

ANCHOR YOUR BUSINESS WITH US!

Leverage the marketing power of the ECU Alumni Association



Purple Gold Golf Open Sponsorship Opportunities

Leverage our connections and tap into a high-value, well-educated adult market that's extremely loyal to ECU and those businesses that support the Pirates!

As one of the largest and most coveted golf tournaments of the year, the Purple Gold Golf Open brings nearly 200 Pirates and friends to Greenville for a day of spirited competition, comradery, and fun!

Not only will your business reach event day attendees – you'll also connect with the global Pirate Nation™ thanks to the power of the ECU Alumni Association and its network of 190,000+ alumni. Be part of **ARRRGH™ Purple Gold Golf Open!**



Contact the ECU Alumni Association:

Shawn Moore

Director of Scholarships & Signature Events

mooresh@ecu.edu

252-328-5775

Gold Sponsor **\$5,000** plus one item for prize drawing

- Industry exclusive
- Tournament entry for two (2) foursomes
- Brand-building opportunity to address attendees, present donated prize, and share marketing materials at provided table, plus verbal recognition during event
- Prominent logo placement on event posters
- Display sponsor-supplied banner at event
- Prominent logo placement and/or company mentioned/tagged in select event social media posts and on webpage. Digital communications benefits include ad banner ad in one (1) event email blast
- Facebook LIVE interview at event
- Tee box signage with logo at select hole
- Full page ad in event program (sponsor to provide)
- Opportunity to give sponsor-supplied branded giveaway to item to golfers

Purple Sponsor **\$3,500** plus one item for prize drawing

- Tournament entry for one (1) foursome
- Brand-building opportunity to present donated prize, and distribute marketing materials at provided sponsors' table, plus verbal recognition during event
- Tier II logo placement on event posters
- Display sponsor-supplied banner at event
- Logo placement and/or company mentioned/tagged in select event social media posts and digital communications, plus on event webpage
- Tee box signage with logo at select hole
- Half page ad in event program (sponsor to provide)

On back: More sponsorship opportunities including in-kind!

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Sponsorship Opportunities

Golfers' Gift Sponsor **\$2,500**

Make a lasting impression with your logo on high-end, co-branded gift given to each golfer.

- Exclusive logo placement alongside the ECUAA logo on golfers' gift item
- Tournament entry for one (1) foursome
- Brand-building opportunity to distribute marketing materials at provided sponsors' table, plus verbal recognition during event
- Tier III logo placement on event posters
- Company mentioned/tagged in select event social media posts plus logo on event web page

Buccaneer Sponsor **\$2,000**

- Tournament entry for two (2) players
- Brand-building opportunity to distribute marketing materials at provided sponsors' table, plus verbal recognition during event
- Company named in select event social media posts and on event web page
- Quarter page ad in event program (sponsor to provide)

In-Kind Sponsorships

including: Beverage, Beer, Signage, Snacks, Ice, Prizes

Our Purple Gold Golf Open provides a tremendous opportunity for Pirates to sample your products and learn about all you offer. We customize sponsorship benefits to match the value of your in-kind support and your objectives. Let's talk about the possibilities!

Putting Green & Contest Sponsor **\$1,000**

plus two items valued at \$50+ for contest prizes

- Display a banner at Putting Green
- Brand-building opportunity for representative to assist with putting contest and to distribute marketing materials at provided sponsors' table
- Logo in event program

Breakfast Sponsor / Lunch Sponsor **\$750**

- Logo on signage near food/gathering area
- Brand-building opportunity to distribute marketing materials at provided sponsors' table
- Logo in event program

Contest Sponsors (three available)* **\$500 per**

Choose: Longest Drive / Closest to the Pin / Hole-in-One

* Sponsor to provide contest prize and required HIO insurance

- Logo on signage near tee box
- Brand-building opportunity to distribute marketing materials at provided sponsors' table
- Opportunity to interface with golfers at the selected hole in event program

Hole Sponsor **\$250**

- Logo on signage near tee box



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