



62ND CARIBBEAN AMATEUR GOLF CHAMPIONSHIP
CAYMAN ISLANDS – 2018
JULY 29TH – AUGUST 4TH

PRESENTED BY

DART



North Sound Golf Club, Grand Cayman, Cayman Islands

**SPONSORSHIP & PARTNER
OPPORTUNITIES**



THE EVENT

The Caribbean Amateur Golf Championship is the region's premier amateur golf championship. This year's tournament will be contested in the Cayman Islands at the North Sound Golf Club on Grand Cayman, July 29th through August 4th, 2018. The field will include the national teams from Bahamas, Trinidad & Tobago, Barbados, Jamaica, Puerto Rico, Dominican Republic, US Virgin Islands, Turks & Caicos and the Cayman Islands.

This year will be the 62nd annual championship, making this one of the longest continuously played sporting events in the Caribbean. Past tournament players have included PGA and Senior PGA tour player Stephen Ames (Trinidad) and LPGA tour player Maria Torres (Puerto Rico), who just last December earned her full LPGA Tour card.

When the Championship was last held in Cayman in 2008, it was widely acknowledged as the best CAGC ever staged, with the Cayman Men's team finishing 2nd. Last year in Dominican Republic our men finished a strong 3rd, our best ever travelling performance. Expectations for 2018 are therefore high!

THE COMPETITION

The tournament brings together the best amateur golfers in the Caribbean for a 4-day, 72-hole stroke play competition played primarily as a team event and with additional recognition of the leading individuals. Each country will have 10 players. The Men's Teams (6 players) will compete for the Hoerman Cup. The Women's Teams (4 players) will vie for the George Teale Trophy. The Arthur Ziadie Trophy is presented to the country that wins the overall Caribbean Championship (Men's and Women's teams combined).

The players, coaches and followers for each country will begin to arrive in Cayman on the 28th of July and will be staying at the Grand Marriott Beach Resort on 7 Mile Beach. There will be an official practice round at the North Sound Golf Club on July 30th for all competitors. After the practice round, the opening ceremony will be held on the Crescent at Camana Bay hosted by Dart. The Tournament competition will take place over the following 4 days. The final day of competition on Friday, August 3rd will be followed by the closing ceremonies.

We expect that the local media, TV and radio coverage will be extensive. We also anticipate significant social media coverage with the assistance of Digicel via its social media platforms.

Our Sponsor Opportunities are as follows:

SPONSORSHIP & PARTNER OPPORTUNITIES

The Cayman Islands Golf Association (CIGA) is proud to host this year's event and we look forward to a spectacular competition, highlighting the best amateur golfers in the Caribbean as well as promoting the Cayman Islands as a great tourism destination.

CIGA is a registered non-profit organisation. All of the tournament organisers and volunteers donate their time on an unpaid basis and will put in hundreds of hours to ensure that the event is a success.

But some things do cost money. The host country is wholly responsible for accommodations, meals, transportation and golf for all the participants. The golf associations across the Caribbean cover about a quarter of the costs, the host country is required to cover the balance through fundraising efforts. So we need, and will rely on the support and commitment of the Cayman Islands business community to help us present an exciting and compelling event that represents our country at the highest level for amateur golf.

TITLE SPONSOR:

The Tournament's Title Sponsor will be the **DART Group**. They have graciously agreed to provide the golf course for the entire week, event venues at the North Sound Golf Club and Camana Bay, as well as significant logistical support for the entire tournament. The generosity and commitment of the Dart Group has truly made the hosting of this Championship possible.

But we will need other sponsors and partners to help as well.

TOURNAMENT PARTNERS: Partnership Level - CI\$20,000

Aside from the DART Group, we are looking for 2 or 3 business organisations to be **Tournament Partners** for this event. Those Tournament Partners will be provided with the following benefits for their participation:

- Industry exclusivity as a Tournament Partner
- Acknowledgment as a Tournament Partner with prominent placement in all television and media coverage, press releases, websites, and social media.

TOURNAMENT PARTNERS: Partnership Level - CI\$20,000 (Continued)

- Acknowledged as a Tournament Partner with prominent placement on Leader Boards in the hotel, golf course and on-line.
- Hole Sponsorship signage for the entire tournament.
- Logo signage at the Clubhouse and on the course
- Full page advertisement in the digital Tournament Program.
- 8 invitations to Opening / Closing Ceremonies, and cocktail events.
- 8 Tournament Follower gift bags

TOURNAMENT SPONSOR: Sponsorship level - CI\$10,000

Benefits:

- Acknowledgment as a CGA Sponsor with placement in television and media coverage.
- Acknowledgment as a CGA Sponsor with placement on Leader Boards.
- ½ page advertisement in the digital Tournament Program
- Includes Hole Sponsorship signage for the entire tournament.
- Press release and photo acknowledgments in all media releases.
- Logo signage at the Clubhouse, Hotel and on the course
- 6 invitations to Opening and Closing Ceremonies and cocktail events.
- 6 Tournament Follower gift bags

TOURNAMENT HOLE SPONSOR: Sponsorship of CI\$5,000

Benefits:

- Hole Sponsorship signage on the course for the entire tournament.
- ¼ page advertisement in the digital Tournament Program
- Acknowledgment as a Tournament Hole Sponsor in all television and media coverage.
- Acknowledgment as a Hole Sponsor with placement on Leader Boards.
- Press release and photo acknowledgments in all media releases.
- Logo signage at the Clubhouse, Hotel and on the course
- 4 invitations to Opening and Closing Ceremonies and cocktail events.
- 4 Tournament Follower gift bags

CONTRIBUTING SPONSOR: Sponsorship of CI\$1,000

Benefits:

- Acknowledgment as a Contributing Sponsor in all television and media coverage.
- Press release and photo acknowledgments in all media releases.
- Logo signage at the Clubhouse
- 2 Invitations to Opening and Closing Ceremonies and cocktail events.
- 2 Tournament Follower gift bags

CAGC 2018 Advertising and Media Plan

- We are implementing a media/advertising program that not only focuses on Cayman, but on the Caribbean region as a whole.

- Through the targeted methods we will have coverage in Cayman, Jamaica, Trinidad, Barbados, Dominican Republic, Puerto Rico, Bahamas and the Organisation of Eastern Caribbean States.

- We have 4 main advertising methods which are listed below and will target/cover an estimated 1.5 Million views across the region based on previous similar advertising campaigns.

1. Programmatic Banner Ads - We will be going live for 3 months with banner ads that will appear across the countries listed above in internet searches and websites which carry banner ads. This is a great opportunity for sponsors to be paired/partnered with the CAGC tournament banner with the benefit of a significant number of views and exposure of the partner's brand.

2. Dedicated subsection on Loop, covering the internet news site and as part of one of the Caribbean's most downloaded apps. Sponsors can be included on both the dedicated page and with programmatic banner ads on the site generally which will be updated with content up until the event and then be a key location for updates during the tournament where there will likely be a high amount of internet traffic using the page follow along with the tournament given it's popularity in the region.

3. SMS blasts - In Cayman we will be sending out SMS blasts via Digicel in order to promote the event and encourage people to follow the event and come down and spectate. Sponsors could partner up as part of this SMS blast in order to reach an estimated 25,000 Digicel users on the island. This can be tailored to a sponsor's needs including links to any content they are trying to promote.

4. Social media, local media and local news coverage - We will be partnering with local television stations, publications and our own social media presence in order to have as much coverage of the event as possible. Again sponsors would be able to partner with us for a specific element of the tournament or be a more general sponsor that would include exposure in relevant content produced. For example dedicated space in the digital magazine that will cover the whole tournament and serve as the tournament memento for players and followers for each of the countries.

- We can customize the media/advertising content to tailor a sponsor's needs and target specific markets, either locally or regionally depending on the target audience.

- In addition, sponsors would not only have the benefit of the electronic advertising above, there are many options of physical advertising around the course and clubhouse that could be paired with the electronic advertising to reach as many people as possible. There is also a live-scoring platform which is very widely viewed over the tournament week – this covers scoring, tee times, team standings etc and offers extensive additional sponsor exposure.

PARTICIPATING RESTAURANT FOR DINE-AROUND PROGRAM: Contact us for details.

BRANDING OPPORTUNITIES: Sponsorship of golf ball giveaways, hats, golf bags, tee gifts, etc. are available. Please contact us for details.

For more information on Sponsorships or to sign up, please contact:

Tracy Moore
Chairman
Tournament Fundraising Committee
Cayman Islands Golf Association
tracymoorecayman@gmail.com
(345) 516-7153

FAIRWAYS AND GREENS!

