



2009 VANCOUVER OPEN

Sept. 13-15th

Fraserview, Langara, McCleery G.C.

SPONSORSHIP OPPORTUNITIES

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Sept. 13-15th, 2009
Fraserview, Langara, McCleery G.C.

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Dear Friends and Supporters:

For the first time in the City of Vancouver's history, the VANCOUVER OPEN will be facilitated at Vancouver's three City Courses – Fraserview, Langara and McCleery Golf Courses. Vancouver Golf Tour (VGT) is honoured to facilitate this premier golf event in September and has chosen to partner with CKNW 980 radio to raise significant proceeds for the CKNW Orphan's Fund.

The enthusiastic support of local businesses and volunteers this year will help raise these funds to support the many programs and services provided by the Orphan's Fund. One of VGT's main goals since its inception in 2006 has been to improve the quality of life for citizens in our community through outreach programs. The heart of the Vancouver Golf Tour is its ability to give back to the communities in which they play.

When you partner with CKNW 980 and the VANCOUVER GOLF TOUR, you are affiliating with one of Vancouver's leading radio stations that has served the community through their charity work since 1945 and Western Canada's Premier Developmental Golf Tour.

Thanks to CKNW 980, the VANCOUVER GOLF TOUR through the 2009 VANCOUVER OPEN will make a tremendous impact on the Vancouver Community. By inviting golf enthusiasts to both play with and watch some of Vancouver's future PGA golfing stars at the same time giving inner city youth an opportunity to experience a PGA Golf Clinic from some of BC's best Professional Golfers, the VANCOUVER OPEN will help raise funds to support the many initiatives involved with the CKNW Orphan's fund.

Your support of the VANCOUVER OPEN this year will be very meaningful as you will be directly aiding the CKNW Orphan's Fund through your involvement. For more than 60 years, CKNW 980 has lead the way in serving our community through their on-going fundraising initiatives for the Orphan's Fund. I look forward to working with you this year as Commissioner of the Vancouver Golf Tour and Chairman of The 2009 Vancouver Open and encourage you to join this distinguished group of corporate and community leaders in their support of this outstanding event.

Sincerely,

Fraser Mulholland
VGT Commissioner
Chairman, 2009 Vancouver Open



VANCOUVER GOLF TOUR (VGT) OVERVIEW



VGT was developed back in 2006 for Vancouver's local Professionals and Amateurs – giving them the opportunity for a high level of competition in a PGA Tour environment without spending excess travel dollars. The main goal is to provide local players the opportunity to learn how to win while at the same time building their confidence to play on Worldwide Major Tours.

The mission statement of VGT has always been to 'Prepare Tomorrow's Champions' and to send a minimum of one Professional down to compete in the PGA Tour Qualifying School every year. We have sent three of our top players to PGA Tour School the past three years.

Our top ranked player on the 2009 Order of Merit will be granted a fully paid entry to compete in the 2009 PGA Q-School. Our hope is to soon send multiple players down to PGA Tour School and see a growing surge of VGT players graduating to the PGA Tour. Since our inception in 2006, VGT has been working alongside the Canadian Tour to secure positions into local Canadian Tour events for our top VGT members. In 2007 and 2008, our Spring Order of Merit leaders were granted an exemption into the Greater Vancouver Charity Classic. With his exemption in 2008, VGT Professional Bryn Parry finished 17th place in this event and won the 2008 VGT Order of Merit to win the trip down to PGA Qualifying School.



"Our tour is giving our young rising stars (juniors and amateurs) a chance to compete head-to-head against the best professionals in our province on a regular basis. "The youth movement in golf will have an opportunity to see how some of our best professionals play the game earlier than ever before and learn how to win against them before they are out of their teens" says VGT Commissioner Fraser Mulholland. "I want our youth to learn how to win against the best professionals in our country so early that by the time they are 17 or 18, they are ready to win on the PGA Tour! This is the biggest reason Tiger Woods is where he is today".

"VGT Professionals are not only some of the best role models to our younger generation of golfers for the golf skill sets they possess, but more so as teachers of life long skills they can learn from the game of golf.

Vancouver Golf Tour has grown rapidly in its three year history, amassing over 1,000 golfers in its events. The tour is recognized as Western Canada's Premier Developmental Golf Tour and has gained a lot of respect from local and regional media personalities. Through their support, VGT has rapidly become a driving force in the Canadian Golf Scene and will amass over 100,000 visits this year to its website and well over ½ million web pages viewed. The Vancouver Open will be the premier event on the 2009 Vancouver Golf Tour schedule, consisting of 220 competitive golfers and 100 corporate Pro-am players and will feature some of Canada's best Professional and Amateur golfers.

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CKNW ORPHAN'S FUND

WORKING FOR CHILDREN WITH SPECIAL NEEDS EVERY DAY OF THE YEAR

Established by radio station CKNW, the CKNW Orphans' Fund has been operating since 1945. We are dedicated to promoting the health and welfare of physically, mentally challenged and disadvantaged children in BC communities. Throughout the years the fund has awarded millions of dollars to special needs children, their families and the organizations working on their behalf. For over 60 years we have been able to assist children to gain independence and confidence through your generosity.

CKNW Orphans' Fund - Fundraising Activities

Our biggest fundraiser at the beginning of every December is the annual CKNW Orphans' Fund Pledge Day. This is a live radio/television broadcast on CKNW Radio and Shaw TV. This program is a full day of entertainment with radio and television personalities, community leaders, politicians, CKNW clients, school choirs, grateful recipients and many donors.

Our Direct Mail campaign happens every fall and builds up to Pledge Day.

Other fundraising events have included the annual herring sale, ladies bowling league and golf tournaments.



Where the Dollars Go

- Adapted wheelchairs
- Wheelchair van lifts for children
- Computers, Braille printers and software for visually impaired kids
- Insulin pumps
- Speech, music, art and equestrian therapy for children with Autism
- Emergency dental work, hearing aids
- Emergency transportation to medical facilities for specialized treatment
- Adapted canoe seats for quadriplegic and paraplegic kids for a local rowing club
- Customized walking devices that assist children with mobility challenges
- Sending kids to camp
- Picnic for 3000 special needs kids to attend a fun day at Playland with their peers to enjoy rides, entertainment and lunch
- Resources for a teen eating disorders clinic
- Outreach program to shelter homeless youth
- Endowments have been established at most community colleges, BCIT and the Open Learning Agency to provide bursaries for single parent students.



Why Partner

With over 200 full-time members and over 1,000 golfers competing, The VANCOUVER GOLF TOUR (VGT) is the fastest growing golf tour in Canada. Not only are their players making headlines in regional and national newsprint, radio, and television, but they are on the cutting edge of making it to the PGA TOUR.

Seven of VGT's current members have played on the PGA TOUR and 26 members are either current or past CANADIAN TOUR players. Four VGT members hold Canadian PGA Assistant Pro and Head Pro Champion titles and one of our members (Bryn Parry, seen below) fell one shot short from gaining his full PGA Tour card in '07 as well as finishing runner-up in a Nationwide Tour event in the same year.

Our TOUR players are role models for kids to emulate not only golf skills but life enhancing values of honesty, integrity and sportsmanship.

Since its inception in 2006, one of VGT's biggest mandates is giving back to charity. To date, VGT has been involved with fundraising initiatives resulting in donations exceeding \$50,000 for local charities.

Through a recent pole conducted by VGT, Our TOUR and its players are seen in a very positive light:



- Enhances Local Community 93.3%**
- Promotes Honest & Integrity 95.6%**
- Encourages Volunteerism 93.0%**
- Provides Good Role Models 94.5%**
- Positive Overall Image 94.2%**

When you partner with the VANCOUVER GOLF TOUR and CKNW 980, you are affiliating with one of the Canada's fastest growing golf bodies and with one of Vancouver's Premier radio stations.



Partnership Opportunities

TITLE SPONSOR- \$25,000 (Plus GST)

Event Name:

- ° All rights to title name and all press coverage associated with the “**Title Sponsor**” **VANCOUVER OPEN** in support of CKNW ORPHAN’S FUND
- ° A guaranteed tournament purse of \$50,000 in Cash and Prizes.
- ° Option to pick up 2010 event as Title Sponsor on same terms at conclusion of 2009 event

Media Coverage:

- ° A minimum of \$60,000 in CKNW 980 Radio time pre and post event recognizing YOUR COMPANY as “**Title Sponsor**” **VANCOUVER OPEN** in support of CKNW ORPHAN’S FUND
- ° Five ¼ page advertisements in Vancouver Sun or Province with Title Sponsor status and Corporate Logo as part of Vancouver Open promotion
- ° ½ page article on Vancouver Open in REAL GOLF MAGAZINE in July/August issue
- ° Five ½ page ads in Local Newspapers with Title Sponsor status and Corporate Logo
- ° Pre-event, event and post event sports reporting by local and provincial print media with prominent Title Sponsorship focus. Estimated \$30,000 in value in 2008

Other Advertising Coverage

- ° Title Sponsorship advertised in all Vancouver Golf Tour schedule promotional material
- ° Branding with CKNW Orphan’s Fund including photo opportunity at awards ceremony recognizing your minimum \$5,000 donation to the ORPHAN’S FUND and award the winner’s trophy and ‘life-size’ cheque. YOUR COMPANY logo is recognized on all winners’ trophies
- ° Your Company logo featured prominently on all Live Leader boards and main scoreboard
- ° Corporate name and logo and event name on 4’ by 8’ tournament sign prominently displayed at feature courses leading up to and during the event
- ° Corporate logo on all 18 flagsticks and all tee-gifting (shirts/hats) for Pro-am and Vancouver Open competitors (over 300 players) and on all volunteer outfits for the ‘09 Vancouver Open.
- ° Corporate logo and/or name on all event tickets being sold
- ° YOUR COMPANY’S Title Sponsorship of the Vancouver Open is displayed at over 60 Lower Mainland golf facilities on the Vancouver Open Poster = Exposure to over a **½ million golfers.**
- ° A video of the 2009 VANCOUVER OPEN Championship will be produced and posted on our website. Our **2008 video** received over 20,000 views to date. This video will also be used in future years by the Vancouver Parks Board to market the 3 City golf courses. Possible exposure to YOUR COMPANY’S brand from this video is in the 100,000’s.



TITLE SPONSOR (CONT'D) Partnership Opportunities

Website Exposure:

Vancouver Park Golf – www.vancouverparks.ca/. A link from Vancouver Park Golf Home page (over ½ million visits per year) is provided to the 2009 Vancouver Open webpage

Vancouver Golf Tour – www.vancouvergolftour.com/

Premier Front Page Banner and link on the VGT website all year long (100,000 visits in '09)

Other – Exposure on **BCgolfguide.com**, **golfvancouver.com**, **BCgolfguide.com** in all tournament releases and results plus direct links back to the VGT schedule.

Corporate Entertaining and Relationship Benefits (Title Sponsor)

- ° Six team invitations to Vancouver Open Pro Am for Title Sponsor valued clients (Value 18 @ \$300 = \$5,400) which includes golf, power carts, lunch and dinner for three foursomes to be joined by 3 top Vancouver Golf Tour professionals. Plus a gift certificate for three foursomes of golf plus power carts to any one Vancouver Park Golf Courses in 2010.
- ° 300 Weekly Passes to Vancouver Open (Value = 300 @ \$10 = \$3,000)
- ° Corporate tent at the Vancouver Open which includes: A catered lunch and drinks for ten people on all three rounds of the Championship. All Vancouver Open literature, including tee-off guides, rules and dinner brochures will include your logo in premier placement
- ° COMPANY LOGO will be prominently displayed on all player Caddy bibs
- ° A top VGT Professional will conduct a 1-hour golf clinic for six clients prior to the Pro-am at the Vancouver Open.

PRESENTING SPONSOR - \$10,000 (plus GST)

Event Name:

- ° All rights to presenting sponsor name and all press coverage associated with the Title Sponsor Vancouver Open in support of CKNW ORPHAN'S FUND "presented by Presenting Sponsor".
- ° Option to pick up next years event as presenting sponsor on same terms at conclusion of 2009

Media Coverage:

- ° A minimum of \$60,000 in CKNW 980 Radio time pre and post event recognizing the "Title Sponsor" **VANCOUVER OPEN** in support of CKNW 980 ORPHAN'S FUND
- ° Five ¼ page advertisements in Vancouver Sun or Province with Presenting Sponsor status and Corporate Logo as part of Vancouver Open promotion
- ° Five ½ page ads in Local Newspapers with Presenting Sponsor status and Corporate Logo
- ° Pre-event, event and post event sports reporting by local and provincial print media with prominent Presenting Sponsorship focus

Other Advertising Coverage

- ° Presenting Sponsorship advertised in all Vancouver Open promotional material
- ° Major branding with CKNW 980 ORPHAN'S FUND
- ° Title and logo featured prominently on all Live Leader boards and main scoreboard
- ° Corporate logo and event name on all event tickets being sold to event
- ° Corporate name and logo and event name on 4' by 8' tournament sign prominently displayed

Corporate Entertaining and Relationship Benefits

- ° Four team entries to Vancouver Open Pro Am for Presenting Sponsor valued clients (Value 12 @ \$300 = \$3,600) which includes golf, power carts, lunch and dinner for two threesomes to be joined by two top Vancouver Golf Tour professionals. Plus a gift certificate for two foursomes of golf plus power carts to any one Vancouver Park Golf Courses in 2010.
- ° 100 weekly Passes to Vancouver Open (Value = 100 @ \$10 = \$1,000)



Partnership Opportunities

MAJOR SPONSORS - \$5,000 (plus GST)

Media Coverage:

- ° A minimum of \$60,000 in CKNW 980 Radio time pre and post event recognizing the “**Title Sponsor**” **VANCOUVER OPEN** in support of CKNW 980 ORPHAN'S FUND
- ° Five ¼ page advertisements in Vancouver Sun or Province with Major Sponsor status and Corporate Logo as part of Vancouver Open promotion
- ° Five ½ page ads in Local Newspapers with Major Sponsor status and Corporate Logo
- ° Pre-event, event and post event sports reporting by local and provincial print media with prominent Major Sponsorship focus

Other Advertising Coverage

- ° Major branding with CKNW 980 ORPHAN'S FUND
- ° Exclusive 4' by 8' Signage with Corporate Name and Logo in prominent area of event
- ° Corporate name and logo and event name on 4' by 8' tournament sign prominently displayed at feature courses leading up to and during the event (30 days x 800 golfers = 24,000 golfers exposed to your sponsorship)

Corporate Entertaining and Relationship Benefits

- ° Six invitations to Vancouver Open Pro Am (Value of 6 @ \$300 = \$1,800) which includes golf, power carts, lunch and dinner for 1 foursome to be joined by a top VGT Professional. Plus a gift certificate for a foursome of golf to any one Vancouver Park Golf Courses in 2010.
- ° 50 Weekly Passes to Vancouver Open (Value 50 @ \$10 = \$500)

Major Sponsorships Available

- ° **Practice Range / Junior Clinic Sponsor** – Your Company's signage will be displayed prominently at the Practice Range and recognized as sponsoring the Inner-City Youth Golf Clinic on Sunday, Sept.13th
- ° **Putting Green Sponsor** – Your Company's Signage will be displayed around the main putting green of all three golf courses throughout the tournament
- ° **Volunteer Hospitality and Shirt Sponsor** – Recognized on all Volunteer shirts and providing lunch to all volunteers throughout the event
- ° **Pro-am Dinner Sponsor** – Your Company's signage will have major presence in the Clubhouse during the Pro-am and at the dinner reception
- ° **Pro-am Presenting Sponsor** – Your Company recognized in all literature as Presenting Sponsor of the Vancouver Open Pro-am. Your Company logo included on Pro-am Tee-gift
- ° **Corporate/Professional Hospitality Sponsor** – Recognized on tented area for providing Corporate Hospitality to sponsors and Professionals in the Vancouver Open



Partnership Opportunities

DIAMOND/GOLD/SILVER SPONSORS - \$2,500/\$1,500/\$1,000 (plus GST)

Media Coverage:

Other Advertising Coverage

- ° Opportunity to brand with CKNW ORPHAN'S FUND
- ° Invitation(s) to Pro Am as indicated in grid below which includes golf, cart, dinner and prizing
- ° Tickets to event as indicated in grid below
- ° Gift certificate(s) for play at any one of the Vancouver Park Golf Courses in 2010 as indicated in grid below
- ° Sponsor recognition on 4' by 8' signage to be displayed at feature courses leading up to and during the event (30 days x 800 golfers = 24,000 golfers exposed to your sponsorship)

Corporate Entertaining and Relationship Benefits

Benefit Description	\$2,500 Diamond Sponsor	\$1,500 Gold Sponsor	\$1,000 Silver Sponsor
Invitation to Pro-Am	4 Spots	2 Spots	1 Spot
Golf Certificates	1 Twosome with Power cart	1 Twosome	n/a
Hole Signage	Corporate Name & Logo on Sky Flag or 4'by 8' banner for all 3 days	Corporate Name & Logo on Sky Flag or 4' by 8' Banner for all 3 days	Hole Sponsorship for all 3 days
Event Tickets	25 Weekly Passes	15 Weekly Passes	10 Weekly Passes

If you require more information regarding any of the listed Sponsorship Opportunities or would like a corresponding sponsorship form to confirm your sponsorship position, please contact me directly by phone or by email below.

I look forward to your correspondence at your convenience.

Sincerely,

Fraser Mulholland
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