



We are thrilled to announce that the **NIU Alumni Association's 12th Golf Outing** will be held on **Monday, May 22.**

We cannot wait to once again fill Cantigny with cardinal-and-black Huskies. We are looking forward to our alumni gathering for this fun-filled day of golf, good food and, most importantly, support of the NIU Alumni Association.

The association would not exist without the generous support of our alumni. Each year, we set the ambitious goal of filling all the sponsorship opportunities at the golf outing and, in years past, we have fallen short. With this in mind, and in the spirit of our 12th Golf Outing, we have added golf packages to a few additional sponsorship levels. This is a great way to not only show Huskie pride and support, but to also gain some added exposure for your business or organization.

If you own a business or know a business owner who would be willing to purchase a sponsorship, please consider our sponsorship opportunities. If you are part of an organization that could use exposure, sponsorship may be an excellent option for your group. Even if you are part of an eclectic group of four that only gathers during this event, it may be fun to sponsor the event together as a tribute to NIU.

Together, let's make our 12th Golf Outing memorable and set the standard for years to come!

Please email **Malerie Schumaker** at **mschumaker@niu.edu** or call her at **815-753-5088**

SPONSORSHIP OPPORTUNITIES

On **Monday, May 22**, over 200 golfers will gather at Cantigny Golf in Wheaton to enjoy the 12th NIU Alumni Association Golf Outing.

AUDIENCE AND EXPOSURES

In addition, sponsoring businesses are promoted to close to 150,000 NIU alumni through marketing and online placements that build a positive connection between your brand and the NIU Alumni Association.

Sponsor logos are also displayed on the golf outing web page, which received close to 1,500 page views in 2022.



PREMIER SPONSORSHIPS

Premier sponsors receive an average of 30,000 additional exposures by having their logo included on all Alumni Association emails in which the golf outing is mentioned, including three alumni emails that average 10,000 exposures apiece.



PARTNER SPONSOR \$2,000 (LIMIT 1)

Base package plus:

- Foursome golf package.
- Premier sponsor email mentions.
- Your one-color logo on a glass display item presented to each golfer.
- Title sponsor of the event ("NIU Alumni Association Golf Outing in Partnership With YOUR NAME").
- Named as a partner sponsor on all marketing and signage.
- Name on welcome banner.

BAG TAG SPONSOR \$1,250 (LIMIT 1)

Base package plus:

- Premier sponsor email mentions.
- Your one-color logo on premium bag tags all golfers receive.
- Direct access to golfers at check-in table (two hours).
- Name on welcome banner.

CART SPONSOR \$1,250 (LIMIT 1)

Base package plus:

- Twosome golf package.
- Premier sponsor email mentions.
- Your logo on each cart at the outing.
- Name on welcome banner.

DINNER SPONSOR \$1,250 (LIMIT 1)

BASE PACKAGE PLUS:

- Twosome golf package.
- Premier sponsor email mentions.
- Signs on each table at dinner.
- Recognition at dinner.
- Named sponsor of the prize giveaway at dinner.
- Name on welcome banner.

SPONSOR PACKAGES

PUTTING CONTEST SPONSOR \$1,250 (LIMIT 1)

Base package plus:

- Twosome golf package.
- Your name on the putting contest, held on the putting green before the shotgun start ("YOUR NAME Putting Contest").
- Option to have your staff work as the contest volunteers at the outing, to interact directly with golfers.
- Name on welcome banner.

DRINK TICKET SPONSOR \$1,250 (LIMIT 1)

Base package plus:

- Twosome golf package.
- Your logo on all drink tickets.
- Your logo on signs at all bars and on bar carts.
- Name on welcome banner.

HOLE-IN-ONE SPONSOR \$450 (LIMIT 6)

Base package plus:

- Your choice of four prizes (with insurance) for hole-in-one winners.

HOLE SPONSOR \$400 (HOLE SPONSOR-LIMIT 8)

- Logo on three golf outing dedicated emails.
- Logo linked back to your website on myniu.com.
- A sign at your sponsored hole.
- Direct access to golfers at your hole (table and two chairs provided).
- Lunch and drinks at the outing for your representatives.
- Option to include a promotional item in golfer goody bags.
- Mentions on social media platforms.

CANTIGNY
GOLF

NIU
ALUMNI
ASSOCIATION