



Hope Against Cancer Golf Day: Sponsorship opportunities

hopeagainstcancer.org.uk | 0116 270 0101

Headline Sponsorship: £1500 - As the headline sponsor, your logo and brand name will be featured across all event marketing materials, including invitations, signage, digital communications and on-site displays, ensuring maximum exposure to a targeted and influential audience.

This level of sponsorship receives special recognition during the event. This includes mentions in speeches, branding on the event's welcome banners, prominent placement in the program and a presence in the clubhouse during registration.

By aligning with a high-profile charity golf day, the headline sponsor not only enhances their corporate reputation but also demonstrates a commitment to philanthropy which can strengthen their connection with key clients, partners, and stakeholders. This elevated presence positions the sponsor as a key driver of the event's success, while providing significant impact in supporting vital cancer research.

Halfway House: £1000 - This sponsorship includes exclusive branding at the halfway point of the course. This is where golfers take a break and the space provides maximum exposure to all participants. The sponsor's logo will be prominently displayed on signage.

The sponsor will have the opportunity to interact with golfers, hand out promotional materials and engage in conversations. As an integral part of the event, halfway house sponsorship allows for a strong connection with the audience in a relaxed yet strategic setting, ensuring lasting impressions while contributing to the charity's success.

Sponsor 'Beat the Pro' on the 17th hole: £1000 - The sponsor will have the opportunity to interact with golfers, hand out promotional materials and engage in conversations. As an exciting part of the event, Best the Pro sponsorship allows for a strong connection with the audience ensuring lasting impressions while contributing to the charity's success. This sponsorship includes sponsoring the Beat the Pro prizes at the evening prize giving.

Drinks buggy: £500 - The drink's buggy circulates throughout the course all day and so it is able to provide continuous visibility for the sponsor, with their logo prominently displayed on the vehicle. Golfers will associate the sponsor with the refreshing beverages they enjoy during their round, reinforcing positive brand recognition.

Additionally, the sponsor may engage directly with participants, offering a personal touch and building relationships in a casual, yet highly visible environment. This sponsorship provides excellent exposure throughout the event, ensuring the brand is front and centre, while supporting the charity's mission in a meaningful way.

Speciality Tee Sponsorship: £200 - Sponsor the 'Longest Drive' or 'Nearest the pin' competition tees. You will receive recognition at the tee and during the evening prize giving.

Tee Sponsorship: £100 - to include a tee board at your sponsored tee bearing your logo.