



Canadian Security Association

# GOLF 2019

Sponsorship Opportunities



Includes ASIS-collaborated  
tournament sponsorships

**NEW IN 2019!**

CANASA Quebec Regional Council  
and ASIS Montreal present a  
Golf & Bike Event



# Your invitation to sponsor a 2019 CANASA Golf Tournament

It is my pleasure to invite you to sponsor the 2019 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.

New in 2019: ASIS Montréal and CANASA Québec are partnering for the first ever Golf & Cycling day! Take this opportunity to meet and greet with security industry partners.

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 2019

**MAY 30**

**Southern and Northern Alberta Regional Councils**  
Alberta Springs Golf Resort


**JUNE 13**

**Quebec Regional Council and ASIS Montreal Chapter**   
Club de Golf SUMMERLEA Golf and Country Club

**JUNE 20**

**British Columbia Regional Council and ASIS Pacific Chapter**   
Mayfair Lakes Golf & Country Club

**JUNE 26**

**Southwestern Ontario Regional Council  
and ASIS Southwestern Ontario Chapter**   
Pine Knot Golf & Country Club


**JULY 18**

**Central Ontario Regional Council**  
Station Creek Golf Club

**AUGUST 14**

**Eastern Ontario Regional Council**  
Pine View Municipal Golf Course

**AUGUST 27**

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

**SEPTEMBER 26**

**Golden Horseshoe Regional Council**  
Crosswinds Golf & Country Club



## 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 \$16,000 was raised at nine golf tournaments in 2018 to support local not-for-profit organizations and the important work that they do in their communities.




# Sponsorship

## Tournaments

Southern & Northern Alberta

Quebec 

British Columbia 

Southwestern Ontario 

Central Ontario

Eastern Ontario

Prairie 

Golden Horseshoe

Sponsors contributing to multiple tournaments with values exceeding \$10,000 or more will have the opportunity to display their company banners at registration and in the main lobby areas of the golf courses.

Sponsors contributing to multiple tournaments with values exceeding \$15,000 or more will also be given one designated golf cart for networking and distributing snacks, non-alcoholic drinks, and promotional material during the golf tournament (venue permitting). Sponsors are not permitted to infringe on other Sponsor's designated holes.



# Golf Carts Sponsorship

## Tournaments/Price

- Southern & Northern Alberta - \$500
- Quebec - \$800 **ASIS**
- British Columbia - \$1,500 **ASIS**
- Southwestern Ontario - \$500 **ASIS**
- Central Ontario - \$800
- Eastern Ontario - \$800
- Prairie - \$500 **ASIS**
- Golden Horseshoe - \$800
- All Tournaments - \$6,200

Make your selection by clicking on the box beside your choice.

Exclusive to 1 sponsor.

- 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

- Southern & Northern Alberta - \$1,000
- Quebec - \$1,200 
- British Columbia - \$1,200 
- Southwestern Ontario - \$1,000 
- Central Ontario - \$1,200
- Eastern Ontario - \$1,200
- Prairie - \$1,000 
- Golden Horseshoe - \$1,200
- All Tournaments - \$9,000

Make your selection by clicking on the box beside your choice.

Exclusive to 1 sponsor.

- 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 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

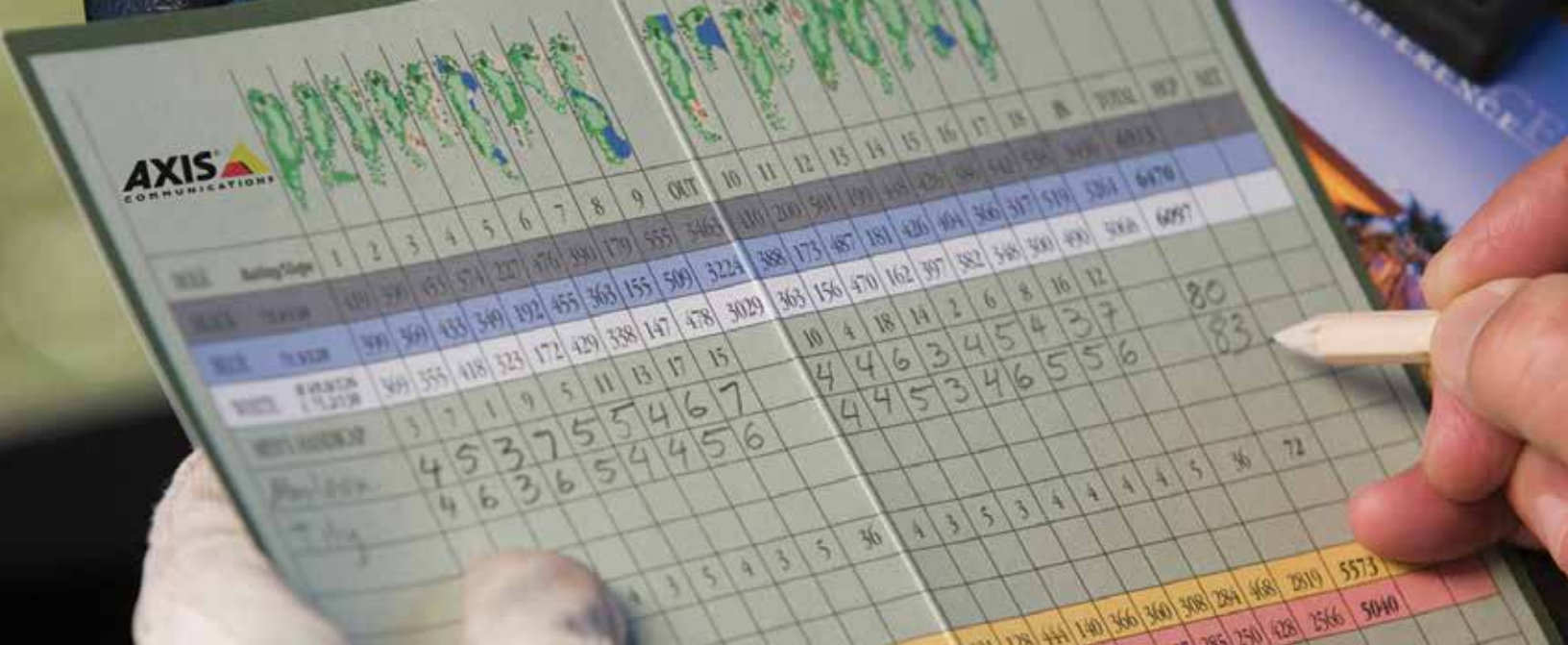
- Southern & Northern Alberta - \$250
- Quebec\* - \$500 
- British Columbia - \$500 
- Southwestern Ontario - \$250 
- Central Ontario - \$300
- Eastern Ontario - \$300
- Prairie - \$250 
- Golden Horseshoe - \$300
- All Tournaments - \$2,650

Make your selection by clicking on the box beside your choice.

\* Note: The Pro at the Quebec golf tournament will be at the hole the entire day. Table and chairs will be provided.

Exclusive to 1 sponsor.

- 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

- Southern & Northern Alberta - \$250
- Quebec - \$300 
- British Columbia - \$300 
- Southwestern Ontario - \$250 
- Central Ontario - \$300
- Eastern Ontario - \$300
- Prairie - \$250 
- Golden Horseshoe - \$300
- All Tournaments - \$2,250

Make your selection by clicking on the box beside your choice.

Exclusive to 1 sponsor.

- 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 Sponsorship

## Tournaments

- Southern & Northern Alberta - \$500
- Quebec - \$1,000 
- British Columbia - \$1,000 
- Southwestern Ontario - \$500 
- Central Ontario - \$700
- Eastern Ontario - \$500
- Prairie - \$500 
- Golden Horseshoe - \$500
- All Tournaments - \$5,200

Make your selection by clicking on the box beside your choice.

Exclusive to 1 sponsor.

- Sponsor promoted as the tournament Lunch 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 ticket
- Sponsor will receive two complimentary lunch vouchers for volunteers/staff
- Signage with the sponsor logo will be displayed in the allocated meal area during lunch
- Sponsorship does not include dinner. Dinner must be purchased separately



# Dinner Sponsorship

## Tournaments

- Southern & Northern Alberta - \$900
- Quebec - \$1,500 
- British Columbia - \$1,500 
- Southwestern Ontario - \$900 
- Central Ontario - \$900
- Eastern Ontario - \$900
- Prairie - \$900 
- Golden Horseshoe - \$900
- All Tournaments - \$8,400

Make your selection by clicking on the box beside your choice.

Exclusive to 1 sponsor.

- 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
- Sponsor's logo will be displayed on dinner tables
- Sponsorship includes two complimentary dinners



# Hole Sponsorship

## Tournaments

- Southern & Northern Alberta - \$250
- Quebec - \$420 
- British Columbia - \$400\* 
- Southwestern Ontario - \$250 
- Central Ontario - \$400
- Eastern Ontario - \$400
- Prairie - \$250 
- Golden Horseshoe - \$400
- All Tournaments - \$2,770

Make your selection by clicking on the box beside your choice.

\* Note: BC tournament sponsorship does not include Contests scored by venue - Longest drive, closest to the pin etc.

Exclusive to 18 sponsors.

At the designated hole:

- 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



# BC Golf: Additional Sponsorships



## Sponsorships\*

- Beverage - \$1,500
- Contest Hole - \$750
- Entertainment - \$1,100
- Golf Balls - \$250
- Hole-in-One - \$1,250
- Trophy - \$650
- Water Bottle - \$400
- Wine - \$1,000

Make your selection by clicking on the box beside your choice.

\* Note: Signage with sponsor logo will be provided

CANASA BC Regional Council in partnership with ASIS BC Chapter

### **Beverage:**

- Exclusive to 1 sponsor
- One free drink per player

### **Contest Hole (for contests scored by venue, e.g. Longest Drive, Closest to Pin):**

- Includes two free dinner tickets for sponsor staff
- Prizes must be provided. One prize for combined contest, two for separate male and female contests
- Table and chairs will be provided

### **Entertainment:**

- Exclusive to 1 sponsor

### **Golf Balls:**

- Exclusive to 1 sponsor
- Must provide 144 3-packs

### **Hole-in-One:**

- Exclusive to 1 sponsor

### **Trophy:**

- Exclusive to 1 sponsor

### **Water Bottle:**

- Exclusive to 1 sponsor
- Must provide 144 sponsor-branded water bottles

### **Wine:**

- Exclusive to 1 sponsor
- Limit two bottles per table



## Quebec Golf & Bike: Additional Sponsorships



### Sponsorships

- Bottled Water - \$1,000
- Bike Health Break Station - \$250
- Cocktails - \$1,000

Make your selection by clicking on the box beside your choice.

CANASA Quebec Regional Council in partnership with ASIS Montreal Chapter

New! The CANASA Regional Council - Quebec Section and ASIS - Montreal Chapter, are teaming up for the first edition of Golf & Cycling Day, June 13, 2019, at the prestigious Private Summerlea Golf Club in Vaudreuil-Dorion.

Golf and cycling enthusiasts meet at breakfast, cocktail and dinner. As a sponsor, be noticed by golfers and cyclists alike by taking advantage of a combined "golfer and cyclists" sponsorship. The options below are in addition to the golf sponsorship options described in this program.

#### **Bottled Water:**

- Exclusive to 2 sponsors
- 1 bottle per golfer and per cyclist
- Logo on bottle
- 1 free dinner per sponsor
- Logo on event web page

#### **Bike Health Break Station:**

- Exclusive to 2 sponsors
- Your banner at the point of health break station
- Logo on event web page

#### **Cocktails:**

- Exclusive to 1 sponsor
- 1 coupon per golfer and per cyclist
- Logo on coupon
- Logo on webpage of the event
- 1 free dinner

# Golf Sponsorship Opportunities 2019

	<b>AMOUNT</b>
<b>1. Golf Carts</b> <input type="checkbox"/> <b>ALL TOURNAMENTS \$6,200</b>	
<input type="checkbox"/> BC \$1,500 <input type="checkbox"/> Central ON (Toronto) \$800 <input type="checkbox"/> Eastern ON (Ottawa) \$800 <input type="checkbox"/> Golden Horseshoe \$800 <input type="checkbox"/> Prairie \$500 <input type="checkbox"/> Quebec \$800 <input type="checkbox"/> Southern & Northern Alberta \$500 <input type="checkbox"/> Southwestern Ontario \$500	1. \$ _____
<b>2. Photos</b> <input type="checkbox"/> <b>ALL TOURNAMENTS \$9,000</b>	
<input type="checkbox"/> BC \$1,200 <input type="checkbox"/> Central ON (Toronto) \$1,200 <input type="checkbox"/> Eastern ON (Ottawa) \$1,200 <input type="checkbox"/> Golden Horseshoe \$1,200 <input type="checkbox"/> Prairie \$1,000 <input type="checkbox"/> Quebec \$1,200 <input type="checkbox"/> Southern & Northern Alberta \$1,000 <input type="checkbox"/> Southwestern Ontario \$1,000	2. \$ _____
<b>3. Golf Clinic</b> <input type="checkbox"/> <b>ALL TOURNAMENTS \$2,650</b>	
<input type="checkbox"/> BC \$500 <input type="checkbox"/> Central ON (Toronto) \$300 <input type="checkbox"/> Eastern ON (Ottawa) \$300 <input type="checkbox"/> Golden Horseshoe \$300 <input type="checkbox"/> Prairie \$250 <input type="checkbox"/> Quebec \$500 <input type="checkbox"/> Southern & Northern Alberta \$250 <input type="checkbox"/> Southwestern Ontario \$250	3. \$ _____
<b>4. Scorecards</b> <input type="checkbox"/> <b>ALL TOURNAMENTS \$2,250</b>	
<input type="checkbox"/> BC \$300 <input type="checkbox"/> Central ON (Toronto) \$300 <input type="checkbox"/> Eastern ON (Ottawa) \$300 <input type="checkbox"/> Golden Horseshoe \$300 <input type="checkbox"/> Prairie \$250 <input type="checkbox"/> Quebec \$300 <input type="checkbox"/> Southern & Northern Alberta \$250 <input type="checkbox"/> Southwestern Ontario \$250	4. \$ _____
<b>5. Lunch</b> <input type="checkbox"/> <b>ALL TOURNAMENTS \$5,200</b>	
<input type="checkbox"/> BC \$1,000 <input type="checkbox"/> Central ON (Toronto) \$700 <input type="checkbox"/> Eastern ON (Ottawa) \$500 <input type="checkbox"/> Golden Horseshoe \$500 <input type="checkbox"/> Prairie \$500 <input type="checkbox"/> Quebec \$1,000 <input type="checkbox"/> Southern & Northern Alberta \$500 <input type="checkbox"/> Southwestern Ontario \$500	5. \$ _____
<b>6. Dinner</b> <input type="checkbox"/> <b>ALL TOURNAMENTS \$8,400</b>	
<input type="checkbox"/> BC \$1,500 <input type="checkbox"/> Central ON (Toronto) \$900 <input type="checkbox"/> Eastern ON (Ottawa) \$900 <input type="checkbox"/> Golden Horseshoe \$900 <input type="checkbox"/> Prairie \$900 <input type="checkbox"/> Quebec \$1,500 <input type="checkbox"/> Southern & Northern Alberta \$900 <input type="checkbox"/> Southwestern Ontario \$900	6. \$ _____
<b>7. Hole</b> <input type="checkbox"/> <b>ALL TOURNAMENTS \$2,770</b>	
<input type="checkbox"/> BC \$400 <input type="checkbox"/> Central ON (Toronto) \$400 <input type="checkbox"/> Eastern ON (Ottawa) \$400 <input type="checkbox"/> Golden Horseshoe \$400 <input type="checkbox"/> Prairie \$250 <input type="checkbox"/> Quebec \$420 <input type="checkbox"/> Southern & Northern Alberta \$250 <input type="checkbox"/> Southwestern Ontario \$250	7. \$ _____
<b>8. BC Additional Sponsorships</b>	
<input type="checkbox"/> Beverage \$1,500 <input type="checkbox"/> Contest Hole \$750 <input type="checkbox"/> Entertainment \$1,100 <input type="checkbox"/> Golf Balls \$250 <input type="checkbox"/> Hole-in-One \$1,250 <input type="checkbox"/> Trophy \$650 <input type="checkbox"/> Water Bottle \$400 <input type="checkbox"/> Wine \$1,000	8. \$ _____
<b>9. Quebec Additional Sponsorships</b>	
<input type="checkbox"/> Cocktails \$1,000 <input type="checkbox"/> Bottled Water \$1,000 <input type="checkbox"/> Bike Health Break Station \$250	9. \$ _____

**SUBTOTAL** \$ \_\_\_\_\_  
**TAX\*** \$ \_\_\_\_\_  
**TOTAL** \$ \_\_\_\_\_

**QUESTIONS?**  
 Contact Rishad Alam at [ralam@canasa.org](mailto:ralam@canasa.org) or call (905) 513-0622 ext.239

**Disclaimer:**

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

(Select tax for the province the tournament is in)

**FULL PAYMENT MUST ACCOMPANY CONTRACT.  
 CONTRACTS WILL NOT BE PROCESSED WITHOUT FULL PAYMENT.**

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**CREDIT CARD PAYMENT**

VISA       MASTERCARD       AMERICAN EXPRESS

Credit Card # \_\_\_\_\_ Expiry \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

**I authorize CANASA to debit my credit card for the TOTAL dollar amount above.**

**\*PROVINCIAL TAXES (select appropriate tax)**

AB 5% GST	NS 15% HST	SK 5% GST
BC 5% GST	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  
 Fax: (905) 513-0624  
[www.canasa.org](http://www.canasa.org)

**Please make cheques payable to "CANASA". This is your invoice. Additional invoices will not be issued.**

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

(must be signed to be valid)

# Golf Sponsorship Rules and Regulations

## 1. Alcohol

As per Section 2, Policy 021, "Alcohol 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 Sponsorships at a golf tournament where the Sponsor chooses to distribute beverages, food, and/or promotional materials while situated at their assigned, sponsored hole. Golf course rules regarding distribution of alcohol must be adhered to.

## 2. 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.

## 3. Payment Terms

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

## 4. 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.

## 5. Sponsored Hole Requirements

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

## 6. Sponsorships

Banners: Sponsors contributing \$10,000 or more will be permitted to display their company banners at registration and in the main lobby areas of the golf courses.

Golf Cart: Sponsors contributing \$15,000 or more will be permitted to have one designated golf cart for networking and distributing snacks, non-alcoholic drinks, and promotional material during the golf tournament.

## 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.