



CANASA

Canadian Security Association
Association canadienne de la sécurité

GOLF

SPONSORSHIP OPPORTUNITIES 2023



Includes ASIS-collaborated
tournament sponsorships



Your invitation to sponsor a 2023 CANASA Golf Tournament

It is my pleasure to invite you to sponsor the 2023 Canadian Security Association's (CANASA) golf tournaments across Canada.

Sponsoring a CANASA golf tournament offers you the opportunity to showcase your company while networking with fellow members and potential customers. By investing your marketing dollars sponsoring a CANASA golf tournament, you support the industry while funding vital membership initiatives, such as education and advocacy. Your support ensures that CANASA members continue to benefit from a wide range of services and resources intended to give members the best competitive advantage.

Everything you need to know about golf sponsorship is in this prospectus.

I look forward to welcoming you at a CANASA golf tournament!

Sincerely,

Patrick Straw
CANASA Executive Director

TOURNAMENTS 2023

JUNE 15

British Columbia Regional Council and ASIS Pacific Chapter 
Hazelmere * New Course

JULY 12

Central Ontario Regional Council
Deer Creek Golf Club * New Course

JULY 18

Southern and Northern Alberta Regional Councils
Alberta Springs Golf Resort

JULY 25

Atlantic Regional Council - NEW EVENT
Granite Springs Golf Club

JULY 27

Southwestern Ontario Regional Council
Pine Knot Golf & Country Club

AUGUST 15

Prairie Regional Council and ASIS Manitoba Chapter 
Glendale Golf & Country Club

AUGUST 17

Eastern Ontario Regional Council
Pine View Municipal Golf Course

SEPTEMBER 14

Golden Horseshoe Regional Council
Willow Valley Golf Course

SEPTEMBER 21

Quebec Regional Council
Club de Golf Atlantide, Dorion, Québec * New Course



Supporting Local Charities



CANASA Regional golf tournaments provide a great networking opportunity and enables the Regional Councils to participate in fundraising efforts to support local charities.

Thanks to the generosity of CANASA members across Canada, more than \$25,000 was raised at nine golf tournaments in 2022 to support local not-for-profit organizations and the important work that they do in their communities.





Golf Carts Sponsorship

Tournaments/Price

- ☐ British Columbia - \$1,500 **ASIS**
- ☐ Central Ontario - \$800
- ☐ Southern & Northern Alberta - \$500
- ☐ Atlantic - \$500
- ☐ Southwestern Ontario - \$500
- ☐ Eastern Ontario - \$800
- ☐ Golden Horseshoe - \$800
- ☐ Quebec - \$1,500

Make your selection by clicking on the box beside your choice. (this will tally on Page 14)

Exclusive to 1 sponsor per tournament.

- Sponsor promoted as the tournament Golf Cart Sponsor
- Sponsor will receive verbal recognition during the awards ceremony
- Sponsor's logo will also be included in all promotional material including the CANASA website and email communications
- A sign with the Sponsor's logo will be placed in each golf cart
- Sponsorship does not include dinner. Dinner must be purchased separately



Photos Sponsorship

Tournaments

- ☐ British Columbia - \$2,400 **ASIS**
- ☐ Central Ontario - \$2,400
- ☐ Southern & Northern Alberta - \$2,400
- ☐ Eastern Ontario - \$2,400
- ☐ Quebec - \$2,400

Make your selection by clicking on the box beside your choice. (this will tally on Page 14)

Exclusive to 1 sponsor per tournament.

- Sponsor promoted as the tournament Photo Sponsor
- Sponsor will receive verbal recognition during the awards ceremony
- Sponsor's logo will also be included in all promotional material including the CANASA website and email communications
- Sponsor's logo will be embossed on the photo frames provided by CANASA
- Each player will leave the tournament with a picture of his foursome in a photo frame featuring the sponsor's logo
- Signage with the sponsor logo will be displayed at the photo pickup area
- Sponsorship does not include dinner. Dinner must be purchased separately



Golf Clinic Sponsorship

Tournaments

☐ British Columbia - \$700 

Make your selection by clicking on the box (this will tally on Page 14)

Exclusive to 1 sponsor per tournament.

- Sponsor promoted as the tournament Golf Clinic Sponsor
- Sponsor's logo will be featured at the designated Golf Clinic area
- Sponsor will receive verbal recognition during the awards ceremony
- Sponsor's logo will also be included in all promotional material including the CANASA website and email communications
- Sponsorship does not include dinner. Dinner must be purchased separately



Scorecards Sponsorship

Tournaments

- ☐ British Columbia - \$300 
- ☐ Central Ontario - \$300
- ☐ Southern & Northern Alberta - \$250
- ☐ Atlantic - \$250
- ☐ Southwestern Ontario - \$250
- ☐ Eastern Ontario - \$300
- ☐ Golden Horseshoe - \$300

Make your selection by clicking on the box beside your choice. (this will tally on Page 14)

Exclusive to 1 sponsor per tournament.

- Sponsor promoted as the tournament Scorecard Sponsor
- Sponsor will receive verbal recognition during the awards ceremony
- Sponsor's logo will be included in all promotional material including the CANASA website and email communications
- CANASA will provide the sponsor's logo on a sticker or insert to be placed on each scorecard
- Sponsors logo will be displayed on signage
- Sponsorship does not include dinner. Dinner must be purchased separately



Lunch/Breakfast* Sponsorship

Tournaments

- ☐ British Columbia - \$1,000 **ASIS**
- ☐ Central Ontario - \$700
- ☐ Southern & Northern Alberta - \$500
- ☐ Atlantic - \$500
- ☐ Southwestern Ontario - \$500
- ☐ Eastern Ontario - \$500
- ☐ Golden Horseshoe - \$500

Make your selection by clicking on the box beside your choice. (this will tally on Page 14)

Exclusive to 1 sponsor per tournament.

- Sponsor promoted as the tournament Lunch/Breakfast Sponsor
- Sponsor will receive verbal recognition during the awards ceremony
- Sponsor's logo will be included in all promotional material including the CANASA website and email communications
- CANASA will provide the sponsor's logo on the lunch/breakfast ticket
- Sponsor will receive two complimentary lunch/breakfast vouchers for volunteers/staff
- Signage with the sponsor logo will be displayed in the allocated meal area during lunch/breakfast
- Sponsorship does not include dinner. Dinner must be purchased separately

* Depending on the start time of the tournament this will be either a breakfast or a lunch



Dinner Sponsorship

Tournaments

- ☐ British Columbia - \$1,500 **ASIS**
- ☐ Central Ontario - \$900
- ☐ Southern & Northern Alberta - \$900
- ☐ Atlantic - \$900
- ☐ Southwestern Ontario - \$900
- ☐ Eastern Ontario - \$900
- ☐ Golden Horseshoe - \$900

Make your selection by clicking on the box beside your choice. (this will tally on Page 14)

Exclusive to 1 sponsor per tournament.

- Sponsor promoted as the tournament Dinner Sponsor
- Sponsor will receive verbal recognition during the awards ceremony
- Sponsor's logo will also be included in all promotional material including the CANASA website and email communications
- Sponsor's logo will be displayed in the allocated meal area during the dinner
- Sponsorship includes two complimentary dinners



Hole Sponsorship

Tournaments

- ☐ British Columbia - \$500 
- ☐ Central Ontario - \$500
- ☐ Southern & Northern Alberta - \$300
- ☐ Atlantic - \$300
- ☐ Southwestern Ontario - \$300
- ☐ Eastern Ontario - \$500
- ☐ Golden Horseshoe - \$500
- ☐ Quebec - \$600

Make your selection by clicking on the box beside your choice. (this will tally on Page 14)

Exclusive to 18 sponsors.

At the designated hole:

- **Maximum 2 representatives**
- Sponsor will have the opportunity to showcase their product or business in any way including the distribution of literature, promotional items, food, provide a service (i.e. refreshment station) and additional signage including banners (venue permitting)
- Sponsor has the choice to run contests, games or a special activity on their hole
 - * *Contest and/or activity will be allotted on a first-request basis and is venue permitting*
 - * *Should the Sponsor run a contest, the Sponsor must provide a non-product related prize or provide a service (i.e. refreshment station) with a minimum recommended value of \$500. If the contests are separate for male and female, two prizes must be provided*
 - * *Sponsor must allocate a volunteer who will remain at the hole as a witness to ensure the contest is run fairly*
- Sponsor's logo will be featured at the designated special hole
- Sponsor will receive verbal recognition during the awards ceremony
- A representative from the Sponsor's company will have the opportunity to present their prize during the awards ceremony
- Sponsor's logo will also be included in all promotional material including the CANASA website and email communications
- Sponsor will receive two complimentary lunch vouchers for volunteers/ staff at designated hole*
- Sponsorship does not include dinner. Dinner must be purchased separately
- * *Quebec includes breakfast and lunch vouchers for a maximum of 2 people.*



Water Bottle Sponsorship

Tournaments

- ☐ British Columbia - \$300 
- ☐ Central Ontario - \$300
- ☐ Southern & Northern Alberta - \$300
- ☐ Atlantic - \$300
- ☐ Southwestern Ontario - \$300
- ☐ Eastern Ontario - \$300
- ☐ Golden Horseshoe - \$300
- ☐ Quebec - \$600

Make your selection by clicking on the box beside your choice. (this will tally on Page 14)

Exclusive to 1 sponsor per tournament.

Sponsor can provide water bottles or tumblers for each golfer at sponsors expense, CANASA staff will assist with the placement of the waterbottles or tumblers in each cart or at registration

- Sponsor will receive verbal recognition during the awards ceremony
- Sponsor's logo will also be included in all promotional material including the CANASA website and email communications
- Sponsorship does not include dinner. Dinner must be purchased separately



Prairie Golf Sponsorships



- ☐ Title - \$1,000
- ☐ General - \$600
- ☐ Hole - \$300
- ☐ Donation of player gift/door prize

To select and make payment of you sponsorship category please contact:

CANASA: Jonathan Metcalfe
jonathan.metcalfe@nici.mb.ca
204-981-9027

ASIS: Sloane Newton
sloanenewton@gmail.com
431-337-5770

* Note: Signage with sponsor logo will be provided

CANASA Prairie Regional Council in partnership with ASIS Manitoba Chapter

Option 1: Title Sponsor \$1,000

- verbal recognition during award ceremony
- logo included on promotional material
- increased signage on all promo material as well as at the event

Option 2: General Sponsor \$600

- verbal recognition during award ceremony
- logo included on promotional material

Option 3: Hole Sponsor \$300

- at hole, sponsor may promote product/business
- choice to run game, contest, or activity
- prize/s must be provided for award at ceremony
- logo featured at hole
- verbal recognition during award ceremony
- sponsor may award prize during ceremony
- logo included on promotional material
- two complimentary lunch vouchers for volunteers who remain at designated hole

Option 4: Donation of player gift/door prize

- verbal recognition during award ceremony
- promo item may contain company logo. LOGOS must be provided for inclusion on promotional materials.

Credit card number, cardholder, company and authorization must be provided.

For more information or to register:

CANASA: Jonathan Metcalfe
jonathan.metcalfe@nici.mb.ca
204-981-9027

ASIS: Sloane Newton
sloanenewton@gmail.com
431-337-5770



Quebec Golf: Additional Sponsorships

Sponsorships

- ☐ Breakfast - \$800
- ☐ BBQ - \$1,000
- ☐ Snack - \$500
- ☐ Cocktails & Canapés - \$1,100

Make your selection by clicking on the box beside your choice. (this will tally on Page 14)

CANASA golf sponsorship program creates lots of networking occasions! Breakfast, BBQ lunch, cocktail, be with us throughout the day, CANASA's sponsorship ; a great value for all your sponsorship

Breakfast

- Sponsor will receive verbal recognition during the awards ceremony
- Sponsor's logo will be included in promotional material including the CANASA website and email communications
- CANASA will provide the sponsor's logo on the breakfast ticket
- Sponsor will receive two complimentary breakfast vouchers for volunteers/staff
- Sponsor is invited to display their banners (2) at breakfast area

BBQ

- Sponsor will receive verbal recognition during the awards ceremony
- Sponsor's logo will be included in promotional material including the CANASA website and email communications
- CANASA will provide the sponsor's logo on the BBQ ticket
- Sponsor will receive two complimentary breakfast vouchers for volunteers/staff
- Sponsor is invited to display their banners (2) at BBQ area (for more interaction - opportunity for a company's rep to collect ticket at BBQ counter available)

Snack

- Sponsor will receive verbal recognition during the awards ceremony
- Sponsor's logo will be included in promotional material including the CANASA website and email communications
- CANASA will provide signage at registration table

Cocktail & Canapés

- Sponsor will receive verbal recognition during the awards ceremony and will give away the best and most honest score trophies
- Sponsor's logo will be included in promotional material including the CANASA website and email communications
- CANASA will provide the sponsor's logo on the cocktail ticket (1 drink per person)
- Sponsor will receive two complimentary cocktail vouchers for volunteers/staff
- Sponsor is invited to display their banners (2) at on stage or at cocktail station

Golf Sponsorship Opportunities 2023

	AMOUNT
1. Golf Carts	
<input type="checkbox"/> BC \$1,500 <input type="checkbox"/> Central ON \$800 <input type="checkbox"/> Southern & Northern Alberta \$500 <input type="checkbox"/> Atlantic \$500 <input type="checkbox"/> Southwestern Ontario \$500 <input type="checkbox"/> Eastern Ontario \$800 <input type="checkbox"/> Golden Horseshoe \$800 <input type="checkbox"/> Quebec \$1,500	1. \$ _____
2. Photos	
<input type="checkbox"/> BC \$2,400 <input type="checkbox"/> Central ON \$2,400 <input type="checkbox"/> Southern & Northern Alberta \$2,400 <input type="checkbox"/> Eastern ON \$2,400 <input type="checkbox"/> Quebec \$2,400	2. \$ _____
3. Golf Clinic	
<input type="checkbox"/> BC \$700	3. \$ _____
4. Scorecards	
<input type="checkbox"/> BC \$300 <input type="checkbox"/> Central ON \$300 <input type="checkbox"/> Southern & Northern Alberta \$250 <input type="checkbox"/> Atlantic \$250 <input type="checkbox"/> Southwestern Ontario \$250 <input type="checkbox"/> Eastern Ontario \$300 <input type="checkbox"/> Golden Horseshoe \$300	4. \$ _____
5. Lunch/Breakfast	
<input type="checkbox"/> BC \$1,000 <input type="checkbox"/> Central ON \$700 <input type="checkbox"/> Southern & Northern Alberta \$500 <input type="checkbox"/> Atlantic \$500 <input type="checkbox"/> Southwestern Ontario \$500 <input type="checkbox"/> Eastern Ontario \$500 <input type="checkbox"/> Golden Horseshoe \$500	5. \$ _____
6. Dinner	
<input type="checkbox"/> BC \$1,500 <input type="checkbox"/> Central ON \$900 <input type="checkbox"/> Southern & Northern Alberta \$900 <input type="checkbox"/> Atlantic \$900 <input type="checkbox"/> Southwestern Ontario \$900 <input type="checkbox"/> Eastern Ontario \$900 <input type="checkbox"/> Golden Horseshoe \$900	6. \$ _____
7. Hole	
<input type="checkbox"/> BC \$500 <input type="checkbox"/> Central ON \$500 <input type="checkbox"/> Southern & Northern Alberta \$300 <input type="checkbox"/> Atlantic \$300 <input type="checkbox"/> Southwestern Ontario \$300 <input type="checkbox"/> Eastern Ontario \$500 <input type="checkbox"/> Golden Horseshoe \$500 <input type="checkbox"/> Quebec \$600	7. \$ _____
8. Water Bottle	
<input type="checkbox"/> BC \$300 <input type="checkbox"/> Central ON \$300 <input type="checkbox"/> Southern & Northern Alberta \$300 <input type="checkbox"/> Atlantic \$300 <input type="checkbox"/> Southwestern Ontario \$300 <input type="checkbox"/> Eastern Ontario \$300 <input type="checkbox"/> Golden Horseshoe \$300 <input type="checkbox"/> Quebec \$600	8. \$ _____
9. Quebec - Additional Sponsorships	
<input type="checkbox"/> Breakfast \$800 <input type="checkbox"/> BBQ \$1,000 <input type="checkbox"/> Snack \$500 <input type="checkbox"/> Cocktails & Canapés \$1,100	9. \$ _____

QUESTIONS? Contact Erin Marsden at emarsden@canasa.org or call (905) 513-0622 ext.230

SUBTOTAL \$ _____

Disclaimer:

- Due to production and shipping timelines, Sponsorships cannot be accepted within three weeks of a golf tournament.
- A high resolution image of the Sponsor logo must be provided upon signing the Sponsorship contract.

The Total will be the Subtotal, plus tax applied per sponsorship on the location of the event sponsored.

FULL PAYMENT MUST ACCOMPANY CONTRACT. CONTRACTS WILL NOT BE PROCESSED WITHOUT FULL PAYMENT.	
CREDIT CARD PAYMENT	
<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMERICAN EXPRESS	
Credit Card # _____	Expiry _____
Cardholder Name _____	
Signature _____	
<input type="checkbox"/> I authorize CANASA to debit my credit card for the TOTAL dollar amount above, plus applicable taxes.	

***PROVINCIAL TAXES**

(Tax will be for the province the tournament is in)

AB 5% GST	NS 15% HST	SK 5% GST
BC 12% GST/PST	NT 5% GST	QC 5% GST
MB 5% GST	NU 5% GST	+9.975% QST
NB 15% HST	ON 13% HST	YK 5% GST
NL 15% HST	PE 15% HST	Outside Canada 5% GST

Note: tax rates are subject to change without notice.

Canadian Security Association
 50 Acadia Avenue, Suite 201
 Markham, ON L3R 0B3
 Tel.: (905) 513-0622
 TF: 1 (800) 538-9919
www.canasa.org

Upon submission of this form you will receive an electronic invoice.
 If you are paying by cheque, instructions will be provided in that email.

Golf Sponsorship Rules and Regulations

1. Intoxicant Use Policy

As per Section 2, Policy 021, *"Intoxicant Use Policy for Regional Councils of the Canadian Security Association"* acceptable sponsorship usage includes:

- A: Lunch or Dinner Sponsorship in which alcohol is provided in a controlled manner along with a meal service.
- B: Hole sponsorship at a golf tournament where the sponsor chooses to distribute beverages, food, promotional materials while situated at their assigned hole. Golf course rules regarding distribution of alcohol must be followed.

2. Public Health Guidelines

As a result of the public health guidelines and restrictions that have been put in place with regards to gatherings and events; it is CANASA official position that for any hosted events or gatherings CANASA and CANASA members will comply with either the provincial or federal guidelines that are in place and pertinent to the structure of the event or gathering in that location at the time of the event.

3. Endorsement

Display of any promotional banners or items are exclusive to Sponsors and placement must be prearranged with the CANASA Meeting and Event Planner two weeks prior to the golf tournament. Anyone that place signage, banners, motor vehicles and/or any other promotional item in areas not specified or permitted, will be asked to remove all items. CANASA reserves the right to arrange or remove items.

4. Payment Terms

All Sponsorships must be paid in full with submission of contract.

5. Cancellations & Refunds

Sponsors will receive a partial refund (75 per cent) if they are cancelled more than 60 days out. Sponsorships cancelled less than 60 days from the event date will not be refunded.

6. Sponsored Hole Requirements

Table, chairs and umbrellas will be provided at each sponsored hole, if available at the venue, but cannot be guaranteed.

7. Sponsorship Exclusivity

Once a Sponsor has committed to an exclusive sponsorship opportunity, it is the agreement that the Sponsor holds exclusivity of all benefits. Any Sponsors that interfere by using promotional material, giveaways, signage, etc., will be asked to remove any collateral. Sponsors are asked to be respectful and mindful of all fellow Sponsors. CANASA reserves the right to arrange or remove items.

8. Trophies and Awards

CANASA will provide awards at each golf tournament for the Most Honest Foursome and the First Place Winning Team. CANASA reserves the right to choose and distribute the selected award items for all golf tournaments.