



27th Annual 2010 Chicago Golf Show Sponsorship Opportunities

The 2010 Chicago Golf Show offers your company a variety of exciting ways to build awareness and generate business among a highly active, motivated, educated and affluent consumer audience. More than 15,000 avid golfers will visit the Donald E. Stevens Center, February 26 – 28, 2010.

Sponsorship packages are varied and flexible, enabling your company to participate in a program that is right for you. All sponsorships can be customized to meet your objectives. For show details, please visit our website at www.ChicagoGolfShow.com.

SHOW SPONSORSHIPS

Title Sponsor

Package Price: \$12,000

Benefits Include:

- Your company name integrated into the show title: i.e., **"The Company X 2010 Chicago Golf Show"**
- Your company name and logo listed as "Title Sponsor" in all show promotions, including newspaper, radio, billboards, direct mail, Web and PR
- 1x Eblast to Chicago Golf Show mailing list
- 2x Eblasts to post show attendee list
- Hanging banner and signage at the show (sponsor to provide banner)
- 200 Square feet of complimentary booth space
- Company name and logo prominently displayed at show entrance
- VIP seating for four (4) at the Annual Media Luncheon
- Company logo with hyperlink on www.ChicagoGolfShow.com
- 150 complimentary tickets to the Chicago Golf Show



EVENT SPONSORSHIPS

Chicago's Longest Putt

Package Price: \$7,500

Crowds gather right here to watch contestants try to sink the 70 foot putt. The Longest Putt Area is a dramatic venue to feature your company. Crowds gather to see the action from three sides – a perfect opportunity to introduce captive consumers to your product or service. The promotional area provides high visibility for signs or a banner. Successful contestants will win a golf umbrella bearing your company logo and the Chicago Golf Show logo.

Benefits include:

- Banner above the Longest Putt area acknowledging your company as the exclusive sponsor (banner provided by sponsor)
- Company name and logo included in all direct mail and website promotions
- Company logo and CGS logo on the golf umbrella given out for each successful putt
- Opportunity to include your product/service as one of the "Grand Prizes"
- 100 free putt coupons given away to your booth
- Company name and logo listed at entrance to the Show
- VIP seating for two (2) to the Annual Media Luncheon
- Company logo with hyperlink on www.ChicagoGolfShow.com
- 75 complimentary tickets to the Chicago Golf Show

Chicago Golf Show Tickets

Package Price: \$5,000

Drive traffic back to your business! Feature your logo and company message on over 20,000 Golf Show Tickets. Use the attendee ticket portion for retail store discounts, booth traffic building, online contests or other promotional tactics.

Benefits include:

- Company logo and message imprinted on each show ticket
- Company name and logo included in all direct mail and website promotions
- Company name and logo listed at show entrance
- VIP seating for two (2) to the Annual Media Luncheon
- Company logo with hyperlink on www.ChicagoGolfShow.com
- 60 complimentary tickets to the Chicago Golf Show



The Golf Main Stage

Package Price: \$5,000

Another attraction that sets the Chicago Golf Show apart is the 20'x 20' elevated stage. This area includes a hitting net, large a/v screen and seating for 125 attendees. Audience members get tips and trade secrets from top PGA pros and golf celebrities during the dozen programs over three days. The Show's biggest draw – **Marty "Long Ball" Joyce** – will return to the stage this year to display his skills and patented trick shots.

Benefits include:

- Banner on Golf Stage acknowledging your company as the exclusive sponsor (banner provided by sponsor)
- Company name and logo included in all direct mail and website promotions
- Verbal acknowledgement of your sponsorship from the stage microphone at the start of each program
- Logo on screen between sessions
- Company name and logo listed at show entrance
- VIP seating for two (2) to the Annual Media Luncheon
- Company logo with hyperlink on www.ChicagoGolfShow.com
- 60 complimentary tickets to the Chicago Golf Show

Practice Putting Green

Package Price: \$5,000

Most golfers readily admit they need a little help with their putting. That's why this 20'x 20' area is perfect for free putting lessons. And, as attendees wait their turn, your logo, company message and promotional materials are in plain view. The Practice Putting Green is located near the Illinois PGA Booth, and is manned by PGA professionals.

Benefits include:

- Banner at Putting Green area acknowledging your company as the exclusive sponsor (banner provided by sponsor)
- Company name and logo included in all direct mail and website promotions
- Company name and logo listed at show entrance
- Excellent for distributing giveaways or other promotional materials
- VIP seating for two (2) at the Annual Media Luncheon
- Company logo with hyperlink on www.ChicagoGolfShow.com
- 50 complimentary tickets to the Chicago Golf Show



The Impact Zone – New Club Test Area (multiple sponsorships available)

Package Price: \$5,000

Choosing the latest equipment and trying the newest club is of major interest to all attendees. **The Impact Zone** is where they do it. Representatives from participating club manufacturers staff this 50' x 150' area. They are on hand to answer questions and let attendees try out the latest clubs.

Benefits include:

- Signage at The Impact Zone acknowledging your sponsorship
- Company name and logo included in all direct mail and website promotions
- Easy drive-up access to the show floor for your demo trailer
- Host two dedicated hitting stations reserved exclusively for your customers
- Attendees hit your clubs into partitioned netted areas
- Opportunity to hand your logo banners on your hitting nets
- Your logo displayed on your (4) tee dividers in the club demo area
- Opportunity to distribute giveaways in your area
- Company name and logo listed at show entrance
- VIP seating for two (2) at the Annual Media Luncheon
- Your logo and hyperlink on www.ChicagoGolfShow.com
- 50 complimentary tickets to the Chicago Golf Show

Chicago Golf Show Shopping Bag – New (exclusive)

Package Price: \$5,000

Each attendee may pick up a shopping bag with your logo prominently placed on the front. This is a unique opportunity to have your company logo visible throughout the show floor. Attendees will take home and reuse this shopping bag made from 100% recycled paper.

Benefits Include:

- Company logo printed on recycled paper shopping bag (one color format) along with CGS logo.
- Company name and logo included in all direct mail and website promotions
- Company name and logo listed at Golf Show Entrance
- VIP seating for two (2) at the Annual Media Luncheon
- Your logo and hyperlink on www.ChicagoGolfShow.com
- 50 complimentary tickets to the Chicago Golf Show

Aisle Signs – New (exclusive)

Package Price: \$3,000

Increase awareness of your company by exclusively displaying your company logo on all Aisle Signs throughout the show floor. Your company and booth number will be displayed on the double-sided aisle signs hanging above the booths. Attendees will see your logo each time they look for any aisle sign.

Benefits include:

- Company name and logo listed at show entrance
- VIP seating for two (2) at the Annual Media Luncheon
- Your logo and hyperlink on www.ChicagoGolfShow.com
- 50 complimentary tickets to the Chicago Golf Show

Promotional Golf Giveaway - New

Package Price: \$2,500

Have your promotional golf item handed out to the first 250 Chicago Golf Show attendees each day. Generate interest and impact back at your business with a coupon or other incentive to lure attendees to your business.

Benefits include:

- Company giveaway will be included in all direct mail and website promotions
- Company name and logo listed at show entrance
- VIP seating for two (2) at the Annual Media Luncheon
- Your logo and hyperlink on www.ChicgaoGolfShow.com
- 50 complimentary tickets to the Chicago Golf Show

Publication/Literature Bins

Package Price: \$2000

This is a great way to boost distribution of your publication. Located near the show entrance, your material is noticed by 15,000 attendees upon arrival. Bins hold approximately 500 units and are restocked throughout the show.