



***28TH ANNUAL***  
**ROTARY POT OF GOLD**  
**CHARITY GOLF TOURNAMENT**  
**MAYFAIR LAKES GOLF CLUB - JULY 16 2024**

Title Sponsor





28TH ANNUAL

## **ROTARY POT OF GOLD CHARITY GOLF TOURNAMENT**

**JULY 16, 2024**

**MAYFAIR LAKES GOLF & COUNTRY CLUB**

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### **A MESSAGE FROM OUR CHAIRMAN**

The Royal City Rotary Club and the Rotary Club of New Westminster invite you to participate in the 28th Annual Rotary Pot of Gold Charity Golf Tournament.

Over the past 27 years, this event has raised approximately \$665,000 for local charities. Approximately \$40,000 was raised from our last Rotary tournament alone. The New Westminster and Royal City Rotary Clubs' principal focus has been on programs for youth in the New Westminster area, and we will continue to promote them.

Again this year, the two local Rotary Clubs will also donate part of the net proceeds to Salvation Army New Westminster, and the Lower Mainland Purpose Society (an alternate education facility) to further their valuable work with individuals facing their own challenges in the community, including at-risk youth.

Past Rotary tournaments have been sold out. We hope to repeat that success this year. We invite you to participate in the tournament as a sponsor, donor or golfer...or, ideally, all three. Here is a brochure about how you can participate in a day of golf and camaraderie, and support our work in your community at the same time.

If you have any questions, please contact Rick Molstad at 604.831.1821 or by e-mail at [molstad.rick@gmail.com](mailto:molstad.rick@gmail.com), and I would be pleased to answer your enquiries.

Hoping to see you on July 16th.

**Rick Molstad**  
Chairman, Rotary Pot of Gold Charity Golf Tournament Committee

*Our Rotary golf tournament will be subject to applicable restrictions issued by the Provincial Health Authority.*

[rotarypotofgoldgolf.com](http://rotarypotofgoldgolf.com)





# WHY SPONSOR US?

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## COMMUNITY IMPACT

We've raised approximately \$665,000 in the past 27 years for local charities.

Funds raised support projects for at-risk youth in our community, including RYLA, Adventure programs, Rotaract, Interact, a hot lunch program in New Westminster Secondary School and Youth Exchange.

2024 net Rotary tournament proceeds will benefit: the Rotary Club of New Westminster, Royal City Rotary Club, Salvation Army New Westminster and the Lower Mainland Purpose Society.



## BRAND RECOGNITION



This is a great opportunity to showcase your brand, product, or service. Build customer loyalty by aligning your business with important community causes!

Opportunities to get your brand noticed include sponsoring golf carts, our gourmet lunch, buffet dinner, plus many on-course contests, and prizes! Imagine, sponsoring a HOLE IN ONE and presenting a lucky golfer \$50,000 or more in cash, cars, or...? It has been done at our tournament! Donate and bid on select items on our online auction!

Build brand awareness and reach an attractive audience at an affordable price point! Have a positive impact in the community where your customers *live, work, and play!*

## NETWORK, PLAY, CONNECT!

The Rotary tournament aims to sell out every year as golfers enjoy a great day of golf at the semi-private Mayfair Lakes Golf & Country Club.

With over 130 engaged corporate decision makers and community leaders in attendance, you can grow your contacts in a safe and fun outdoor environment.

Network with prospective customers, or engage face-to-face with key decision makers!



Photo with the Felions



# SPONSOR BENEFITS

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| SPONSOR TYPE     |   | BENEFITS  |
|------------------|---|---|
| MAJORS SPONSOR   | <b>Title Sponsor - (\$7.5k) <i>SOLD</i></b>   | <ul style="list-style-type: none"><li>• Registration for golf, shared cart, &amp; dinner for 12</li><li>• Inclusion and promotion in social media strategy</li><li>• Corporate Logo &amp; Sponsor Recognition in promotional campaign, pre and post-events</li><li>• Signage at registration and dinner</li><li>• Recognition on event print materials</li><li>• Event program and dinner recognition</li><li>• Podium participation and awards presenter at dinner</li></ul> |
| GREENS SPONSORS  | <b>Community Sponsor (\$2.5k)</b><br><b>Dinner Co-Sponsor (\$2.5k)</b>  | <ul style="list-style-type: none"><li>• Registration for golf, shared cart, &amp; dinner for 4</li><li>• Inclusion and promotion in social media strategy</li><li>• Corporate Logo &amp; Sponsor Recognition in promotional campaign, pre and post-events</li><li>• Signage at registration and dinner</li><li>• Recognition on event print materials</li><li>• Event program and dinner recognition</li></ul>  |
| FAIRWAY SPONSORS | <b>Golf Cart Co-Sponsor (2 @ \$1.5k)</b><br><b>Lunch or Wine Sponsor (\$1.5k) each</b><br><b>Print Media Sponsor - <i>SOLD</i></b><br><b>Print Sponsor - <i>SOLD</i></b><br><b>Contest Package Co-Sponsor (2 @ \$1.25k)</b> | <ul style="list-style-type: none"><li>• Registration for golf, shared cart, &amp; dinner for 2</li><li>• Inclusion and promotion in social media strategy</li><li>• Corporate Logo &amp; Sponsor Recognition in promotional campaign, pre and post-events</li><li>• Signage at registration and dinner</li><li>• Recognition on event print materials</li><li>• Event program recognition</li></ul>   |
| TEEBOX SPONSORS  | <b>Hole in One Sponsor (4 @ \$800)</b><br><b>Contest Prize Sponsor (6 @ \$400, plus Prize)</b><br><b>Hole Sponsor (\$400)</b>   | <ul style="list-style-type: none"><li>• Inclusion and promotion in social media strategy</li><li>• Signage at hole</li><li>• Opportunity to activate at your hole</li><li>• Recognition on event print materials</li><li>• Event program recognition</li></ul>  |

For more information and to book your Partnership Opportunity and Foursome, contact:

Kelly Lum: lum\_kelly@hotmail.com / Dave Vallee: dvallee@telus.net /

Rick Molstad: molstad.rick@gmail.com

PRESENTED BY:



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ROYAL CITY ROTARY CLUB