

2019  
**GOLF**  
TOURNAMENT

07.14.19



LINWOOD COUNTRY CLUB | LINWOOD, NJ

# About the New Jersey Cannabis Industry Association

The New Jersey Cannabis Industry Association is a nonprofit trade association dedicated to advancing the legalization of cannabis. Our mission is to promote sensible policies to optimize the responsible growth and development of New Jersey's cannabis market.

The NJCIA strives to promote all industry sectors including: biotechnology, cultivation, manufacturing, finance, retail, security, industrial hemp and consulting services. New Jersey is poised to become one of the most significant markets in the United States. Our policy makers are relying on our industry thought leaders to provide best practices and common sense solutions for cannabis in the Garden State.

## WHY BE A SPONSOR?

**NJCIA's Golf Outing** is a unique event that attracts high-profile members of the burgeoning cannabis movement, business leaders from all sectors of the canna-industry, and savvy cannabis investors. In addition to increasing your organization's profile among these key demographics, your sponsorship of this event will also help you:

- Be a part of history as New Jersey becomes the 10th state to legalize cannabis for adult use and associate your brand with those forging future policy. Don't be left behind.
- Gain cachet by affiliating your company with a high-end consumer event targeting successful cannabis advocates and business leaders in the cannabis industry.
- Grow your product, service, or brand through exposure to key industry players.
- Reinforce loyalty with current consumer relationships while finding new, quality customers.
- Gain media exposure directly from those outlets covering the event with prominent signage.
- Follow the trend of many Fortune 500 companies that commit to cause marketing.
- Consumers clearly support those companies that support the causes they care about deeply.
- As each sponsor contacts its client list promoting the event, all sponsors will benefit exponentially, increasing their brand visibility and marketing outreach.

# Sponsorship Benefits

## **PLATINUM SPONSORSHIP: \$10,000.00**

- Exclusive premiere sponsor
- Top billing in all event materials
- Extra large logo on all event collateral and advertising
- Recognition on media promotions
- Two (2) foursomes in the outing
- Two-page ad in program
- Extra large logo on event signage
- Verbal acknowledgement during cocktail hour
- Opportunity to address the crowd for three minutes
- Extra Large Logo featured on website with hyperlink
- Ability to display company information at event
- Signage on two different golf holes

## **GOLD SPONSORSHIP: \$5,000.00**

- Large logo on all event collateral and advertising
- Recognition on all media promotions
- One (1) foursome in the outing
- Full-page ad in program
- Large logo on event signage
- Verbal acknowledgement during cocktail hour
- Large logo on website with hyperlink
- Ability to display company info at event
- Signage on one (1) golf hole

## **SILVER SPONSORSHIP: \$2,500.00**

- Medium logo on all event collateral and advertising
- Recognition on all media promotions
- One (1) foursome in the outing
- Half-page ad in program
- Medium logo on event signage and reel
- Verbal acknowledgement during cocktail hour

## **BRONZE SPONSORSHIP: \$1,000.00**

- Small logo on all event collateral and advertising
- Recognition on all media promotions
- Two complimentary guest tickets to the event
- Quarter-page ad in program
- Small logo on event signage and reel
- Verbal acknowledgement during event
- Small logo on website with hyperlink

## **COCKTAIL RECEPTION SPONSORSHIP: \$3,500**

- Exclusive sponsor of the drinks (or) catering with exclusive signage
- One (1) foursome in the outing
- Logo recognition on sponsor banner
- Signage on one (1) golf hole
- Logo recognition on NJCIA website

## **HOLE SPONSORSHIP: \$375**

- Signage on one (1) golf hole and name listed on NJCIA website

## **GIVEAWAY SPONSORSHIP: \$2,000**

- Signage on one (1) golf hole and name listed on NJCIA website
- Company logo on all golf giveaways

## **CLOTHING & GEAR SPONSORSHIP**

- Please contact Dara Servis at [dservis@newjerseycia.org](mailto:dservis@newjerseycia.org)

# Sponsorship Benefits

	PLATINUM SPONSOR \$10,000	GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,500	BRONZE SPONSOR \$1,000
Exclusive premiere sponsor	Yes	No	No	No
Billing in all event material	Premiere	Large	Medium	Small
Logo on all event collateral and advertising	Extra large	Large	Medium	Small
Recognition on all media promotions	Yes	Yes	Yes	Yes
Play in the tournament	Yes	Yes	Yes	No
Ad in program	Two-page	Full-page	Half-page	Quarter-page
Logo on event signage	Yes	Yes	Yes	Yes
Logo on website with hyperlink	Yes	Yes	Yes	Yes
Ability to display company info at event	Yes	Yes	No	No
Verbal acknowledgement during event	Yes	Yes	No	No

## COCKTAIL RECEPTION SPONSORSHIP: \$3,500

- Exclusive sponsor of the drinks (or) catering with exclusive signage
- One (1) foursome in the outing
- Logo recognition on sponsor banner
- Signage on one (1) golf hole
- Logo recognition on NJCIA website

## HOLE SPONSORSHIP: \$375

- Signage on one (1) golf hole and name listed on NJCIA website

## GIVEAWAY SPONSORSHIP: \$2,000

- Signage on one (1) golf hole and name listed on NJCIA website
- Company logo on all golf giveaways

## CLOTHING & GEAR SPONSORSHIP

- Please contact Dara Servis at [dservis@newjerseycia.org](mailto:dservis@newjerseycia.org)

## LOGO & ART SUBMISSION

**Logos:** Please submit your logo as an Adobe Illustrator (.AI) or EPS file, CMYK (no PMS colors) and all fonts outlined, preferably at print size. If submitting a logo as a JPG file, please be sure that it is 300 DPI resolution at full print size. If JPG files of logos need to be enlarged, quality of printed logo cannot be guaranteed.

**Please contact Dara Servis, [dservis@newjerseycia.org](mailto:dservis@newjerseycia.org), for questions regarding logo and art submission.**

# Sponsorship Letter of Agreement

Agrees to provide a financial sponsorship for the NJCIA Golf Tournament on Sunday, July 14, 2019. As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in the sponsorship deck. I further understand that these opportunities will not be valid until this agreement is signed and my payment has been processed by NJCIA. As a sponsor, I agree to provide digital artwork for any ads and logo submissions for all promotional advertising. I understand that I will receive the applicable sponsorship opportunities described in this packet, as long as I provide payment and artwork to NJCIA within seven (7) business days of the date of this agreement was signed. After that time, NJCIA reserves the right to offer this sponsorship opportunity to other interested parties.

As a sponsor, I understand that NJCIA is relying on my commitment, as represented by this Letter of Agreement (and anything else agreed to in a custom sponsorship package, described in an attachment to this Agreement), to provide funding and/or goods, and that NJCIA may not seek additional sponsors, may turn away other potential sponsors, and may make expenditures based on this commitment. I understand that if I do not fulfill my sponsorship obligations I may be liable for damages sustained by NJCIA as a result.

Please mail this form to Dara Servis, NJCIA, 272 Dunns Mill Road, Suite 420, Bordentown, NJ 08505 or DServis@newjerseycia.org.

Please check appropriate sponsorship:

**Platinum Sponsorship (\$10,000)**

**Gold Sponsorship (\$5,000)**

**Silver Sponsorship (\$2,500)**

**Bronze Sponsorship (\$1,000)**

**Other (please specify):** \_\_\_\_\_

\_\_\_\_\_  
Mailing address

\_\_\_\_\_  
Website

\_\_\_\_\_  
Telephone number

\_\_\_\_\_  
Authorized signature

\_\_\_\_\_  
Date

I will be sending a check for the indicated amount to the New Jersey Cannabis Industry Association at 272 Dunns Mill Road, Suite 420, Bordentown, NJ 08505.

A check payable to the New Jersey Cannabis Industry Association is attached.

Donations to NJCIA will be used to support NJCIA's efforts and will be dispensed at NJCIA's sole discretion. Because sponsorship sold for this event goes to NJCIA, your gift is not tax-deductible.