

**Victoria • Vancouver • Edmonton • Calgary • London • Toronto • Ottawa • Montréal**

## Take a Swing at Global Poverty!

World Partnership Golf (WPG) is Canada's only national golf event in support of international development. An initiative of Aga Khan Foundation Canada (AKFC), World Partnership Golf takes place in eight Canadian cities and raises funds for vital poverty alleviation programs in Africa and Asia. AKFC addresses the root causes of poverty through programs in health care, education, rural development as well as initiatives that strengthen community-based organizations. Proceeds raised from WPG help leverage additional support from major donors.

### WPG Quick Facts:

- Launched nationally in 2000.
- Takes place in Victoria Vancouver, Edmonton, Calgary, London, Toronto, Ottawa, Montréal.
- Attracts over 1300 golfers.
- Receives support from over 200 corporate sponsors.
- A variety of sponsorship opportunities are available at each tournament to provide those involved with maximum exposure.
- Rewards participants with special gifts, prizes and great food!

**Ottawa's World Partnership Golf** event will be held on **Monday, July 26, 2010** at the Camelot Golf & Country Club.

To get involved in World Partnership Golf or for more information, please visit our website at [www.worldpartnershipgolf.com](http://www.worldpartnershipgolf.com) or contact us at **613-724-7862** (Salima Rattansi, Convenor) at **613-608-9158** (Anish Lalani, Vice Convenor).

See you on the first tee!

2010 WPG Organizing Committee

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## 11th Annual World Partnership Golf Tournament

### Sponsorship Opportunities Overview:

All sponsorships include; foursome(s), green fees + carts, lunch, dinner and player prizes

|                     |                                  |          |
|---------------------|----------------------------------|----------|
| Presenting Partner: | Tournament Sponsor               | \$15,000 |
| Premier Partner:    | Golf Course Sponsor              | \$10,000 |
| Platinum Partner:   | Banquet Sponsor                  | \$7,500  |
| Gold Partner:       | Golf Shirt Sponsor               | \$5,000  |
|                     | Golf Cap Sponsor                 | \$5,000  |
|                     | Golf Cart Sponsor                | \$5,000  |
|                     | Lunch Sponsor                    | \$5,000  |
|                     | Golfer's Day Video Sponsor       | \$5,000  |
|                     | Golfer's Tournament Gift Sponsor | \$5,000  |
|                     | Driving Range Sponsor            | \$5,000  |
| Silver Partner:     | Putting Contest Sponsor          | \$2,250  |
|                     | Longest Drive Sponsor            | \$2,250  |
|                     | Closest to the Pin Sponsor       | \$2,250  |
|                     | Beat the Pro                     | \$2,250  |
|                     | Net a 1000                       | \$2,250  |
| Bronze Partner:     | Hole Sponsor                     | \$1,750  |



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| Your Benefits   | Presenting Partner                              | Premier Partner                    | Platinum Partner              | Gold Partner            | Silver Partner          | Bronze Partner          |
|---|---|------------------------------------|-------------------------------|-------------------------|-------------------------|-------------------------|
|   | \$15,000<br>Tournament<br>Multi City<br>Sponsor | \$10,000<br>Golf Course<br>Sponsor | \$7,500<br>Banquet<br>Sponsor | \$5,000<br>(see page 2) | \$2,250<br>(see page 2) | \$1,750<br>(see page 2) |
| Golf Foursome included  | 2   | 2                                  | 1                             | 1                       | 1                       | 1                       |
| Recognition and hyperlink to your company's website on the WPG website                      | ✓   | ✓                                  | ✓                             | ✓                       | ✓                       | ✓                       |
| Recognition on WPG Golf Banner  | ✓   | ✓                                  | ✓                             | ✓                       | ✓                       | ✓                       |
| Display corporate logo at sponsor hole  | ✓   | ✓                                  | ✓                             | ✓                       | ✓                       | ✓                       |
| Recognition in WPG Literature   | ✓   | ✓                                  | ✓                             | ✓                       | ✓                       | ✓                       |
| Recognition on Annual Report to Donors and Sponsors   | ✓   | ✓                                  | ✓                             | ✓                       | ✓                       |                         |
| Corporate Representation and Opportunity to distribute corporate collateral at sponsor hole | ✓   | ✓                                  | ✓                             | ✓                       |                         |                         |
| Logo on e-messages prior to the event   | ✓   | ✓                                  | ✓                             | ✓                       |                         |                         |
| Display Corporate Banner  | Two 20 ft x 3 ft                                | Two 14 ft x 3 ft                   | Two 8 ft x 3 ft               |                         |                         |                         |
| Recognition in the Globe and Mail – Thank you advertisement                                 | ✓   | ✓                                  | ✓                             |                         |                         |                         |
| VIP Service – (Privileged Parking Service)  | ✓   | ✓                                  | ✓                             |                         |                         |                         |
| Invitation to the VIP Breakfast - World Partnership Walk                                    | ✓   | ✓                                  | ✓                             |                         |                         |                         |
| Recognition during dinner by MC   | ✓   | ✓                                  |                               |                         |                         |                         |
| Opportunity to place promotion material in golfer's welcome kit                             | ✓   | ✓                                  |                               |                         |                         |                         |
| VIP Service - (Pre warm-up personal massage at Driving Range)                               | ✓   | ✓                                  |                               |                         |                         |                         |
| Opportunity to speak during Banquet   | ✓   |                                    |                               |                         |                         |                         |

*"There are real people behind the sobering facts and figures about poverty- and there are concrete ways in which we can help them right now. I encourage Canadians from all walks of life to look for ways to engage and support efforts to solve global poverty." - Milton K. Wong, Chairman of HSBC Asset Management (Canada) Ltd*

