



**NAIOP**

COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION

**SAN FRANCISCO BAY AREA CHAPTER**

## **14<sup>TH</sup> ANNUAL GOLF TOURNAMENT**

**ORINDA COUNTRY CLUB  
MONDAY, JUNE 3, 2019**

### **Sponsorship & Registration Packet**

NAIOP San Francisco Bay Area Chapter  
575 Market Street, Suite 2125, San Francisco, CA 94105  
P: (415) 369-9625 | F: (415) 764-4933 | [admin@naiopsfba.org](mailto:admin@naiopsfba.org) | [www.naiopsfba.org](http://www.naiopsfba.org)

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The NAIOP San Francisco Bay Area Chapter invites you to join us for the most popular event of the year, our annual golf tournament on **Monday, June 3, 2019**. We are returning to the **Orinda Country Club**, 315 Camino Sobrante, Orinda, CA.

It will be a great day of networking and friendly competition. This tournament is always a sell-out, so sign-up early!

*Individual player, twosome and foursome registrations, including those that come with sponsorship, include all greens fees, cart rental, breakfast and the reception food and beverage.*

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## **SPONSORSHIP OPPORTUNITIES**

### **HEADLINE SPONSOR – \$3,000**

*(4 Available)*

- One Tournament Foursome
- Logo Recognition in Event Marketing Materials and Event Webpage
- Logo Recognition on Event Signage
- Recognition in the NAIOP Newsletter Post-Tournament
- Verbal Recognition During Post-Tournament Reception
- Opportunity to Provide Event Collateral/Giveaway in Attendee Bags
- **Your Choice of Premium Service:**
  - Speaker for music during play (*note – speaker must be returned to NAIOPSFBA*)
  - Choice of starting hole
  - Golf advantage (*points deduction to get you closer to the top*)
  - 10 complimentary raffle tickets per player

### **FOOD TRUCK or ON-COURSE FOOD STATION SPONSOR – \$2,500**

- One Tournament Foursome
- Logo Recognition on Event Signage at Truck
- Logo Recognition in Attendee Packet
- Verbal Recognition During Post-Tournament Reception

### **MEAL FOOD SPONSOR – \$2,000**

*(Breakfast, Post-tournament Reception)*

- One Tournament Foursome
- Logo Recognition on Event Signage and Special Meal-specific signage
- Logo Recognition in Attendee Packet
- Verbal Recognition During Post-Tournament Reception

### **PREMIER HOLE SPONSOR – \$1,500**

*(3 Available)*

- One Player
- Premier Hole Placement on Golf Course
- Tee Sign Recognition on Hole
- Opportunity to Set-up an Activity Table or Bring Outside Food/Catering (i.e. food truck)\*\*
- Up to 2 Sponsor Representatives to Host the Activity Table
- Logo Recognition in Attendee Packet

**HOLE-IN-ONE SPONSOR – \$1,000**

- Tee Sign Recognition at the Designated Hole-in-One Hole and all Other Par 3 Holes
- Opportunity to Set-up an Activity Table or Theme\*\*
- Up to 2 Sponsor Representatives to Host the Activity Table
- Logo Recognition in Attendee Packet

*Smaller hole-in-one prizes are offered at up to 3 Par 3 holes, in addition to the designated Hole-in-One grand prize hole.*

**CONTEST HOLE SPONSOR – \$850**

*(Straightest Drive, Longest Drive, or Closest to the Pin)*

- Tee Sign Recognition on Hole
- Opportunity to Set-up an Activity Table or Theme\*\*
- Up to 2 Sponsor Representatives to Host the Activity Table
- Logo Recognition in Attendee Packet

**HOLE SPONSOR – \$850**

- Tee Sign Recognition on Hole
- Opportunity to Set-up an Activity Table\*\*
- Up to 2 Sponsor Representatives to Host the Activity Table
- Logo Recognition in Attendee Packet

**GIVEAWAY SPONSOR – \$750 + Cost of Item\***

- Up to 1 representative to join us during meal functions (*player fees will be added if the individual wants to play in the tournament*)
- Logo Recognition in Attendee Packet
- Company logo printed on selected giveaway item (see below)

*\*See spec sheet and estimated costs starting on page 6.*

*\*\*See samples of what you could do at your activity table on page 5. Note – outside catering may be brought in as well; however, **arrangements must be made at least 2 weeks in advance.***

**SINGLE PLAYER OPPORTUNITIES**

NAIOP Member Foursome	\$1,400	NAIOP Member Single Player	\$375
Non-Member Foursome	\$1,600	Non-Member Single Player	\$425

**NON-PLAYER OPPORTUNITIES**

Not interested in playing golf, but still want to join your NAIOP SFBA colleagues? Join us for the post-tournament reception. Reception tickets are just \$35/Member or \$55/Non-Members.



**REGISTRATION FORM**

Return this form to [admin@naiopsfba.org](mailto:admin@naiopsfba.org) or fax to (415) 764-4933. You may mail a completed form with check payment to NAIOP SFBA, 575 Market Street, Suite 2125, San Francisco, CA 94105.

Yes! I would like to take advantage of the following sponsorship opportunities:

- |  |  |
|--|--|
| <input type="checkbox"/> Headline Sponsor \$3,000    | <input type="checkbox"/> Food Truck / On-Course Food Sponsor \$2,500 |
| <input type="checkbox"/> Meal Sponsor \$2,000        | <input type="checkbox"/> Premier Hole Sponsor \$1,500                |
| <input type="checkbox"/> Hole-in-One Sponsor \$1,000 | <input type="checkbox"/> Contest Hole Sponsor \$850                  |
| <input type="checkbox"/> Hole Sponsor \$850          | <input type="checkbox"/> Giveaway Sponsor \$750+cost of item         |

Yes! I would like to take advantage of the following player opportunities:

- |   |  |
|---|--|
| <input type="checkbox"/> (#) __ NAIOP Member Foursome \$1,400 | <input type="checkbox"/> (#) __ NAIOP Member Single Player \$375     |
| <input type="checkbox"/> (#) __ Non-Member Foursome \$1,600   | <input type="checkbox"/> (#) __ NAIOP Non-Member Single Player \$425 |

Yes! Sign me up for just the post-tournament reception. *(the reception is included for all golf participants)*

- |  |  |
|--|--|
| <input type="checkbox"/> (#) __ NAIOP Member Reception ONLY \$35 | <input type="checkbox"/> (#) __ Non-Member Reception ONLY \$55 |
|--|--|

**Hole Sponsor**

Indicate the activity or theme at your table: \_\_\_\_\_

**Premier Hole Sponsor**

Indicate your preferred beverage station/snacks: \_\_\_\_\_

**BILLING / CONTACT INFORMATION**

**Sponsor Company Name:** \_\_\_\_\_  
 Company Address: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_  
 Email: \_\_\_\_\_ Credit card type: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_ Credit Card #: \_\_\_\_\_  
 Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

**PLAYER REGISTRATION**

**Player 1:** \_\_\_\_\_ Company Name: \_\_\_\_\_  
 Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_  
**Player 2:** \_\_\_\_\_ Company Name: \_\_\_\_\_  
 Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_  
**Player 3:** \_\_\_\_\_ Company Name: \_\_\_\_\_  
 Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_  
**Player 4:** \_\_\_\_\_ Company Name: \_\_\_\_\_  
 Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

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## **ACTIVITY/THEME STATION DESCRIPTIONS**

Below are **sample ideas** of activities and themes you may have at your table; however, sponsors are more than welcome to create their own. Themes and activities are not required. Activity and theme supplies are the responsibility of the sponsor. Please note that all themes and activities are subject to approval by NAIOP SFBA.

### **Pot-of-Gold (par-3 hole)**

There's nothing like the potential of a pot-of-gold at the end a rainbow, but in this case, at the end of the fairway! On a par-3 hole, a circle will be placed around the hole. The goal is for the golfer to hit their tee-shot within the circle. Sponsor representatives may encourage players to bet raffle tickets on themselves to hit their tee-shot within the circle. If the player hits their tee shot within the circle, the golfer will receive a 2-1 return on their raffle ticket bet.

### **One Club Hole**

Each player in the foursome selects one club, which they must use for the entire play at the hole. Sponsors can award a prize to the player with the lowest score.

### **Beat the Resident Expert**

Do you have an expert golfer within your organization or do you have ties to Tiger Woods or recent Masters champion, Jordan Spieth? Then invite them to compete against our players. If one of our NAIOP SFBA Tournament players happens to beat your expert at your assigned hole, then sponsors may provide a prize or at the very least, a pat on the back!

### **A Game of Horseshoe or Corn Hole (par-3 hole)**

Entertain players while they wait their turn and set-up a casual game of corn hole or horseshoe.

### **Food & Snack Tables**

After a few hours in the sun, food is always appreciated. Sponsors are encouraged to provide snacks, desserts, or other food options to players at their table. Outside catering is permitted.

### **Vegas Baby!**

Bring a taste of Las Vegas to Orinda! Allow players to play a round of blackjack or poker while they wait their turn. Players can bet money and win double their the raffle tickets. (i.e. \$10 win = 2 raffle tickets).

### **Hawaiian**

Welcome players to your table with a lei and fresh pineapple juice, or have on hand a hula dancer to teach them a few moves before they take their turn.

### **Work out the Knots**

Offer the service of a chair massage to allow players to loosen up before they take their swing.

### **Double Your Tickets**

On a par-3 hole, sponsors can sell raffle tickets. If a player purchases raffle tickets and then hits the green, they receive double the number of tickets purchased.

## GIVEAWAY SPECS

Estimated costs and specs for the suggested giveaway items are listed below. Giveaways are not restricted to these items; however, approval must be obtained from NAIOP SFBA for any other items not listed. Costs listed are estimated only and are subject to change. Products listed are an example of what can be ordered and are also subject to change, depending on availability. Shipping costs are not included in the cost estimate. This will change depending on time of order (i.e. expedited shipping may be necessary). All estimates are based on 125 pieces.

All items will have an imprint that notes the golf tournament year and NAIOP SFBA logo.

Example:  
NAIOP SFBA  
14<sup>th</sup> Annual Golf Tournament

“sponsored item” Sponsored By  
<Sponsor Logo>

### Backpack



Slazenger Flip Drawstring Sportsack

- Zippered side pocket for water bottle
- Large main compartment + small front pocket for extra storage

Estimated Cost: \$2100

### Sunglasses

- 100% UVA/UVB protection
- Mirrored lenses

Estimated Cost: \$700



## Callaway Golf Kit



Kit includes:

- (3) golf balls
- Tees
- Divet tool

Estimated Cost: \$3500\*

## Golf Balls



Golf balls chosen will be of mid-quality, so it's suitable for both beginning and advanced golfers. Previous golf balls ordered include Bridgestone e6, and Wilson Ultra 500.

Note: The NAIOP logo will be placed on the other side of the ball.

Estimated Cost: \$1300

## Golf Visor

About:

- 100% Cotton twill
- Moisture-wicking sweatband
- High crown visor with adjustable buckle
- Adidas logo on side panel
- Full-color logo imprint; NAIOP logo must be on cap

Estimated Cost: \$1900\*



## Polos



About:

- Under Armour Men's Tech Polo
- 2 location embroidery – NAIOP on one sleeve; sponsor logo on the other; single color (*see right-side photo*)
- 100% polyester
- Moisture wicking; anti-odor

Estimated Cost: \$5200\*

*\*Note – brandless products may be purchased. Please speak with NAIOP SFBA staff about your budget and preferences.*



## SCHEDULE OF EVENTS

8:30 AM	Sponsor Arrival ( <i>for those who have tables</i> )
9:30 AM – 10:30 AM	Registration / Breakfast
10:30 AM (SHARP)	Shotgun Start
4:00 PM – 5:30 PM	Reception ( <i>heavy hors d'oeuvres will be provided</i> )
5:00 PM	Raffle Drawing

- Golf registration starts at 10:30 AM with a shotgun start at 10:30 AM SHARP.
- Raffle tickets will be available for purchase at registration and during the reception, prior to the raffle drawing. Tickets will be available at the following rates:
  - \$5 per ticket
  - \$20 for 5 tickets

**\*\*\*Cash & credit cards will be accepted for payment. Exact change is appreciated. All proceeds will go to CREATE\*\*\***

- Mulligans will be available for purchase at 3 for \$10.
- Prizes will be available for the winners of the Hole-in-One, Longest Drive, and Closest to the Pin.

*Prizes for the in-tournament contests and raffles may include gift certificates to local golf clubs or restaurants and golf equipment.*