

# The Keith Norris Charity Golf Cup Event Brought to you in association with The Pond

## SPONSORSHIP PROPOSAL

The New Zealand Marketing Association Charity Day supporting  
Melanoma New Zealand



Proudly Brought to you By The Pond and The Marketing Association  
All proceeds to be donated to Melanoma New Zealand



Proudly Brought to you by



**The Marketing Association** is hosting the Keith Norris Charity Golf Cup Event at Akarana Golf Course with all proceeds benefitting Melanoma New Zealand – the only charity in New Zealand solely championing the prevention, detection, and treatment of melanoma for all New Zealanders.

This is MA's one charity day of the year when we get marketers to socialise and support a fabulous cause. The event is acknowledging the huge contribution Keith Norris has made to the New Zealand Marketing Profession with over 50 years of service. He was the founder of the New Zealand Direct Mail Association which evolved into the New Zealand Direct Marketing Association, then the New Zealand Marketing Association in 2005.

**We would like to invite your company to be a sponsor** of this fabulous day for marketers.

Hole in one options are available. See the appendix for inspiration of what your hole sponsorship might be like.





Proudly Brought to you by



## A bit about the event:

- 11.30am start (12.30pm tee off), Thursday 23 February 2023
- Held at Akarana Golf Club
- 110 golfing guests comprised of senior executives from leading New Zealand businesses
- Eighteen holes of golf, prizes to be won, and the potential to be the first team to hoist the Keith Norris Cup as champions
- Live fundraising auction
- Free skin cancer spot checks on site on Melanoma New Zealand's Spot Check Van
- Team entry is \$400 +gst per team of 4 people. With 36 team entries available, entry will be on first come, first basis
- Not many formalities and a lot of golf – just a short speech or two and a quick auction at the 19<sup>th</sup> hole – so people can just have a fun day on the golf course in support of a serious issue affecting far too many New Zealanders

We aim to **raise more than \$30,000** on the day to advance Melanoma New Zealand's mission of providing information and support to melanoma patients and their families, and to champion the prevention and early detection of melanoma.

The statistics are horrendous...

- New Zealand's melanoma incidence rate is the **highest in the world**
- **More than 300 New Zealanders** die of skin cancer every year – that's higher than our road toll
- **Nearly 7000 melanomas** are diagnosed in New Zealanders every year – that's around 18 every day
- Melanoma accounts for **nearly 80%** of all skin cancer deaths
- Death rates are higher among men and appear to be **increasing**

But... if melanoma is recognised and treated early enough, it is almost always curable.



Proudly Brought to you by



## In return for your investment of \$2,300 +GST, you will receive:

- Sponsorship of the 2022 Keith Norris Cup Charity Golf Event hole of your choice
- Activation presence on selected golf hole (self-activated and funded)
- One team of 4 people entered in the golf event and the option to purchase more entries
- Option to provide items for the auction at the 19<sup>th</sup> hole
- Logo presence on ticketing site and associated printed collateral
- Prominently display your brand on the day at the hole of your choice
- Complimentary golf cart – with the option to brand cart on the day (cost of branding and implementation is the responsibility of the sponsor)
- Acknowledge your generous support in speeches on the day by the CEOs of Melanoma New Zealand and The Marketing Association
- Acknowledge your generous support in social posts on Melanoma New Zealand's & The Marketing Association respective social media channels

Please note we are aiming to recruit other sponsors who will have the right to display their logo on mailers and they will own different holes on the day.

\*We appreciate the uncertainty that COVID presents to event planning, and as such have taken care to minimise risk and up-front expense wherever possible. However, should the event need to be cancelled due to COVID, please take a moment to read the following terms:

Where the event is cancelled as a direct result of any government, public authority or public service issuing any legislation or advice that relates directly or indirectly to Covid-19 and which will affect the Venue capacity or prevent the event from taking place as planned (Including, without limitation, social distancing measures), any Sponsorship Fee already paid to Melanoma New Zealand by the Sponsor at the time the event is cancelled may be retained by Melanoma New Zealand provided that it is applied only to costs and expenses incurred in connection with the Event. To the extent that the Sponsorship Fee exceeds the amount required by Melanoma New Zealand to be applied to costs and expenses in connection with the Event, it will be refunded by Melanoma New Zealand.

Thank you for your generous support and we look forward to partnering on a very special event in support of Melanoma New Zealand. Alessandra Françaia

Alessandra Françaia  
Melanoma New Zealand  
[admin@melanoma.org.nz](mailto:admin@melanoma.org.nz)  
022 439 2821

John Miles  
CEO, Marketing Association  
[john@marketing.org.nz](mailto:john@marketing.org.nz)  
021 024 57363

## IDEAS FOR MAKING AN ENGAGING GOLF HOLE STATION




Making an engaging hole station isn't as hard as it might sound. Share this page with your potential Tournament Sponsors for ideas and also let them know our event team is ready, willing, and able to help!

A good-looking booth with inexpensive snacks are all it takes at a minimum. Make a strong impression by adding one or more of the ideas below:




**CARNIVAL GAMES**

Remember all those silly games you played at the school carnival? Put your own twist on one and make it your booth game. Make your display fun and engaging!



**LONGEST MARSHMALLOW DRIVE**

Hold the Longest Marshmallow Drive contest!

Winners get a prize from your business...or a bag of marshmallows.



**"HOLE IN ONE"**

"Hole In One" – string up a pinata and let people take a swing at it. They can "take a swing" and try to tear a "hole in one". Very punny! Dress the part!



**FISHING FOR PRIZES**

This can be played in a kiddie pool or a bucket! Make cards ahead of time with one prize listed per card, and a steel washer glued to the back. Players fish using a small pole or dowel; on the hook end is a magnet. A player might pull up a prize and might pull up "Try Again" or "No Prize For You!" Make it free to play and keep it fun!




**Caddyshack Trivia Quiz**

1. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
2. How does Carl's dad work?  
A. He's a golfer B. He's a coach C. He's a teacher  
3. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
4. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
5. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
6. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
7. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
8. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
9. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
10. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
11. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
12. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
13. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
14. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
15. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
16. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
17. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
18. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
19. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
20. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
21. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
22. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
23. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
24. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
25. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
26. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
27. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
28. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
29. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
30. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
31. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
32. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
33. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
34. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
35. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
36. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
37. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
38. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
39. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
40. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
41. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
42. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
43. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
44. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
45. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
46. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
47. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
48. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
49. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
50. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
51. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
52. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
53. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
54. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
55. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
56. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
57. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
58. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
59. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
60. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
61. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
62. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
63. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
64. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
65. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
66. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
67. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
68. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
69. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
70. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
71. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
72. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
73. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
74. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
75. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
76. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
77. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
78. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
79. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
80. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
81. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
82. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
83. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
84. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
85. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
86. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
87. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
88. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
89. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
90. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
91. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
92. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
93. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
94. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
95. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
96. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
97. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
98. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
99. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas  
100. Who does Carl's dad work for?  
A. Howard B. Cole C. Frank D. Douglas

**GOLF TRIVIA**

How about a speed round of golf trivia?



**WHO DOESN'T LOVE A PHOTO BOOTH?**

Create a photo booth! Post the photos to your own social media wall and add #PeninsulaRotaryGolf so we can push them to our wall as well. Better still, tag <https://facebook.com/beachrotary>





**FREE BALLS!**

Who can resist stopping by a booth with that banner?



**SWAG BAGS ARE ALWAYS POPULAR.**

Put together small bags of goodies for each golfer; promotional items, samples, brochures, etc. and offer a fish bowl for business cards. This booth pulled from the fish bowl to win the golf bag shown.



**TEA TIME**

Serve tea and dessert at a table near the actual tee. Hand out golf tees with your company name imprinted, or golf-themed cookies, cupcakes, etc with your brand on them or the packaging.



**DID SOMEONE SAY DUNK TANK?**

This not only makes a great impression with golfers, but it helps cut back in dehydration cases as well. Tanks are available for rent or you can DIY a setup similar to what's seen in the photo. Google "Golf Dunk Tank" to get started.



**MINUTE TO WIN IT**

There are so many great "Minute to Win It" games. Pick one that is quick and fun and make it your hole activity!



**COMPANY SWAG**

Set up a tent displaying your company's wares and give golfers a high perceived value offer to take with them such as free X when you buy Y.



**JENGA!**

A giant Jenga game can be made inexpensively with 2x4s. Be sure to have prizes for the winners.



**BEVERAGE SAMPLES**

With proper permits, you may be able to give away liquor samples. Alcohol-free beverages can be served by any business type!