

10<sup>TH</sup>  
ANNIVERSARY

IAN LEONARD'S

# bad pants open

Tuesday, September 13, 2016  
Medina Golf & Country Club

Special  
Olympics  
Minnesota



PGA  
Minnesota Section





## Dear Prospective Sponsor,

Special Olympics Minnesota and the Minnesota Section PGA Foundation are proud to present the tenth annual Ian Leonard Bad Pants Open charity golf tournament on Tuesday, September 13. We would be most grateful if you would take a few minutes to review the attached materials and consider participating and supporting this unique and electrifying fundraising golf event.

### What is the Bad Pants Open?

The Ian Leonard Bad Pants Open is scheduled for Tuesday, September 13, at Medina Golf & Country Club. Our motto is "Bad Pants for a Great Cause" with an emphasis on *fashionable fun*. The tournament will feature an 18-hole, five-some scramble format. We will have prizes based on your apparel and team spirit - every golfer is encouraged to wear their best "bad" pants, knickers, shorts, kilt or skirt.

Each golfer will receive a deluxe concept store gift, cart, luncheon with Special Olympics Minnesota athletes, food and beverages on the course, dinner and more at the beautiful Medina Golf & Country Club.

### Schedule of Events: *(subject to change)*

- 10:00a.m. Registration & Driving Range Opens Up
- 12:00a.m. Lunch Begins
- 1:00p.m. Shotgun Start
- 5:30p.m. Hors d'oeuvres & Awards

Please feel free to complete and email the sponsor confirmation form at your convenience to the address below. We hope to see you at Medina Golf & Country Club on September 13 for a classy and fun day of golf for two great causes. If you have any questions, contact Maureen Gruys at 612.604.1258 or [maureen.gruys@somn.org](mailto:maureen.gruys@somn.org).

Regards,

**Ian Leonard**

Tournament Host

### BENEFITING



*The tournament is limited to the first 30 foursomes confirmed.  
Sponsors receive the first right of negotiation within their exclusive category for the following year.*

## ABOUT THE CHARITIES

**Special  
Olympics**  
Minnesota



### Mission

Special Olympics Minnesota offers 8,000 children and adults with intellectual disabilities year-round sports training and competition. Through Special Olympics' athletic, health and leadership programs, people with intellectual disabilities transform themselves, their communities and the world. Special Olympics Minnesota is recognized as a premier organization providing essential life skills opportunities for children and adults with intellectual disabilities.

### Mission

The goal of the Foundation is to specifically carry out to two main functions; promotion of the game through programs and to provide financial assistance to worthy members of the Minnesota Section PGA Junior Golf Program and PGA member facilities to further their education.

Promotion of the game of golf has been directly associated to programs with core values such as integrity, honesty, respect, self-assurance, courtesy and perseverance. Those programs that the Foundation has provided assistance to include; Special Olympics Minnesota, the Fairway Foundation, The First Tee Programs of Minnesota, Midnight Golf, Minnesota PGA Family Clinics, the Dakota Chapter Junior Golf Camp, and University of Minnesota Golf for Business and Life Program.



**PGA**

Minnesota Section  
Foundation



# TITLE SPONSOR - \$25,000 SOLD

## Day Of Rights & Benefits

- Four Foursomes. Included for each player: 18 holes of golf, deluxe concept store golfer gift package, cart, lunch, on-course food and beverages, hole contest prizes, team prizes, dinner and more.
  - Eight complementary tickets to the Night of Comedy event on Sept. 12, 2016.
  - Name/Logo in title of the tournament in all representations - "Treasure Island Resort & Casino Presents Ian Leonard Bad Pants Open" (Includes: scorecards, programs, etc).
  - Hole sponsorship of hole #1 (full-color logo sign displayed at the tee).
  - Opportunity to distribute brochures, product samples and other promotional materials to participants at the tournament in the player gift bags and/or at your hole.
  - Live interview opportunity with Ian Leonard during Fox 9 Morning News.
  - Personal mentions at the event by Ian Leonard (Live interview if possible).
  - Recognition in all marketing and public relations materials including press releases, e-newsletters, pre- and post-event mailings to past and current supporters and all event materials (scorecards, programs, etc.)
- Corporate banners (provided by sponsor) displayed on and around the clubhouse.
  - Opportunity for a sponsor representative to present a check during lunch program.
  - Opportunity for a sponsor representative to speak during lunch program.
  - Invitation for four sponsor representatives to play in our sponsor practice round at Medina with Ian Leonard prior to the tournament.
  - Option to participate in one of the morning events.
  - Logo/Name included for day of Auction Cards
  - Logo/Name included on Special Olympics Minnesota Website
  - Logo/Name included on MN Section PGA Website
  - Year-round access to pictures from the event.
  - Right to use Special Olympics Minnesota's or the Bad Pants Open logo for company use.
- \* Please note that some of these R&B's are subject to change due to possible elements that cannot be controlled by Special Olympics Minnesota or the Minnesota Section PGA Foundation.*

Example of event program with Title sponsor.



# GOLD SPONSOR - \$10,000

(Limited to the first three GOLD Sponsors)

## Day Of Rights & Benefits

- Three Foursomes. Included for each player: 18 holes of golf, deluxe concept store golfer gift package, cart, lunch, on-course food and beverages, hole contest prizes, team prizes, dinner and more.
- Eight complementary tickets to the Night of Comedy event on Sept. 12, 2016.
- Hole sponsorship (full-color logo sign displayed at the tee).
- Opportunity to distribute brochures, product samples and other promotional materials to participants at the tournament in the player gift bags and/or at your hole.
- Personal mentions at the event by Ian Leonard.
- Recognition in all marketing and public relations materials including press releases, e-newsletters, pre- and post-event mailings to past and current supporters and all event materials (scorecards, programs, etc.)
- Corporate banners (provided by sponsor) displayed on and around the clubhouse.
- Option to participate in one of the morning events.
- Logo/Name included for day of Auction Cards
- Logo/Name included on Special Olympics Minnesota Website

- Logo/Name included on MN Section PGA Website.
- Year-round access to pictures from the event.
- Right to use Special Olympics Minnesota's or the Bad Pants Open logo for company use.



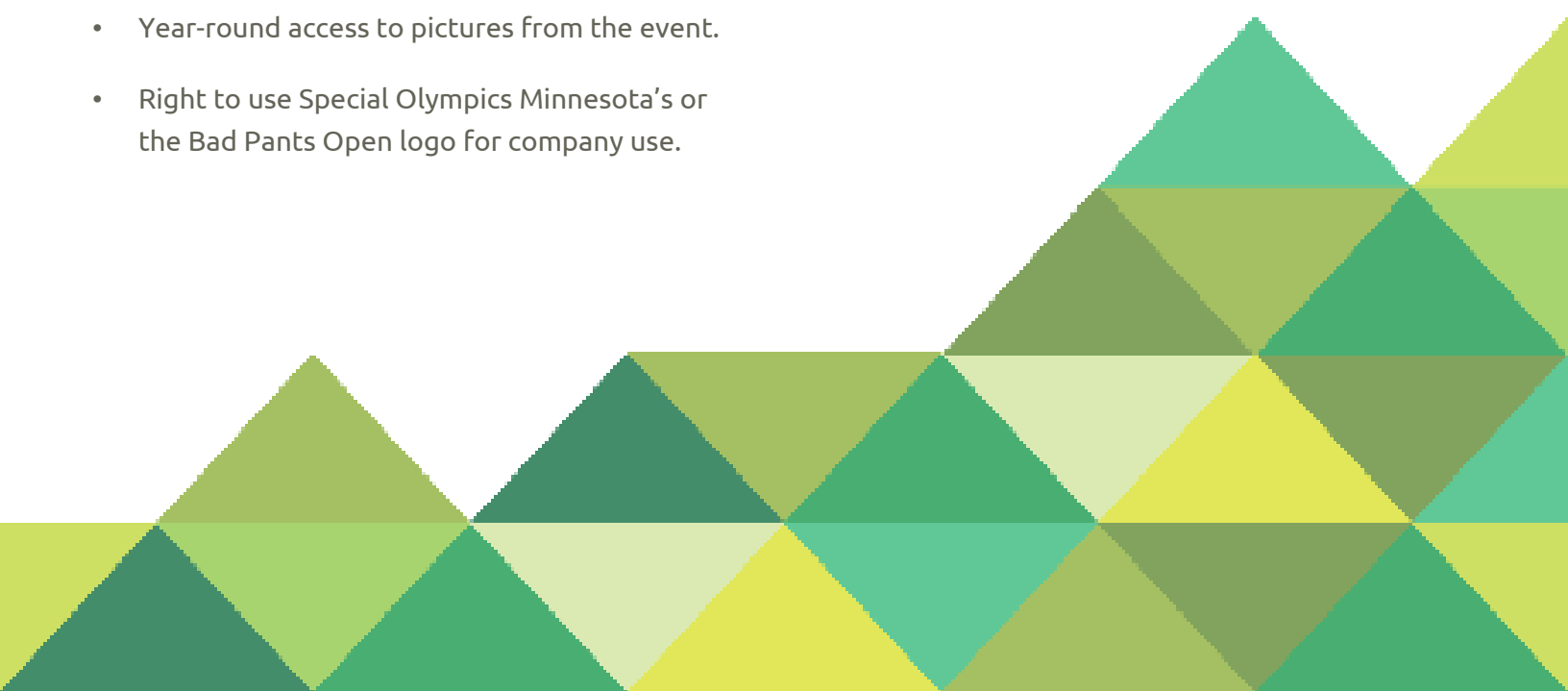
Example of event program with Gold, Silver and Bronze sponsors listed on back.

# SILVER SPONSOR - \$5,000

(Limited to the first three SILVER Sponsors)

## Day Of Rights & Benefits

- Two Foursomes. Included for each player: 18 holes of golf, deluxe concept store golfer gift package, cart, lunch, on-course food and beverages, hole contest prizes, team prizes, dinner and more.
- Four complementary tickets to the Night of Comedy event on Sept. 12, 2016.
- Hole sponsorship (full-color logo sign displayed at the tee).
- Opportunity to distribute brochures, product samples and other promotional materials to participants at the tournament in the player gift bags and/or at your hole.
- Name/Logo included in all materials (digital and traditional) promoting the event as a Silver Sponsor (scorecards, programs, etc.).
- Logo/Name included on Special Olympics Minnesota Website.
- Logo/Name included on MN Section PGA Website.
- Year-round access to pictures from the event.
- Right to use Special Olympics Minnesota's or the Bad Pants Open logo for company use.



# BRONZE SPONSOR - \$3,000

(Limited to the first ten BRONZE Sponsors)

## Day Of Rights & Benefits

- One Foursome. Included for each player: 18 holes of golf, deluxe concept store golfer gift package, cart, lunch, on-course food and beverages, hole contest prizes, team prizes, dinner and more.
- Four complementary tickets to the Night of Comedy event on Sept. 12, 2016.
- Hole sponsorship (full-color logo sign displayed at the tee).
- Opportunity to distribute brochures, product samples and other promotional materials to participants at the tournament in the player gift bags and/or at your hole.
- Name included in all materials (digital and additional) promoting the event as a Bronze Sponsor (scorecards, programs, etc).
- Logo/Name included on Special Olympics Minnesota Website.
- Logo/Name included on MN Section PGA Website.
- Year-round access to pictures from the event.
- Right to use Special Olympics Minnesota's or the Bad Pants Open logo for company use.



## FRIENDS AND FAMILY - \$1,500

- One Foursome. Included for each player: 18 holes of golf, deluxe concept store golfer gift package, cart, lunch, on-course food and beverages, hole contest prizes, team prizes, dinner and more.

## PRO-AM EVENT - \$750

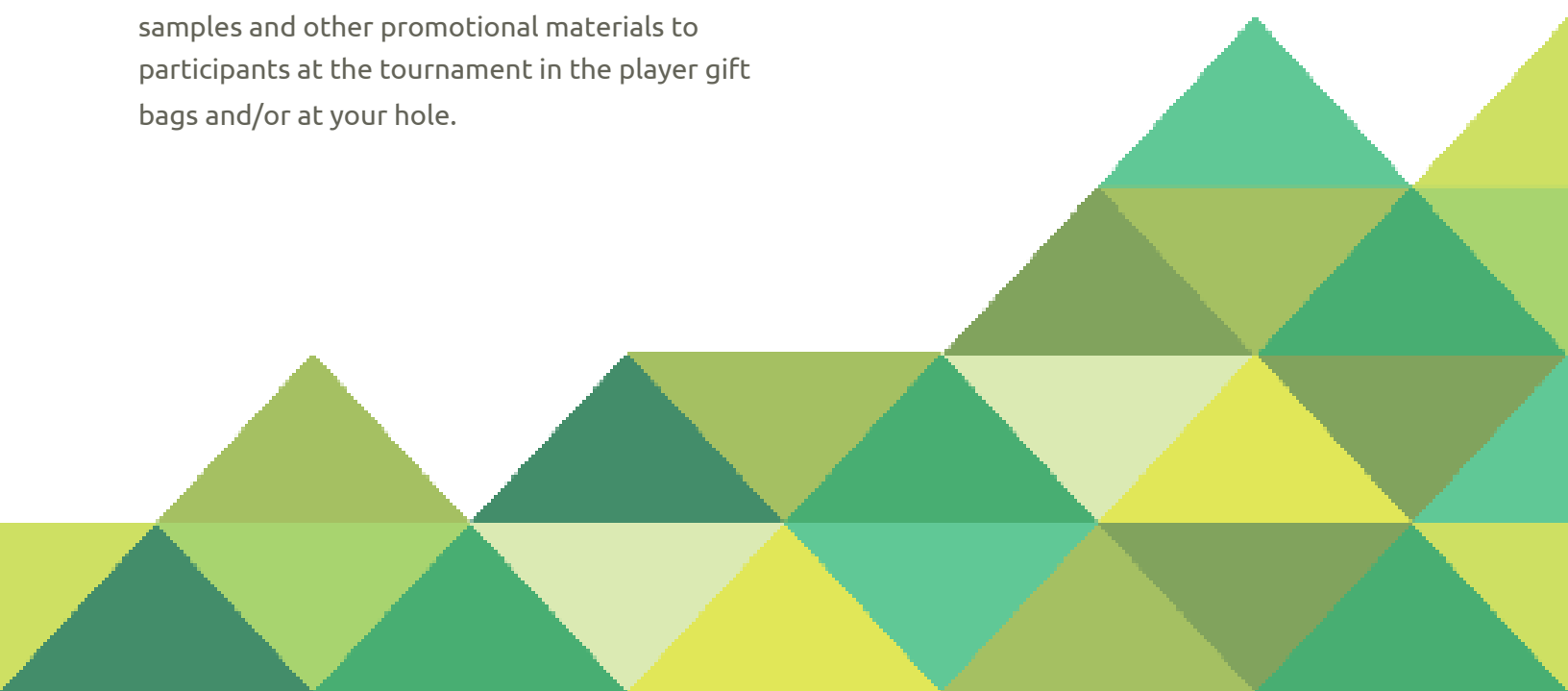
- Twosome to play 9 holes of golf with a Special Olympics Minnesota athlete and a Minnesota Section PGA Professional

## PRO-AM EVENT - \$500

- Twosome to assist in 'golf skills clinic' with a group of Special Olympics Minnesota athletes and a Minnesota Section PGA Professional

## HOLE SPONSOR - \$500

- Full-color logo sign displayed at the tee
- Opportunity to distribute brochures, product samples and other promotional materials to participants at the tournament in the player gift bags and/or at your hole.





# SPONSOR CONFIRMATION FORM

CONTACT: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

## COMMITMENT LEVEL

Title Sponsor - \$25,000 Commitment

Gold Sponsor - \$10,000 Commitment

Silver Sponsor - \$5,000 Commitment

Bronze Sponsor - \$3,000 Commitment

Friends and Family Sponsor - \$1,500 Commitment

Online Auction Donation: \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

- Send check payable to:
- Return form no later than August 5, 2016  
(Limited to the first 30 foursomes paid)

### Special Olympics Minnesota

Ian Leonard Bad Pants Open  
100 Washington Avenue South, Suite 550  
Minneapolis, MN 55401

[maureen.gruys@somn.org](mailto:maureen.gruys@somn.org)

Contact Maureen Gruys at 612.604.1258 (or at [maureen.gruys@somn.org](mailto:maureen.gruys@somn.org))  
with questions or to reserve your sponsorship package.

**Special  
Olympics**  
Minnesota



**PGA**  
Minnesota Section  
Foundation