



## CHARLOTTE REGIONAL BUSINESS ALLIANCE GOLF TOURNAMENT

HOSTED BY BANK OF AMERICA

Top level Bank of America executives, invite you to participate in the Charlotte Regional Business Alliance Golf Tournament hosted by Bank of America. The funds raised from this tournament will help support the Charlotte Regional Business Alliance's program of work. The Alliance's key initiatives include Economic Growth, Public Policy & Education and Diversity & Talent Development.

Bank of America supports this tournament through heavy executive participation from a variety of departments. The 18-hole tournament will be held on the North and South Courses at Carmel Country Club and we anticipate over 220 players in attendance. Bank of America executives in attendance will represent real estate services, commercial, legal and enterprise services as well as other lines of business, providing you a wide range of executive partners. You will have the opportunity to network with all participants at breakfast before the tournament and the reception immediately following play.

### STRATEGIC MARKETING OPPORTUNITIES:

#### CONNECT.

- Network with 200+ industry peers
- Meet key decision makers

#### INNOVATE.

- Broaden brand visibility & create unique impressions

#### GROW.

- Expand your relationships with current & potential clients



# ON THE COURSE

## SPONSORSHIP BENEFITS

	<b>SOLD OUT</b> TITLE	<b>SOLD OUT</b> HOSPITALITY TENT	<b>SOLD OUT</b> DRIVING RANGE	<b>SOLD OUT</b> PUTTING GREEN	HOLE	PLAYER
Players in tournament	6	3	3	3	3	3
Guests in attendance at reception and the Executive Celebration Dinner- Held September 10, 2019	2	2				
Logo recognition on tournament banner	●	●	●	●	●	
Verbal recognition of sponsorship at pre-tee off announcements	●	●	●	●		
Exclusive sponsorship	●		●	●		
Sponsor sign placed at hole with company name or logo					●	
Sponsor sign at the driving range			●			
Sponsor sign with logo at the putting green				●		
Opportunity to host Putting Green Sponsor table and tent on course to be staffed by company attendant to offer promotional items				●		
Tent on course and ability to offer promotional materials - Food and beverage must be purchased through Carmel Country Club, including lunches for non-players at the tent, at sponsors expense	●	●				
Recognition in the tournament invitation as the Title Sponsor if sponsorship secured by the print deadline of August 1, 2019	●					
Co-branded with Bank of America on all corresponding material	●					
Opportunity to speak at the pre-tee off announcements	●					
Verbal recognition of sponsor level at reception	●					
<b>INVESTMENT</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$7,500</b>	<b>\$7,500</b>	<b>\$3,750</b>



# SWAG BAGS

SPONSORSHIP BENEFITS		<b>SOLD OUT</b> SHIFT	HAT/VISOR	GOLF TOWEL	SHOE BAG	LOGO ITEM
Players in tournament	3	3	3	3	3	3
Guests in attendance at reception and the Executive Celebration Dinner- Held September 10, 2019	2	2	2	2	2	2
Verbal recognition as sponsor at pre-tee off announcements	●	●	●	●	●	●
Recognition on tournament banner	●	●	●	●	●	●
Exclusive sponsorship	●	●	●	●	●	
INVESTMENT	\$12,500	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000



# NETWORKING

**SOLD OUT**  
RECEPTION

**SOLD OUT**  
BREAKFAST

**SOLD OUT**  
LUNCH

SPONSORSHIP BENEFITS	RECEPTION	BREAKFAST	LUNCH
Players in tournament	3	3	3
Guests in attendance at reception and the Executive Celebration Dinner- Held September 10, 2019	2		
Representatives in attendance at reception immediately following tournament			
Verbal recognition of sponsorship at pre-tee off announcements	●	●	●
Logo recognition on tournament banner	●	●	●
Opportunity to distribute marketing material in gift bags - excludes sponsor items listed	●	●	●
Exclusive sponsorship	●	●	●
Opportunity to speak at reception	●		
Sponsor sign with logo recognition at reception	●		
Company logo recognition at breakfast		●	
Company logo recognition on boxed lunches			●

INVESTMENT

\$10,000

\$7,500

\$7,500