safe, outdoor setting. Your sponsorship gets you visibility while AMPs members are enjoying the great outdoors together.

Included in this package:

- We will post your logo on our website for the three (3) weeks leading into the event, as well as in email confirmations, reminders, and promotions for the event.
- We will provide a lawn sign saying who is sponsoring the event.

**Add enhancements to your sponsorship:**

**Energy Bar**      **\$150**

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Creates social interaction with participants for the event.

- We will provide a lawn sign saying who is sponsoring the healthy snack.

**Water Bottle**      **\$100** *plus sponsor provides branded, reusable water bottles*

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Creates social interaction with participants (runners & walkers) either before/after and/or on the course.

- We will provide a lawn sign saying who is sponsoring the water.

**Logoed Apparel Sponsor**      **\$500**

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*AMPs provides the t-shirts with sponsor logo*

- Creates social interaction with participants (runners & walkers) either before/after and/or on the course.
- We will provide a lawn sign saying who is sponsoring the branded item.



# Special Events

Make a stronger connection with customers and prospects by sponsoring a special event, education session, or networking event! Reserve Today!!



Summer Bash



AMPe Awards

| AMPs Summer Bash or AMPe Awards Sponsorship Benefits  | Champion Sponsor<br>\$3500<br>each event           | Stage Sponsor<br>\$1500<br>each event            | Supporter Sponsor<br>\$500<br>(10 available - each event) |
|---|--|--|---|
| All Summer Bash sponsor packages will include company logo on signage and company recognition in marketing emails and AMPs website; recognition by special events committee at three monthly meetings leading up to the event; sponsor ribbon on name badge of company representative(s). Additional benefits are listed under each package below. There is only one package available for each unless otherwise noted. |  |  |   |
| Charity of your choice featured at the event  | ✓  | n/a  | n/a   |
| Podium time at the event (in person only)   | ✓<br>Five minutes<br>with video                    | ✓<br>Three minutes<br>with video                 | Mentioned by MC   |
| Opportunity to conduct a prize drawing  | ✓<br>2 events                                      | ✓<br>1 event                                     | n/a   |
| Opportunity to display your company info in the registration area   | ✓  | ✓  | ✓   |
| Copy of attendee list (names/organization – based on GDPR regulations for sponsored program)  | ✓  | ✓  | ✓   |
| Complimentary Registration at AMPe Awards   | ✓<br>Three (3) Registrations<br>for AMPe Awards    | ✓<br>One (1) Registrations for<br>AMPe Awards    | n/a   |
| Complimentary Registration at Summer Bash   | ✓<br>Three (3)<br>Registrations for<br>Summer Bash | ✓<br>One (1)<br>Registrations for<br>Summer Bash | n/a   |

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# Special Events



AMPs Golf Tournament and Clinic  
**Friday, May 7, 2021**  
 Old Hickory Golf Course  
 Woodbridge, VA

Golf Tournament  
 and Clinic

| AMPs Golf Tournament and Clinic Sponsorship Benefits  | Platinum Sponsor<br>\$4950 | Gold Sponsor<br>\$3200 | Silver Sponsor<br>\$2500 |
|---|----------------------------|------------------------|--------------------------|
| All Golf Tournament and Clinic sponsor packages will include company logo on signage and company recognition in marketing emails and AMPs website; recognition by special events committee monthly meetings leading up to the event; sponsor ribbon on name badge of company representative(s). Additional benefits are listed under each package below. There is only one package available for each unless otherwise noted. |                            |                        |                          |
| Charity of your choice featured at the event  | ✓                          | n/a                    | n/a                      |
| Golf Cart for transport around the Golf Course  | ✓                          | ✓                      |                          |
| Premium Hole positioning for the Tournament   | ✓<br>2 events              | ✓<br>1 event           | n/a                      |
| Opportunity to display your company info in the registration area   | ✓                          | ✓                      | ✓                        |
| Copy of attendee list (names/organization – based on GDPR regulations for sponsored program)  | ✓                          | ✓                      | ✓                        |
| Tournament Play with Meeting Planners   | ✓<br>Foursome              | ✓<br>Foursome          | ✓<br>Twosome             |



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# Special Events

AMPs Golf Tournament and Clinic  
**Friday, May 7, 2021**  
Old Hickory Golf Course  
Woodbridge, VA



Golf Tournament  
and Clinic

## Additional Sponsorship Opportunities for Golf Events

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|                                     |                   |
|-------------------------------------|-------------------|
| <b>Tournament Breakfast Sponsor</b> | <b>\$3,200.00</b> |
|-------------------------------------|-------------------|

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Sponsoring upgraded Continental Breakfast. Additional benefits include: one golf twosome; recognition at awards reception; company logo on marketing AMPs website and golf tournament marketing emails; list of participants (three weeks out, day before and post meeting).

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|                                 |                   |
|---------------------------------|-------------------|
| <b>Tournament Lunch Sponsor</b> | <b>\$3,700.00</b> |
|---------------------------------|-------------------|

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Sponsorship includes: Boxed lunches for participants; one golf twosome; and recognition at awards reception; company logo on marketing AMPs website and golf tournament marketing emails; list of participants (three weeks out, day before and post meeting). Upgrades to the boxed lunch would be additional cost to the sponsor.

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|  |                   |
|--|-------------------|
| <b>Post-Tournament Reception/Dinner Buffet Sponsor</b> | <b>\$2,300.00</b> |
|--|-------------------|

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Some people say that the post-tournament buffet is their favorite part of the day! Welcome our golfers back from a full day of swinging clubs and sinking putts by providing them with a great after-party! Two Post-Tournament Awards Reception/Dinner Buffet Sponsorships available. Sponsorship includes one golf twosome; company logo on marketing AMPs website and golf tournament marketing emails; and list of participants (three weeks out, day before and post meeting).

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|---|-------------------|
| <b>Tournament Bloody Mary's Sponsor</b> | <b>\$1,050.00</b> |
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Sponsorship includes: Sponsoring Bloody Mary bar; one golf twosome; recognition at awards reception; company logo on marketing AMPs website and golf tournament marketing emails; list of participants (three weeks out, day before and post meeting).

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|                                   |                   |
|-----------------------------------|-------------------|
| <b>Tournament Mimosas Sponsor</b> | <b>\$1,050.00</b> |
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Sponsorship includes: Sponsoring Mimosa bar; one golf twosome; recognition at awards reception; company logo on marketing AMPs website and golf tournament marketing emails; list of participants (three weeks out, day before and post meeting).

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**Pit Stop Sponsor** **\$750.00**

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Decorate and celebrate! Located at the turn around at Hole 14, exclusive area for F&B, decoration and more!

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**Golf Clinic Sponsor** **\$1,800**

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This sponsor package can be shared by up to 3 sponsors for \$900 each. Company logo on marketing AMPs website and golf tournament marketing emails. Please contact [golf@ampsweb.org](mailto:golf@ampsweb.org) for more information.

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**Golf Clinic Beverage Sponsor** **\$2,200.00**

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This sponsor package can be shared by up to 2 sponsors for \$1100 each. Golf Clinic Beverage sponsor - Exclusive for Clinic Participants throughout the day. Includes self-serve water, Gatorade and soft drinks. Company logo on marketing AMPs website and golf tournament marketing emails; list of participants (three weeks out, day before and post meeting). Additional beverage options may be added for additional fees.

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**Beverage Cart Sponsor** **\$2,200.00**

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Two beverage cart sponsor packages available. Company logo on marketing AMPs website and golf tournament marketing emails; list of participants (three weeks out, day before and post meeting).

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**Event Transportation Sponsor** **\$2,000.00**

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Exhibit table at the tournament. Vehicle showcase at the tournament. Vendor Service Highlight - opportunity to shuttle golfers from Washington DC to the tournament. Electronic list of all participants with select contact information (for those that opted-in to share) following event. Company logo on marketing AMPs website and golf tournament marketing emails; one complimentary registration to be used at the event or for any AMPs event in 2021 (it has to be used between May 2021 – April 2022 and can only be used for (1) person at their organization/company).

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**Premium Hole Sponsor (multiple available)** **\$1,100.00**

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Multiple Premium Hole Sponsor packages available. Hole theme for 2021 is Tailgating. All hole decorations and contests should reference the overall theme for this year's golf tournament (exceptions must be approved) Includes (1) six foot table with two chairs and (2) non-player registrations; company logo on marketing AMPs website and golf tournament marketing emails; list of participants (three weeks out, day before and post meeting).

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**Spa Stop Sponsor** **\$1,100.00**

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Rest, Relax, Release – sponsor the Zen for the AMPs Golf Tournament. AMPs will provide spa components – chair massage and reflexology (based on current COVID regulations in VA). Additional upgrades can be arranged for an additional fee. Company logo on marketing AMPs website and golf tournament marketing emails; list of participants (three weeks out, day before and post meeting).

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**Decor Sponsor** **\$1,000.00**

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Create the atmosphere for the Golf Tournament and Golf Clinic. Event theme for 2021 is Tailgating. All decorations and contests should reference the overall theme for this year's golf tournament (exceptions must be approved) Work with committee to imagine, design, execute and tear down. All décor is the responsibility of the sponsor. Includes (1) six-foot table with two chairs and (2) non-player registrations; company logo on marketing AMPs website and golf tournament marketing emails; list of participants (three weeks out, day before and post meeting).

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**Bag Drop** **\$450.00**

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Meet players as they get ready to start the day! Sponsor will receive list of participants (day before and post event)

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**Hole Sponsor (multiple available)** **\$900.00**

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Hole theme for 2021 is Tailgating. All hole decorations and contests should reference the overall theme for this year's golf tournament (exceptions must be approved) Includes (1) six-foot table with two chairs and (2) non-player registration; list of participants (three weeks out, day before and post meeting).

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**Cigar Cart Sponsor** **\$825.00**

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Cigars are always popular at golf events. Drive the carts to deliver cigars to players. All cigars and accessories are the responsibility of the sponsor. Includes golf cart and (1) non-player registrations; company logo on marketing AMPs website and golf tournament marketing emails; list of participants (three weeks out, day before and post meeting).

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**Bathroom Concierge Sponsor** **\$825.00**

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(1) one golf cart; sponsor provides all materials with logo; list of participants (three weeks out, day before and post meeting).

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**19th Hole Sponsor** **\$750.00**

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Can't attend the Golf Tournament? Sponsor the 19<sup>th</sup> Hole. AMPs is reliant upon charitable contributions from sponsors to carry out our mission and is grateful to receive widespread support from those in the industry and beyond. Sponsor will receive list of participants (three weeks out, day before and post meeting).

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**Style and Enthusiasm Judge Sponsor** **\$650.00**

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Plus, appointment as Style and Enthusiasm Costume Contest Judge. Golf Cart will be provided. Sponsor will receive list of participants (day before and post event)

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**Motorcade Judge Sponsor** **\$650.00**

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Judge of cart decorating contest. Golf Cart will be provided. Sponsor will receive list of participants (day before and post event)

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**Cart Signs Sponsor** **\$600.00**

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Sponsor the creation of the signage and messaging on the players' golf carts. Sponsor will receive list of participants (day before and post event)

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**Team Prize Sponsor (multiple sponsorships available)** **\$400.00**

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Sponsor may decorate prize packaging. Sponsor will receive list of participants (day before and post event)

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**Foursome Photo Frame Sponsor****\$400.00**

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Have the memories live on for years!!! Sponsor the photo frames! Sponsor will receive list of participants (day before and post event)

**Flagstick Sponsor****\$400.00**

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Show off your brand throughout the greens. Use your custom flags to deliver a unique opportunity for on-course sponsorship and increased brand awareness. Flags provided by the sponsor and must comply with both the USGA and R&A rules. Sponsor will receive list of participants (day before and post event)

**Mulligan Table Sponsor****\$450.00**

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Sponsor will receive list of participants (day before and post event)

**Golf Ball Sponsor****\$350.00**

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AMPs requests that sponsor provide balls with tournament logo. Product discounts available from AMPs promotion provider. Product purchase is the responsibility of the sponsor. Sponsor will receive list of participants (day before and post event)

**Golf Towels Sponsor****\$350.00**

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AMPs requests that sponsor provide towels with tournament logo. Product discounts available from AMPs promotion provider. Product purchase is the responsibility of the sponsor. Sponsor will receive list of participants (day before and post event)

**Sunscreen Sponsor****\$350.00**

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AMPs requests that sponsor provide sunscreen with tournament logo. Product discounts available from AMPs promotion provider. Product purchase is the responsibility of the sponsor. Sponsor will receive list of participants (day before and post event)

**Golf Tees Sponsor****\$350.00**

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AMPs requests that sponsor provide tees. Product discounts available from AMPs promotion provider. Product purchase is the responsibility of the sponsor. Sponsor will receive list of participants (day before and post event)

**Driving Range Sponsor****\$350.00**

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Driving range sponsorship will give your company high visibility to business executives and decision makers. Sponsor will receive list of participants (day before and post event)

**Golf Clinic Shuttle Sponsor****\$350.00**

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Participate with the Golf Clinic and drive participants to where they need to be. Sponsor will receive list of participants (day before and post event)

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**Putting Green Sponsor**

**\$350.00**

Putting Green sponsorship will give your company high visibility to business executives and decision makers. Sponsor will receive list of participants (day before and post event)

**Collateral Distribution**

**\$150.00**

Must be co-branded AMPs Golf. Sponsor will receive list of participants (day before and post event)

**Chipping Range Sponsor**

**\$150.00**

Chipping range sponsorship will give your company high visibility to business executives and decision makers. Sponsor will receive list of participants (day before and post event)

**Entertainment Services Sponsor**

**In-Kind**

DJ, Caricaturist, Photo Booth etc. Work directly with Golf Committee and Sponsorship committee for mutually beneficial concessions. Sponsor will receive list of participants (day before and post event)

**Sign Sponsor**

**In-Kind**

Sponsor will provide all golf signage needed for the tournament. Work directly with Golf Committee and Sponsorship committee for mutually beneficial concessions. Sponsor will receive list of participants (day before and post event)



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