



BREAKFAST SPONSORSHIP OPPORTUNITY

IAAM 84th Annual Conference & Trade Show

22ND ANNUAL IAAM FOUNDATION FRIDAY GOLF TOURNAMENT presented by MillerCoors

Friday, July 24, 2009 at Pinehills Golf Club, Boston area
8:00 a.m. Shotgun Start

BREAKFAST SPONSOR \$2,000

Benefits:

- First option to renew same sponsorship in 2010
- Two (2) total complimentary golf registrations
- Opportunity to provide informational materials, displays in breakfast area
- Recognition signage in breakfast area
- Company gift item included in golfer goodie bag OR option to provide 1-2 raffle items with a total value of \$250+
- Recognition presented at Awards Luncheon
- Logo in IAAM 2009 Annual Conference Program & Exhibitor Guide, on IAAM website, in golfer registration materials, and tournament banner
- Recognition at Trade Show booth (for those sponsors who exhibit)

For 22 years, the IAAM Foundation Friday Golf Tournament has been the first social event before the opening of the IAAM Annual Conference & Trade Show, providing sponsors the first opportunity to showcase products and services and get a head start on business in a relaxed atmosphere. Your company's sponsorship will result in a clear association between product/service and the enjoyable experience attended by hundreds of venue managers.

Breakfast at the Foundation Friday tournament is a come-and-go, before-play meal designed to offer golfers energy and opportunities to socialize prior to the start of the tournament. Featuring breakfast breads, fruit, coffee and juice, this will be a welcome start to the day after a 30 minute bus ride to the course.

Attendance in 2008 was 208 golfers, with a mix of approximately 45% decision-making venue managers, and 55% Allied IAAM Members including business representatives from private management companies, product & service providers, consultants and others. Registration materials and information will be promoted in 2009 to result in maximum exposure for your company while ensuring a comfortable pace of play.

This is a best ball, scramble format, played on 2 adjacent 18-hole courses. All course recognition is duplicated at both courses, providing you high visibility. Your complimentary golf registrations include transportation to/from host hotel, greens fees, carts, range balls, personalized bag tags, individual lockers, breakfast upon arrival and lunch following play.

The Tournament location planned this year is Pinehills Golf Club where championship courses designed by Rees Jones and Nicklaus Design are sure to please all player levels. Rated the number one public golf course in Massachusetts by GolfWeek (2007), and recipient of numerous accolades, this is sure to be a memorable event. For more course information, contact us or visit <http://www.pinehillsgolf.com/>

To ensure full recognition, complete your sponsorship commitment today!

Golf Tournament Leadership

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The IAAM Foundation is a 501(c)(3) nonprofit organization to which contributions are deductible to the extent of U.S. tax law. Net proceeds from events will be used to fund Foundation grants and programs.