

2024

# Sponsorship Package



To secure your sponsorship visit our event website,  
or contact:

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[westerngives@westerngives.com](mailto:westerngives@westerngives.com)

[www.westerngolfclassic.com](http://www.westerngolfclassic.com)

#WesternGives



**Western**  
FINANCIAL GROUP  
Communities Foundation

# About the Western Communities Foundation

Our Communities Foundation was founded in 2001 with the aim of enabling Western Financial Group team members, business partners, and communities to build strong and vibrant communities from coast to coast. Over \$9 million have been invested in Canadian communities since the Foundation's establishment 23 years ago.

## Our Mission

Because we care, we support causes that matter most to our customers, people and the diverse communities we serve.

## Our Purpose

Giving back is in our DNA. We are committed to partnering with our team members and business partners to build strong and vibrant communities in Canada.

## Impact of our investments



23 years of Investing in Canadian Communities



Over \$9 million Invested



180+ Communities



400+ Community Projects Supported



1750+ Inspirational Bursary Recipients

## Social Media Reach



## Western Charity Golf Classic

The Western Charity Golf Classic is an annual charity tournament in support of the Western Communities Foundation. It is a fun-filled day of golf for a good cause. This year marks the 21st year of our Charity Golf Classic, and it will be held on **Thursday, June 13, 2024** at the Highwood Golf Club in High River, Alberta.

### Event Audience

50/50 Western members and business partners

200 attendees from across Canada

60+ volunteers

## National Walk to Support the Cause

This year, the annual National Walk will be held on May 20 to 23, 2024. This is the 19th year Western team members will be participating in the 5km walk in communities across Canada to unite to raise awareness and funds for local charities and community organizations. In 2023, over 1,700 Western employees and friends participated.

### 2023 Impact

1700+ Western and community participants

180+ communities

\$80,000+ donated to support local causes



# Corporate Sponsorship Opportunities

Your support helps build strong and vibrant communities in Canada

We greatly appreciate the ongoing support of our corporate sponsors who enable the Communities Foundation to continue to support our local communities through our grant-making initiatives and charity events.

100% of the funds raised by the Communities Foundation are invested in local communities.

**\$50,000**

## Grand National Champion

- ✔ Title on 3 Infrastructure Grants (option to select 1 region)
- ✔ Opportunity to co-present grant with Western in selected region
- ✔ Feature article with linkback on Western's website
- ✔ Feature in Western newsletter
- ✔ Recognition post on Western's Facebook and LinkedIn
- ✔ Recognition in Foundation's 2024 Annual Report of Giving
- ✔ Logo on Western Website's Foundation Sponsor Page
- ✔ Logo displayed on Event Sponsor Signage

### GOLF BENEFITS

- ✔ 6 Complimentary players
- ✔ Opportunity to add branded swag in Golfers Gift Bag
- ✔ Opportunity to have company tent and representative on hole
- ✔ Signage on a hole | **Deadline May 1**
- ✔ Verbal recognition at Golf Classic Dinner
- ✔ Logo on Charity Golf Classic Signage | **Deadline May 1**
- ✔ Full Page ad in 2024 Golf Classic Program | **Deadline May 1**

**\$30,000**

## National Champion

- ✔ Title on 1 Infrastructure Grant (option to select 1 region)
- ✔ Feature article with linkback on Western's website
- ✔ Recognition post on Western's Facebook and LinkedIn
- ✔ Recognition in Foundation's 2024 Annual Report of Giving
- ✔ Logo on Western Website's Foundation Sponsor Page
- ✔ Logo displayed on Event Sponsor Signage

### GOLF BENEFITS

- ✔ 4 Complimentary players
- ✔ Opportunity to add branded swag in Golfers Gift Bag
- ✔ Opportunity to have company tent and representative on hole
- ✔ Signage on a hole | **Deadline May 1**
- ✔ Verbal recognition at Golf Classic Dinner
- ✔ Logo on Charity Golf Classic Signage | **Deadline May 1**
- ✔ Full Page ad in 2024 Golf Classic Program | **Deadline May 1**

**\$25,000**

## Partner

- ✔ Recognition post on Western's Facebook and LinkedIn
- ✔ Recognition in Foundation's 2024 Annual Report of Giving
- ✔ Logo on Western Website's Foundation Sponsor Page
- ✔ Logo displayed on Event Sponsor Signage

### GOLF BENEFITS

- ✔ 4 Complimentary players
- ✔ Opportunity to have company tent and representative on hole
- ✔ Signage on a hole | **Deadline May 1**
- ✔ Verbal recognition at Golf Classic Dinner
- ✔ Logo on Charity Golf Classic Signage | **Deadline May 1**
- ✔ Half Page ad in 2024 Golf Classic Program | **Deadline May 1**

**\$15,000**

## Visionary

- ✔ Recognition post on Western's Facebook and LinkedIn
- ✔ Recognition in Foundation's 2024 Annual Report of Giving
- ✔ Logo on Western Website's Foundation Sponsor Page
- ✔ Logo displayed on Event Sponsor Signage

### GOLF BENEFITS

- ✔ 2 Complimentary players
- ✔ Signage on a hole | **Deadline May 1**
- ✔ Verbal recognition at Golf Classic Dinner
- ✔ Logo on Charity Golf Classic Signage | **Deadline May 1**
- ✔ Half Page ad in 2024 Golf Classic Program | **Deadline May 1**





# Corporate Sponsorship Opportunities

Your support helps build strong and vibrant communities in Canada

**\$10,000**

## Advocate

- ✓ Recognition in Foundation's 2024 Annual Report of Giving
- ✓ Logo on Western Website's Foundation Sponsor Page
- ✓ Logo displayed on Event Sponsor Signage

### GOLF BENEFITS

- ✓ 2 Complimentary players
- ✓ Verbal recognition at Golf Classic Dinner
- ✓ Logo on Charity Golf Classic Signage | **Deadline May 1**
- ✓ Quarter Page ad in 2024 Golf Classic Program | **Deadline May 1**

**\$5,000**

## Promoter

- ✓ Recognition in Foundation's 2024 Annual Report of Giving
- ✓ Logo on Western Website's Foundation Sponsor Page
- ✓ Logo displayed on Event Sponsor Signage

### GOLF BENEFITS

- ✓ Logo on Charity Golf Classic Signage | **Deadline May 1**
- ✓ Quarter Page ad in 2024 Golf Classic Program | **Deadline May 1**

**\$2,000**

## Supporter

- ✓ Logo on Western Website's Foundation Sponsor Page
- ✓ Logo displayed on Event Sponsor Signage

### GOLF BENEFITS

- ✓ Logo on Charity Golf Classic Signage | **Deadline May 1**
- ✓ Logo in 2024 Golf Classic Program | **Deadline May 1**





# Golf Specific Sponsorship Opportunities

Your support helps build strong and vibrant communities in Canada



## Scorecard \$1,000

- ✓ Logo in program
- ✓ Logo on scorecard
- ✓ Logo on event website
- ✓ Logo on event sponsor signage



## Bottled Water \$1,300

- ✓ Logo in program
- ✓ Logo on bottled water
- ✓ Logo on event website
- ✓ Logo on event sponsor signage



## Golf Ball \$1,000

- ✓ Logo in program
- ✓ Logo on golf balls
- ✓ Logo on event website
- ✓ Logo on event sponsor signage



## Beverage Cart \$1,000

- ✓ Logo in program
- ✓ Signage at cart
- ✓ Logo on event website
- ✓ Logo on event sponsor signage



## Golf Cart \$2,500

- ✓ Logo in program
- ✓ Signage on golf cart
- ✓ Logo on event website
- ✓ Logo on event sponsor signage



## Dinner \$8,500

- ✓ Logo in program
- ✓ Signage at dinner
- ✓ Logo on event website
- ✓ Logo on event sponsor signage
- ✓ Verbal mention at dinner



## BBQ Lunch \$3,000

- ✓ Logo in program
- ✓ Signage at lunch station
- ✓ Logo on event website
- ✓ Logo on event sponsor signage



## Dinner Wine \$1,000

- ✓ Logo in program
- ✓ Logo on all wine bottles
- ✓ Logo on event website
- ✓ Logo on event sponsor signage



## Drink Hole (x2) \$1,500

- ✓ Logo in program
- ✓ Signage on hole
- ✓ Logo on event website
- ✓ Opportunity to have company tent and representative on hole
- ✓ Logo on event sponsor signage



## Hole \$1,000

- ✓ Logo in program
- ✓ Signage on hole
- ✓ Logo on event website
- ✓ Opportunity to have company tent and representative on hole
- ✓ Logo on event sponsor signage



## 19th Hole \$3,000

- ✓ Logo in program
- ✓ Signage on TV
- ✓ Logo on event website
- ✓ Signage throughout 19th Hole
- ✓ Logo on event sponsor signage



## Contest (x4) \$1,000

Hole-in-One, Putting, Closest to the pin

- ✓ Logo in program
- ✓ Signage on hole
- ✓ Logo on event website
- ✓ Opportunity to have company tent and representative on hole
- ✓ Logo on event sponsor signage



## Print Materials \$4,000

- ✓ Logo in program
- ✓ Logo on event website
- ✓ Logo on event sponsor signage



## Volunteers \$2,000

- ✓ Recognition during volunteer training
- ✓ Recognition in volunteer thank you
- ✓ Logo in program
- ✓ Logo on event website
- ✓ Logo on event sponsor signage



## Auction Item (x4) \$5,000

Sponsor an item to be featured in our Silent Auction. Select from a category and let us do the shopping for you.

- ✓ Logo in program
- ✓ Name in auction item description
- ✓ Mention during final auction bidding at dinner
- ✓ Logo on event website
- ✓ Logo on event sponsor signage

SOLD - WestKey

# Thank You 2023 Sponsors

## National Champion



## Partner



## Advocate



## Promoter



## Supporter



## Golf Sponsors

Bee-Clean Building Maintenance Inc.  
Canadian Claims Services Inc.  
Collective Assets Limited Partnership (CAL)  
Fortress Insurance  
Four Points Insurance Ltd.  
iA Financial Group Insurance  
IDC WorldSource

iTel Networks Inc.  
Milnco Insurance Broker Solution Centre  
Optimum West Insurance  
Optiom Inc  
Portage Mutual Insurance  
WestKey Graphics