



**The Michigan Players Tour**

**An**  
**Event Sponsorship Proposal**  
**for**  
**Your Company**

**The Michigan Players Tour LLC**

Traverse City, Michigan

# The Michigan Players Tour

## Event Sponsorship Proposal

**Proposed Date of Event:**  
**Location: Your Company**



### Executive Summary

This proposal requests your consideration of a sponsorship of a **36 hole golf tournament with an optional 18 hole Pro-Am** on **The Michigan Players Tour**, a professional developmental golf tour conducting a schedule of professional golf tournaments for men throughout the state each summer.

This proposal will present the reasons **Your Company** should consider a sponsorship of the event, describe the benefits of the sponsorship, the costs involved, and the methods the **Tour** will employ to execute the sponsorship agreement. In addition, this proposal will suggest a few additional promotions and suggestions which could be used to enhance the sponsorship.

**The Michigan Players Tour** represents a unique opportunity for **Your Company** to associate itself with professional golf, and to utilize this association to enhance its marketing and sales efforts throughout the golf community in the Great Lakes region and the nation.

Among the several benefits **Your Company** will receive in entering into a sponsorship of a **Tour** event is the right to name the event, giving it top billing in all publicity relating to the event, as well as the opportunity to create a **Pro-Am** for customers and associates prior to the event, promotions at the course during the event, signage at the event, and other benefits.

This proposal suggests a maximum contribution of **\$10,000.00** for the event, of which **\$5,000.00** will be devoted to creating a **guaranteed first place check** in the event. The remaining **\$5,000.00** is optional, and would go towards creating a **Sunday Pro-Am** prior to the event. Should the **Tour** event attract a minimum of 40 players, the entry fees collected from the players are sufficient to cover the first place check, and no sponsor contribution to the purse will be needed.(a date of your choosing)

Finally, the **Tour** will utilize sponsorship funds only for specific purposes relating to the event. The **Tour** will request specific amounts of the sponsorship fund to be released at certain times for these purposes. The **Tour** will also provide its best efforts to assist the Sponsor in any promotions it undertakes to help publicize the event.

## Description of the Event

This proposal envisions the creation of a **36 hole professional stroke play tournament** with an **optional Sunday Pro-Am** at **Your Company**, to be played at (a course of your choosing). The event will be one of the “majors” of the **2012 Michigan Players Tour**, which will consist of at least four similarly sponsored multi- round events, with a collection of 18 hole events filling in the rest of the schedule.



The event will include an optional **Pro-Am** on the Sunday immediately preceding the event, allowing amateur players from the general public and employees of **Your Company** to participate and compete with the professional players of the **Tour**. The Pro-Am will be concluded by an **awards banquet** for Pro-Am participants.

The professional tournament will commence the following day, with prize money paid to the lowest 33% of scorers in each Division according to the format of the **Tour**.

Marketing for the event will be done by the **Tour** through press releases, direct contact with local and regional media, email to players and PGA professionals in the Tour database, flyers at courses throughout the state, creation of an event Facebook page, and through the Tour web site and newsletters.

## About the Tour

**The Michigan Players Tour** is a professional developmental golf tour created to provide an opportunity for up and coming players to prepare their games for a chance to compete on the major professional world tours.

Once fully operational, the **Tour** will consist of both **Men’s** and **Women’s Divisions**, and will conduct 12 to 16 tournaments throughout Michigan in each Division each summer. Events will be played only on the best resorts and public golf courses in the state, with prize money paid out to the lowest scoring professionals in each event. **Amateurs** will also be invited to play, making the **Tour** open to all the best players in the region, around the country, and throughout the world.

In addition to the professional tournament schedule, the **Tour** will also promote and conduct several **Pro-Ams** involving the general public preceding events in Michigan’s larger cities. The **Tour** also desires to contribute a percentage of the proceeds of each event to charity.

By creating these opportunities, the **Tour** hopes to attract many of the top prospects in

the game to Michigan to compete, and to elevate the state to national prominence as one of the best places in America to develop and perfect one's game. If this can be done, it will enhance the golf business throughout the region, as the presence of the **Tour** and its advanced level of competition may motivate all golfers to begin working harder on their games, play more, take lessons, and upgrade their equipment.

## **The Potential of the Tour**

It is our belief a fully-sponsored developmental tour for both men and women based in Michigan will have a huge impact in professional golf and would likely become the “**tour of choice**” for many players preparing for **PGA and LPGA Tour Q-School** each fall. There are several reasons to support this.

### **1. The Great Lakes region is one of the most popular golf destinations in the U.S. each summer.**

With several of the largest cities in North America located near the Great Lakes, the region consistently ranks as one of the most popular golf destinations in the U.S. during the summer months. In particular, **Michigan has more public golf courses than any other state**, and actively markets itself as “**America's Summer Golf Capital.**” The creation of a viable developmental tour in this area has the potential to draw many players from around the country and the world in addition to the large number of locally based players.



### **2. The Tour will conduct events for both men and women.**

Once the **Tour** is fully operational, it will offer a schedule of events for both men and women, making it **the only professional tour in the nation offering events for both sexes**. This will create added publicity for both the **Tour** and its sponsors.

### **3. An abundance of top quality courses.**

Many of the courses and resorts used by the **Tour** are ranked among the top courses in the United States, and are both extremely beautiful and tremendously difficult. A professional developmental tour based here will definitely prepare players for the rigors of **PGA and LPGA Tour Q School**, as well as the daily grind of the tours themselves.

### **4. The pleasant summer climate and amenities of Michigan.**

Most of the developmental tours currently in operation conduct their events in Florida, Texas, the Carolinas, and Arizona during the summer, forcing players to battle

intense heat, high humidity, and heavy thunderstorms throughout the season. A tour based in Michigan would be a tremendous break for players, and offer a refreshing alternative to the extreme conditions of the Southern states each summer.

In addition to the climate, Michigan has wonderful amenities apart from golf, and is an ideal location for players to bring their families and enjoy the entire summer up north.

#### **5. The favorable logistics of a Michigan-based tour.**

In contrast to other tours, all of the events on the **Tour** will be played in a relatively small geographic area, minimizing travel expenses of players participating on the **Tour**. In addition to making the **Tour** more attractive to players on limited budgets, this fact can be exploited to highlight conservation and environmental issues.

#### **6. The lack of other viable playing opportunities in the Great Lakes region.**

Prior to formation of the **Tour** in 2006, players of both sexes seeking advanced competition to develop their games for PGA and LPGA Tour Q School were forced to move out of the Great Lakes region entirely. The creation of viable tour here will fill a major geographic hole in the market, and make it possible for many players to remain based in the region and attract others to move back up.

### **Benefits of Event Sponsorship Versus Traditional Advertising**

Sponsoring a professional golf tournament has many benefits over traditional forms of advertising, some of which are listed below.

#### **1. Professional golf sponsorships are prestigious.**

A sponsorship will provide **Your Company** with a direct association with professional golf and its players, an association which can provide tremendous prestige in the years to come.

#### **2. Event Sponsorships provide numerous promotional opportunities.**

In contrast to traditional advertising, which in most cases reaches an extremely limited audience, an event sponsorship can provide numerous opportunities to publicize the amenities of **Your Company** to a much more interested and focused audience in a setting providing direct contact and interaction with customers.

#### **3. The cost to market and publicize the event are shared with the Tour and other sponsors.**

Since an event on a professional developmental tour is part of a schedule of similar events, and the overall schedule is the primary source of publicity and interest in any individual event, the cost to market and publicize the event are shared with the **Tour** and other sponsors and are therefore considerably less than sponsoring a standalone event.

**4. An Event Sponsorship allows the event to be named after the Resort.**

Since the Event Sponsor receives naming rights to the event, **Your Company** will receive immediate name recognition in all references to the event in the media.

**5. An Event Sponsorship can receive widespread coverage.**

If marketed properly, a sponsorship of a **Tour** event could receive coverage by national and regional television stations, magazines, and newspapers.

**6. A Pro-Am preceding the event can be used to interact directly with customers and as an outing to reward employees.**

An event sponsorship allows the creation of a **Pro-Am** preceding the event, allowing **Your Company** to interact directly with existing and prospective customers, as well as to provide an outing for employees and their families.

## Key Rights of Sponsorship

Among the **key rights of sponsorship** will receive by sponsoring a **Tour** event are:

1. **Your Company** will be able to name the event as it desires.
2. **Your Company** will receive top billing in all references to the event in contacts with the media.
3. **Your Company** will have its logo appear on all **Tour** promotional materials, in print, digital, radio and television advertising<sup>1</sup>, and on the **Tour** web site (with appropriate links to the **Your Company's** web site) for one calendar year.
4. **Your Company** may conduct a **Pro-Am** preceding the event to increase public awareness of the event, to entertain employees and business associates, and to generate additional funds to recoup the sponsorship fee of the event.
5. **Your Company** will have direct input over the appearance and frequency of all **Tour** advertising and other marketing efforts relating to the event it sponsors.
6. **Your Company** will have control over the appearance, the number, and the location of all signs and banners set up at the tournament course and in the vicinity.



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<sup>1</sup> The Tour will not utilize television advertising unless it secures a tour title sponsor.

7. **Your Company** will be able to set up promotional booths at the tournament course.
8. **Your Company** will be able to create numerous other promotions in conjunction with the event to drive customer participation and to increase sales.
9. **Your Company** will have direct access to many of the top players on the **Tour** to request personal appearances in support of the **Your Company's** promotions and other marketing efforts. These players may go on to great fame and fortune in the game in the coming years.
10. **Your Company** will be able to select an appropriate charity where proceeds of the event can be donated.

### **Methods To Be Employed To Execute the Sponsorship Agreement**

1. The **Tour** will provide a sponsorship contract and will negotiate specific terms to create the best possible arrangement.
2. All sponsorship funds will be controlled by **Your Company**, with funds withdrawn only for specific uses at specified dates as outlined in the contract.
3. The **Tour** will provide its best efforts to assist **Your Company** in any promotions or other sales techniques it utilizes preceding or during the event.

### **Use of Sponsorship Funds**

The **Michigan Players Tour** will utilize funds provided by the event sponsor only in the following ways:

1. Establishment of a guaranteed first place check at the event.
2. Reserve tee times required to conduct the event
3. Payment of costs to conduct and promote a Pro-Am.

## Cost of an Event Sponsorship

In order to create, conduct, and market the event to the degree envisioned in this proposal, the cost of the sponsorship is a maximum of **\$10,000.00**. If a Pro-Am is not created for the event, this proposal simply requests **Your Company** to guarantee the first place check.

The breakdown of expenditures is as follows:

### Guaranteed purses

**\$5,000.00\***

This amount will be advertised as the guaranteed minimum first place check for the event.

\*Note – Should the event attract 40 or more players, entry fees paid by the players are sufficient to cover the first place check, and a sponsor contribution is not required. All other prize money for additional paid spots will be generated by player entry fees.

Amount to be paid at the conclusion of the event.

### Tee Time Reservations

**Cost Negotiable.**

Entry fees paid by participating players generate the funds to pay for tee times. The **Tour** generally budgets a maximum of \$50.00 per player per round for tee times. However, with a sponsorship by **Your Company**, courses are much more amenable to lowering the cost of tee times. This means the up front cost to reserve sufficient tee times for the event are negotiable.

### Pro-Am (Optional)

**\$5,000.00**

Costs include prizes for amateurs (long drive, closest to the pin, etc.), and a small professional purse. Additional costs will be generated from entry fees paid by players from the general public who participate.

Amount to be paid at the conclusion of the event.

### Cancellation of the Event

Should inclement weather or lack of participation force cancellation of the event, the course is not obligated to pay prize money or any unused funds earmarked for the event. The **Tour** will make every effort to complete play by the scheduled date of completion, and may cancel one of the rounds should inclement weather arise. The **Tour** will work closely with the course to keep all unused tee times available to the course for use in general public play.

## Activation Strategies and Promotions<sup>1</sup>

There are several additional ways **Your Company** could enhance and promote its sponsorship of this event. These include:

1. Placing additional local and regional advertising and signage to promote the event.
2. Incorporating event and/or **Tour** logos (and event information) in existing course advertising and on the course's web site.
3. Offering targeted discounts to the general public to play in the Pro-Am. These discounts would only be available to people who book lodging, additional golf, or use other amenities at the Resort.
4. Creating promotions, sweepstakes, and giveaways through local newspapers, radio, and/or television offering free spots in the Pro-Am.
5. Including discount rounds to amateurs who enter the Pro-Am.
6. Designating a **charity** to which proceeds of the Pro-Am will be donated.

## Summary

The **Michigan Players Tour** represents a rare opportunity in the world of sports sponsorship – it is a new tour, it is being formed in a region which has never hosted a tour, and the amenities which are available to the **Tour** would allow it nearly unlimited potential to grow over time. A sponsorship of an event on the **Tour** by **Your Company** would help to establish the **Tour** as one of the premier developmental tours in the U.S., and would demonstrate **Your Company's** vision in supporting the great game of golf and its growth in the coming years.

Thank you for your consideration of this proposal.

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<sup>1</sup> Activation is additional advertising and other promotions undertaken by the sponsor to promote the sponsorship, and are not included in the sponsorship agreement.

## Contact Information

Tour Director: **Ken Carter**

Office Address: 1777 Cottontail Dr.  
Traverse City, MI 49684

Phone: 1-888-678-8878

Email: [ken@michiganplayerstour.com](mailto:ken@michiganplayerstour.com)

Web Site: <http://www.michiganplayerstour.com>

Facebook: <http://www.facebook.com/pages/The-Michigan-Players-Tour/98246806693>