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Freedom 55 Financial Championship

2017 Sponsorship Opportunities



September 11-17, 2017
Highland Country Club
1922 Highland Heights
London, ON

Freedom55FinancialChampionship.com



About the Freedom 55 Financial Championship

The Freedom 55 Financial Championship is unlike any other event on the Mackenzie Tour - PGA TOUR Canada schedule. With the Top 60 players on the Order of Merit earning a spot in the event, the Freedom 55 Financial Championship is a high-stakes battle where the Top 5 players on the Order of Merit at its conclusion will earn Web.com Tour status in 2018, taking one step closer toward the PGA TOUR.

With a rich history of developing stars such as Graham DeLaet, Mike Weir, Adam Hadwin, Nick Taylor, Mackenzie Hughes, Steve Stricker, David Hearn, Jimmy Walker and more, the Mackenzie Tour identifies the next generation of PGA TOUR stars. All three former Mackenzie Tour Player of the Year recipients Mackenzie Hughes, Joel Dahmen and J.J. Spaun (2013-2015), played in the Freedom 55 Financial Championship and are now PGA TOUR players, with Mackenzie Hughes leading the way as a PGA TOUR winner.

While the Mackenzie Tour's goal is to identify tomorrow's stars and promote them to the Web.com Tour, every event is a chance for fans, volunteers and sponsors to come together and support their local community and charitable causes. The Freedom 55 Financial Championship is an action packed week of activities including a Kick-off Party, Pro-Ams, junior clinics, and more which unite the community, while also supporting the official charity – Thames Valley Children's Centre.

In 2016, the Mackenzie Tour and its tournaments raised over \$1 million for local charities across Canada, setting a single season record. Net proceeds the Freedom 55 Financial Championship goes toward the Thames Valley Children's Centre.

The excitement surrounding the Mackenzie Tour's fifth season has already started, with the goal of making an even greater community impact, expanding the TOUR's national profile and seeing the next generation of stars make their way to the PGA TOUR has begun.

Aligning your brand with golf's biggest name, the PGA TOUR, has never been more accessible. There are several unique partnership opportunities with the Freedom 55 Financial Championship that are catered to your goals and objectives, whether entertaining clients during the Pro-Am or in the hospitality area, or gaining brand visibility with on-site signage.

The Freedom 55 Financial Championship will be hosted and operated by Highland Country Club, located in the heart of the city of London, ON. Highland Country Club has been quietly building London's finest member-owned private club since 1922. Its challenging course has the most talked about view in the city and with extensive clubhouse renovations and unparalleled hospitality and service, Highland is a secret worth exploring.



Freedom 55 Financial Championship 2017 Tournament Details

KEY FACTS

Dates:	September 11th to 17th
Venue:	Highland Country Club
Location:	London, Ontario
Title Sponsor:	Freedom 55 Financial
Format:	72 Holes – stroke play
Field:	Limited to the Top 60 players on the Order of Merit
Purse:	\$200,000 (Winner's Share of \$36,000)
Host Organization:	Highland Country Club
Website:	www.Freedom55FinancialChampionship.com / www.highlandcountryclub.com

WHAT'S AT STAKE

- The top five players on the Order of Merit will receive Web.com Tour status in 2018.
- The top player on the Order of Merit will be named Mackenzie Tour Player of the Year, with fully exempt status on the Web.com Tour in 2018.
- The top Canadian on the Order of Merit will receive the Dan Halldorson Trophy as the Freedom 55 Financial Canadian Player of the Year, in addition to a \$25,000 bonus.

SCHEDULE OF EVENTS

Monday, September 11	<ul style="list-style-type: none"> • Mackenzie Tour Player Practice Rounds • Kick-Off Party
Tuesday, September 12	<ul style="list-style-type: none"> • Official Pro-Am (Morning & Afternoon)
Wednesday, September 13	<ul style="list-style-type: none"> • Mackenzie Tour Player Practice Rounds
Thursday, September 14	<ul style="list-style-type: none"> • Freedom 55 Financial Championship Round 1 • Hospitality Access
Friday, September 15	<ul style="list-style-type: none"> • Freedom 55 Financial Championship Round 2 • Hospitality Access
Saturday, September 16	<ul style="list-style-type: none"> • Freedom 55 Financial Championship Round 3 • Hospitality Access
Sunday, September 17	<ul style="list-style-type: none"> • Freedom 55 Financial Championship Final Round • Hospitality Access • Freedom 55 Financial Championship Trophy Presentation • Mackenzie Tour Awards Presentation (Player of the Year, Web.com Tour cards)



Sponsorship Opportunities

Clubhouse VIP Table

Enjoy the Freedom 55 Financial Championship with your own designated table within the Clubhouse at Highland Country Club, including food & beverage offerings.

Benefits:

- \$3,000 F&B credit in the Highland Clubhouse
- Designated table within the Highland Clubhouse
- Premium golf views from Clubhouse roof top patio
- VIP seating around the 18th green with beverage service
- VIP Access Passes
- VIP Parking Passes

Investment: \$5,000 (+HST)

Pro-Am & Hospitality Experience

The Pro-Am is the ultimate inside-the-ropes experience to play alongside a Mackenzie Tour professional on the challenging Highland Country Club in tournament conditions. Participants will also be invited to the Kick-Off party on Monday night, in addition to a pre-round clinic host by Mackenzie Tour players.

Pro-Am Options:

- (1) Women's Pro-Am 8:00 am Shotgun (Tuesday)
- (2) Open Pro-Am 1:00 pm Shotgun (Tuesday)

Benefits:

- Team(s) of Four (4) to play in the Official Pro-Am, paired with a Mackenzie Tour professional
- Pro-Am participants receive a welcome package
- Hospitality (before and after the round on Tuesday)
- VIP Parking on Tuesday during the Pro-Am
- Clubhouse tickets to be used during the week
- Prizes
- Invitations to the Kick-Off Party on Monday September 11th at Four Points by Sheraton- 6:00pm- 9:00pm
- *Women's Pro-Am includes a fashion show*

Note: Pro-Am Sponsor package is customizable depending on investment level. Title and presenting sponsor for the Women's Pro-Am and Open Pro-Am available.

Investment: \$2,000 (+HST)



Entertainment Event Sponsor

As an Entertainment Event Sponsor you receive a perfect blend of brand exposure and hospitality. Such events include the Kick-Off Party

Benefits:

- Naming Rights to one the above Entertainment Event events
- Sign with corporate logo located in the Highlands Clubhouse
- Prominent logo placement at the Entertainment Event
- Invitations to the Kick-Off Party on Monday September 11th at Four Points by Sheraton- 6:00pm- 9:00pm
- Clubhouse hospitality passes
- VIP Parking passes
- General Admission Tournament passes
- Website and Social Media presence

Investment: \$1,000 (+HST)

Parking Sponsor

Located on-site at Highland, the VIP Parking lot will be used by players and VIPs throughout the tournament week. As the Parking Sponsor your brand will be seen by players and business leaders.

Benefits:

- Sign with corporate on the VIP Parking area for the duration of tournament week
- Invitations to the Kick-Off Party on Monday September 11th at Four Points by Sheraton- 6:00pm- 9:00pm
- Clubhouse hospitality passes
- VIP Parking passes
- General Admission Tournament passes
- Website and Social Media presence

Investment: \$1,000 (+HST)

Practice Area Sponsor

A high traffic area for both players and spectators, the Practice Area provides great brand visibility during tournament week.

Benefits:

- Sign with corporate logo on the practice area for the entire duration of tournament week
- Invitations to the Kick-Off Party on Monday September 11th at Four Points by Sheraton- 6:00pm- 9:00pm
- Clubhouse hospitality passes
- VIP Parking passes
- General Admission Tournament passes
- Website and Social Media presence

Investment: \$1,000 (+HST)

Brand Profile

Your brand becomes a focal point for seven consecutive days during the Freedom 55 Financial Championship with prominent exposure on-site at the golf course and during ancillary events.

Benefits:

- Sign with corporate logo on the golf course for the entire duration of tournament week
- Invitations to the Kick-Off Party on Monday September 11th at Four Points by Sheraton- 6:00pm- 9:00pm
- Clubhouse hospitality passes
- VIP Parking passes
- General Admission Tournament passes
- Website and Social Media presence

Investment: \$500 (+HST)



Customized Package

Customizable packages, to include assets listed in the sponsorship opportunities above and more, are available.

Sponsorship Inquiries



For sponsorship inquiries please contact Mike Silver:

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Tournament Sponsorship
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