

24 Hours of Golf Partnership Opportunities



Why partner?

This is the first annual 24 Hours of Golf event in support of the Ottawa Heart Institute Foundation (<https://foundation.ottawaheart.ca/>). It is a unique event that will generate a lot of excitement with the potential of raising a significant amount of money for a world-class facility - a great opportunity for your company to be engaged with this life changing organization while having a lot of fun in the process. Visibility for your company will be generated through a dedicated website and social media campaign with our media partner, as well as all printed collateral and event signage.

About the event

On April 26 and 27, 2019, eleven teams of sixteen players will test their skills on the most challenging courses in the world at Golf-O-Max. Foursomes will each play for six hours for a total of 24 hours. Each **team** will have an opportunity to make a difference by fundraising for this very special organization. Prizes will be awarded for top fundraising team and individuals along with some other surprises.

Background

Lifelong friends and avid golfers, Tony Zappia and Ronnie Johnson, unfortunately both passed away from heart attacks. Tony passed away suddenly on April 4, 2007 while Ronnie died unexpectedly on November 19, 2013. Their sons, Colin and Scott, respectively, have also been friends for years and have decided to honour their fathers' memories by raising funds for the Ottawa Heart Institute Foundation. Colin is a recreational golfer while Scott is a PGA of Canada golf professional and the Director of Operations at Kanata Golf and Country Club. Golf was a natural fit around which to build a fantastic and fun event.

Title Partner - \$5,000 (SOLD)

- Recognition on all marketing collateral, event website/fundraising page, on-site signage and in media interviews/advertisement as the Title Partner (tier 1).
- Presence on all social media platforms with hyperlink to your own website. This includes your logo (with link) displayed on content shared by our media partners on their digital properties.
- Logo placement and recognition in the introductory video that will be produced for the event and shared by our media partners.
- Speaking opportunity at the event wrap-up.
- Opportunity to have a physical space at the event venue to distribute company materials.
- A golfing foursome at Kanata Golf and Country Club with the opportunity to play and learn from the club pro.

Eagle Partner - \$2,500

- Recognition on all marketing collateral, event website/fundraising page, on-site signage and in media interviews/advertisement as an Eagle Partner (tier 2).
- Presence on all social media platforms with hyperlink to your own website. This includes your logo (with link) displayed on content shared by our media partners on their digital properties.
- Logo placement and recognition in the introductory video that will be produced for the event and shared by our media partners.
- A golfing foursome at Kanata Golf and Country Club with the opportunity to play and learn from the club pro.

Healthy Ticker Partner - \$1000

- Recognition on all marketing collateral, event website/fundraising page, on-site signage and in media interviews/advertisement as a Healthy Ticker Partner (tier 3).
- Signage at one of the 11 simulator booths
- Logo placement and recognition in the introductory video that will be produced for the event and shared by our media partners.

For more information about the event or to talk about these partnership opportunities, please contact Colin Zappia at 613-868-3311 or Scott Johnson at 613-297-4363.