



COMMUNITY CENTER SHANGHAI 2<sup>ND</sup> ANNUAL BENEFIT GOLF TOURNAMENT

PRESENTED BY  ParkwayHealth™

# SPONSORSHIP OPPORTUNITY

## EVENT SUMMARY

- what:** Community Center Shanghai 2<sup>nd</sup> Annual Benefit Golf Tournament, presented by Parkway Health
- when:** Friday, April 16, 2010 8:00 a.m. – 2:00 p.m.
- where:** Shanghai Links Golf & Country Club
- fee:** 1,200 RMB per golfer; 3,000 RMB hole sponsorship includes 1 golfer

The Community Center Shanghai (CCS) 2<sup>nd</sup> Annual Benefit Golf Tournament, presented by Parkway Health, is a unique opportunity to promote your business' products or services to community-focused Shanghai expats within a prestigious recreational setting.

Building upon the success of our 2009 1<sup>st</sup> Annual Golf Tournament, this year's event will include approximately 50 golfers, and is marketed to top-level international executives living in Shanghai. Shanghai Links Golf & Country Club, designed by legendary golfer Jack Nicklaus, will be a luxurious backdrop for a scramble-format tournament and awards luncheon.

CCS is a three-location, non-profit organization that has been serving Shanghai's international community since 1999. Support from businesses like yours helps cover our operational costs so that we can meet our ever-growing demand for counseling services, family programs, classes, newcomer orientations, and other CCS initiatives.

In this package, you will find **three levels of sponsorship** for the CCS 2<sup>nd</sup> Annual Benefit Golf Tournament, each with a set of benefits carefully designed to maximize your exposure to our community members. Sponsoring is **easy** – just complete the agreement on page 3 of this package, and email, express mail, or fax it in!

Whether you send a foursome, sponsor a hole, or donate in-kind, your sponsorship will make this event a success. I invite you to join us on April 16, 2010 for a day of friends, fundraising, and great golfing.

Yours sincerely,

Claire Theaker-Brown

Marketing Events Director  
Community Center Shanghai  
[claire@communitycenter.cn](mailto:claire@communitycenter.cn)  
+86 138 169 27785 | fax: 3382 1770 x215

Pudong Center: Greenhills Clubhouse 2F, Lane 418, Jinxiu East Road - Jinqiao, Shanghai 200135

FOR MORE INFORMATION, PLEASE CONTACT:

Claire Theaker-Brown

Marketing Events Director, Community Center Shanghai  
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# WAYS TO SPONSOR

- 1. TEAM SPONSOR:** Four players and maximum brand recognition – a great way to promote your organization while enjoying a day on the course.
- 2. LUNCHEON SPONSOR (1 only):** Pair your brand with a great meal! Lunch will be prepared by Shanghai Links' highly-reviewed clubhouse restaurant, with your company recognized as Luncheon Sponsor.
- 3. GIFT SPONSOR (1 only):** Put your brand in the hands of every golfer by sponsoring the tournament souvenir. Donate in-kind, or let CCS allot your cash donation to the purchase of a customized gift!
- 4. HOLE SPONSOR:** An accessible sponsorship level that highlights your company's name and logo for the duration of the tournament – *and* includes a complimentary golfer.
- 5. PRIZE SPONSOR:** The perfect way to show your support of Community Center Shanghai while gaining brand recognition with tournament golfers.

	<b>TEAM SPONSOR</b>	<b>LUNCH SPONSOR</b>	<b>GIFT SPONSOR</b>	<b>HOLE SPONSOR</b>	<b>PRIZE SPONSOR</b>
<b>COMMITMENT</b>	7,500 RMB cash support	7,500 RMB cash support	7,500 RMB cash or in-kind	3,000 RMB cash support	500 RMB + in-kind support
<b>EVENT DAY RECOGNITION</b>					
Complimentary tournament and luncheon participation	4 participants	2 participants	2 participants	1 participant	
Verbal recognition from MC	*	*	*		*
<b>PRINT RECOGNITION</b>					
Special signage	Logo on one tee box sign	Logo on Lunch Sponsor banner	Logo on golfer gift	Logo on one tee box sign	Logo on Prize Sponsors x-stand
Recognition in event program	¼ page ad	¼ page ad	¼ page ad	Logo	Logo
Recognition on Summer Community Guide Golf Recap pg.	Logo	Logo	Logo	Company name	Company name
Logo on event backdrop	*	*	*	*	
Logo on event welcome banner	*	*	*		
One A4 equivalent brochure in golfer gift bags	*	*	*		
Opportunity to place 200 brochures at all 3 CCS locations	*	*	*		
<b>WEB RECOGNITION</b>					
Logo on event website within 1 week of signing	*	*	*	*	*
Logo on e-flyer within 1 week of signing	*	*	*		

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# SPONSORSHIP AGREEMENT

## COMPANY INFORMATION

	<b>PARTY A:</b>	<b>PARTY B: (please fill in)</b>
Organization name:	Community Center Shanghai	
Contact name:	Claire Theaker-Brown	
Contact title:	Marketing Events Director	
Mobile:	+86 138 169 27785	
Email address:	claire@communitycenter.cn	

## SPONSORSHIP TYPE (please check one)

- Team sponsor (7,500 RMB cash commitment)
- Golfer gift sponsor (7,500 RMB cash or in-kind commitment)
- Lunch sponsor (7,500 RMB cash commitment)
- Hole sponsor (3,000 RMB cash commitment)
- Prize sponsor (please specify value: \_\_\_\_\_ RMB. Minimum value 500 RMB)

Notes: \_\_\_\_\_

*Please note that Community Center Shanghai retains right of refusal for in-kind sponsorships.*

## COMMITMENT

### PARTY A:

- Community Center Shanghai commits to fulfilling the recognition benefits appropriate to Party B's sponsorship level, as specified on Page 2 of this document.

### PARTY B:

- Party B commits to submitting a 300 dpi .ai format within 1 week of signing agreement in order to appear on event promotional materials. Party B recognizes that logos received after April 8, 2010 will not be included on event-day printed materials.
- Party B recognizes that sponsors entitled to insert company brochures in golfer gift bags must deliver brochures to CCS Hongqiao no later than April 9, 2010 to guarantee inclusion.
- Party B recognizes that sponsors donating in-kind must arrange delivery of donated items to CCS Pudong no later than Tuesday, April 12, 2010, unless otherwise noted in this Sponsorship Agreement.
- Party B recognizes that cash sponsors must complete payment no later than Friday, April 16, 2010.
- Party B recognizes that in-kind sponsorships may be presented as part of a package with other sponsors' products or services.

By signing below this line, Parties A and B agree to fulfill the above commitments.

	<b>PARTY A:</b>	<b>PARTY B: (please fill in)</b>
Name (print):	Claire Theaker-Brown	
Signature:		
Date:		

FOR MORE INFORMATION, PLEASE CONTACT:

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