



CONTEST HOLE 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

CONTEST HOLE SPONSOR \$4,000

Benefits:

- Four (4) total complimentary golf registrations
- Two (2) non-golfing representatives present at sponsored hole per course to engage golfers in contest
- Opportunity to provide informational materials, displays, and/or product sampling at hole. (subject to course rules)
- Tee and green signage (both courses)
- Article in IAAM e-news highlighting golf sponsorships
- Company gift item included in golfer goodie bag OR option to provide 1-2 raffle items with a total value of \$250+
- Recognition 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.

Contest holes provide sponsors the opportunity to engage with players in a fun and productive manner. Learn more about your current and future customers while you build important relationships and highlight your products/services. A variety of contests are available for you to choose from, first come, first served.

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/>

Golf Tournament Leadership

Christopher Lamberth, ASC
AIA

Director, Business
Development
360 Architecture
(816) 472-3240
clamberth@360architects.com

Dean Dennis
VP, Business Development
and GM, Pueblo Convention
Center
Global Spectrum
(719) 583-4959
ddennis@global-spectrum.com

Invoice Contact

Sarah Rogers
Development Associate
IAAM Foundation
635 Fritz Drive, Ste 100
Coppell, TX 75019
(972) 538-1009
sarah.rogers@iaam.org

Tournament Manager

Roger Caldwell
Great Golf Events
888-324-9515 (Toll Free)
913-385-9486 (Fax)
913-481-5466 (Mobile)
Rcaldwell@GreatGolfEvents.com

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.