

16th Annual

MLA Hospitality Cup Golf Tournament

to benefit the MLA Education Foundation

Monday, May 4, 2009

Pinehills Golf Club, Plymouth, MA



SPONSORSHIP OPPORTUNITIES



Reception Sponsor - \$5,000

- Signage at Reception and opportunity to address all participants at Reception
- One foursome to compete in Tournament (includes: golf, carts, on-course beverages, box lunch, and Reception)
- One full page ad in Tournament Program Book (distributed to all tournament participants)
- Web site banner for 4 months
- Recognition at all pre- and post-tournament promotional events
- Opportunity for marketing materials placement in amenity bags

Express Lunch Sponsor - \$3,000

- Sponsorship label on each box lunch
- One foursome to compete in Tournament (includes: golf, carts, on-course beverages, box lunch, and Reception)
- Recognition in Tournament Program Book (distributed to all tournament participants)
- Web site banner for 4 months
- Recognition at all pre- and post-tournament promotional events
- Opportunity for marketing materials placement in amenity bag

Golf Cart Sponsor - \$2,500

- Signage on each of the carts used by participants
- One foursome to compete in Tournament (includes: golf, carts, on-course beverages, box lunch, and Reception)
- Recognition in Tournament Program Book (distributed to all tournament participants)
- Web site banner for 3 months
- Recognition at all pre- and post-tournament promotional events
- Opportunity for marketing materials placement in amenity bags

~~SOLD~~ Beverage/ Snack Cart Sponsor - \$2,500

- Signage with corporate logo on the Beverage Cart servicing the course
- One foursome to compete in Tournament (includes: golf, carts, on-course beverages, box lunch, and Reception)
- Recognition in Tournament Program Book (distributed to all tournament participants)
- Web site banner for 3 months
- Recognition at all pre- and post-tournament promotional events
- Opportunity for marketing materials placement in amenity bags

Amenity Bag Sponsor - \$2,500

- One foursome to compete in Tournament (includes: golf, carts, on-course beverages, box lunch, and Reception)
- Recognition in Tournament Program Book (distributed to all tournament participants)
- Web site banner for 3 months
- Recognition at all pre- and post-tournament promotional events
- Opportunity for marketing materials placement in amenity bags

Hole-in-One Sponsor - \$2,000

- Signage at hole designated as the 'hole-in-one'
- One foursome to compete in Tournament (includes: golf, carts, on-course beverages, box lunch, and Reception)
- Recognition in Tournament Program Book (distributed to all tournament participants)
- Website banner for 3 months
- Recognition at all pre- and post-tournament promotional events
- Opportunity for marketing materials placement in amenity bags

Hole Sponsor - \$1,800

- Signage at one hole
- One foursome to compete in Tournament (includes: golf, carts, on-course beverages, box lunch, and Reception)
- Recognition in Tournament Program Book (distributed to all tournament participants)
- Website banner for 2 months
- Recognition at all pre- and post-tournament promotional events
- Opportunity for marketing materials placement in amenity bags

Putting Green Sponsor - \$1,800

- Signage at Putting Green
- One foursome to compete in Tournament (includes: golf, carts, on-course beverages, box lunch, and Reception)
- Recognition in Tournament Program Book (distributed to all tournament participants)
- Web site banner for 2 months
- Recognition at all pre- and post-tournament promotional events
- Opportunity for marketing materials placement in amenity bags

Locker Room Sponsor - \$1,800

- Signage in Locker Rooms
- One foursome to compete in Tournament (includes: golf, carts, on-course beverages, box lunch, and Reception)
- Recognition in Tournament Program Book (distributed to all tournament participants)
- Web site banner for 2 months
- Recognition at all pre- and post-tournament promotional events

Driving Range Sponsor - \$1,800

- Signage at the Driving Range
- One foursome to compete in Tournament (includes: golf carts, on-course beverages, box lunch, and reception)
- Recognition in Tournament Program Book (distributed to all tournament participants)
- Recognition at all pre- and post-tournament promotional events
- Web site banner for 2 months
- Opportunity for marketing materials placement in amenity bags

Tournament Program Book Ad Rates

A commemorative Program Book (5 1/4" X 8 1/4") acknowledging the support of the Tournament by the suppliers of the lodging industry as well as recognizing the efforts of the MLA membership.

The Program Book will be distributed to all participants on the day of the Tournament

Inside Front Cover	\$ 450	4 ¼ wide x 7 ¼ high
Inside Back Cover	\$ 450	4 ¼ wide x 7 ¼ high
Full Page Ad	\$ 250	4 ¼ wide x 7 ¼ high
Half Page Ad	\$ 200	4 ¼ wide x 3 ½ high

Please submit camera-ready artwork (EPS or higher resolution format)
by Friday, April 24, 2008 to Michelle Katz at mkatz@masslodging.com.

The mission of the Massachusetts Lodging Association is to promote the business environment and image of the lodging industry in Massachusetts through legislative and communication initiatives, networking and educational opportunities and member focused programs and services.

Sponsor Commitment Form

Please complete and fax this form to the MLA at 617-720-1305 by Friday, April 20th.
Please make all sponsorship checks payable to the Massachusetts Lodging Association.

Name _____

Company _____

Address _____

Phone _____ Email _____

I would like to sponsor the following (please check all that apply):

- | | |
|--|---|
| <input type="radio"/> Reception Sponsor - \$5,000 | <input type="radio"/> Hole-in-One Sponsor - \$2,000 |
| <input type="radio"/> Express Lunch Sponsor - \$3,000 | <input type="radio"/> Hole Sponsor - \$1,800 |
| <input type="radio"/> Golf Cart Sponsor - \$2,500 | <input type="radio"/> Putting Green Sponsor - \$1,800 |
| <input type="radio"/> Beverage/ Snack Cart Sponsor - \$2,500 | <input type="radio"/> Locker Room Sponsor - \$1,800 |
| <input type="radio"/> Amenity Bag Sponsor - \$2,500 | <input type="radio"/> Driving Range Sponsor - \$1,800 |

PROGRAM BOOK ADVERTISING

- | | |
|--|---|
| <input type="radio"/> Inside Front Cover - \$450 | <input type="radio"/> Inside Back Cover - \$450 |
| <input type="radio"/> Full Page Ad - \$250 | <input type="radio"/> Half Page Ad - \$200 |

PAYMENT INFORMATION

- Credit Card _____ Exp. _____
- Check (please mail check directly to the MLA, 7 Liberty Square, Suite 200, Boston, MA 02109)

Authorized Signature _____