



## CHARITY GOLF CLASSIC

February 6, 2012

Dear Friend,

The Binghamton Senators and Wendy's Walk for Kids are pleased to announce this year's **Binghamton Senators Charity Golf Classic**, will be held on **Tuesday, October 16, 2012** to benefit the Wendy's Walk for Kids.

Wendy's Walk for Kids is a year round fundraising effort, with the mission of supporting programs whose purpose is to help children in our community realize their full potential regardless of their life experiences and current circumstances. In the past three years, Wendy's Walk has donated over \$270,000, to help four wonderful organizations serving children in our area.

Please join us for the 2012 Binghamton Senators Charity Golf Classic to help Wendy's Walk for Kids raise over \$200,000 this year for: The Dave Thomas Foundation for Adoption, Make-A-Wish Foundation of Central New York, Broome County YMCA and Catholic Charities of Broome County. This Captain and Crew tournament will include a box lunch, dinner, awards reception and silent auction following your day of golf with a Binghamton Senator.

Consider your involvement in this memorable event:

- **Register your team today!** This tournament sells out each year, so call or email us today.
- **Become a sponsorship partner!** There are several packages available, ranging from \$125 to \$5000.
- **Be featured in our program!** Ads are available for \$25-\$100
- **Donate or Bid on an auction item!** A silent auction will be part of the day's festivities. Visit us online for a sample of items you will see that day.

This Tournament has sold out quickly in the past. So, sign up today to secure your team's position in this year's Charity Golf Classic. If you have any questions regarding sponsorship opportunities or to register your team, please contact Kathy Bendert-Mieczkowski at [kathym@wendyswalk.com](mailto:kathym@wendyswalk.com) or 607.752.0072. Registration is also available on-line at [www.bsensgolftournament.com](http://www.bsensgolftournament.com).

We recognize there are many golf tournaments and organizations you can support and appreciate your consideration to participate in this event.

Stepping Towards a Brighter Future,

Thomas C. Mitchell  
Executive Vice President of Operations  
Binghamton Senators

Anne Williams  
President, Wendbing Corp.  
Wendy's

### Tournament Directors

Anne Williams  
Keli Cooper

### Committee Members

Kathy Bendert-Mieczkowski  
Terry Buczkowski  
Jeff Coghlan  
Kate Krenzer  
Mike McCann  
Michelle Miller  
Tom Mitchell  
Christa Reese  
Patsy Thatcher  
Gene Wells  
Goldburn "Junie" Williams



- TO BENEFIT -  
in 2012





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## CHARITY GOLF CLASSIC

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Tuesday, October 16, 2012  
Golf Course: TBA

Registration & Lunch: 10:30-11:45am

Shotgun Start: 12:00noon

### TITLE SPONSORSHIP

**Title Sponsorship** ..... \$5000

Presenting Sponsor's company logo will appear on all event material (signage, flyer, program).

Sponsor will also receive:

- Eight invitations to Charity Golf Classic (includes cart and greens fees, lunch, dinner and a gift for golfers)
- Binghamton Senator of your choice assigned to your teams
- Company signage at club entrance, clubhouse and on a tee and green
- Mention in all ads, press releases, tv/radio spots
- Company logo and link on Binghamton Senators and Wendy's Walk for Kids websites
- Opportunity to include an item in golfer goodie bag
- Full page/full color ad in program book
- VIP seating and recognition at Awards Dinner

## OTHER SPONSORSHIP OPPORTUNITIES

### Post-Game Meal Sponsor (dinner)..... \$2500

Dinner Sponsor's company logo will be featured on signage in the dining room and on dining room tables. Sponsor will also receive:

- Four invitations to Charity Golf Classic (includes 1 Binghamton Senator on your team, cart and greens fees, lunch, dinner and a gift for golfers)
- Your company logo and link on the Golf Tournament and Wendy's Walk for Kids websites
- Opportunity to include an item in the golfer goodie bag
- Company logo or name on a sign in the dining room and on all dinner tables
- Company name on a tee AND green
- Additional 4 tickets for Awards Dinner & Auction
- Full page/full color ad in program book
- VIP seating and recognition at Awards Dinner

### Starting Line-up Sponsor (golf cart)..... \$2000

Cart Sponsor's company logo will be featured on 80+ golf carts at the tournament.

Sponsor will also receive:

- Four invitations to Charity Golf Classic (includes 1 Binghamton Senator on your team, cart & greens fees, lunch, dinner and a gift for golfers)
- Your company logo and link on the Golf Tournament and Wendy's Walk for Kids websites
- Opportunity to include an item in the golfer goodie bag
- Your company logo featured on the golf cart signs
- Company name on a tee AND green
- Full page/full color ad in program book
- Recognition at Awards Dinner

### He Shoots...He Scores! Sponsor (golf ball)..... \$2000

Golf Ball Sponsor's company logo will be featured on tournament golf balls & a sleeve of balls will be given to each golfer. Sponsor will also receive:

- Four invitations to Charity Golf Classic (includes 1 Binghamton Senator on your team, cart & greens fees, lunch, dinner and a gift for golfers)
- Your company logo and link on the Golf Tournament and Wendy's Walk for Kids websites
- Opportunity to include an item in the golfer goodie bag
- Your company logo featured on the golf balls given to all golfers & BSens
- Company name on a tee AND green
- Full page/full color ad in program book
- Recognition at Awards Dinner

### Hat-Trick Sponsor (hat)..... \$2000

Hat Sponsor's company logo will be featured on event hat & given to all golfers and Binghamton Senators. Sponsor will also receive:

- Four invitations to Charity Golf Classic (includes 1 Binghamton Senator on your team, cart & greens fees, lunch, dinner and a gift for golfers)
  - Your company logo and link on the Golf Tournament and Wendy's Walk for Kids websites
  - Opportunity to include an item in the golfer goodie bag
  - Your company logo featured on the hat given to all golfers & BSens
  - Company name on a tee AND green
  - Full page/full color ad in program book
  - Recognition at Awards Dinner
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**Unsung Hero Sponsor (cocktails) ..... \$2000**

Cocktail Sponsor's company logo will be featured on signage at the beer stand, bars and tables during cocktail hour and on the drink coupons given to all golfers for our 1 hour cocktail party before dinner. Sponsor will also receive:

- Four invitations to Charity Golf Classic (includes 1 Binghamton Senator on your team, cart & greens fees, lunch, dinner and a gift for golfers)
- Your company logo and link on the Golf Tournament and Wendy's Walk for Kids websites
- Opportunity to include an item in the golfer goodie bag
- Your company logo on signage at the beer stand, bars and tables during cocktail hour
- Company name on a tee AND green
- Full page/full color ad in program book
- Recognition at Awards Dinner

**Awards Ceremony Sponsor ..... \$1500**

Awards Ceremony Sponsor's company logo will be featured on a banner displayed in the reception area. Sponsor will also receive:

- Four invitations to Charity Golf Classic (includes 1 Binghamton Senator on your team, cart & greens fees, lunch, dinner and a gift for golfers)
- Your company logo and link on the Golf Tournament and Wendy's Walk for Kids websites
- Opportunity to include an item in the golfer goodie bag
- Company name on a tee AND green
- Full page/full color ad in program book
- Recognition at Awards Dinner

**Drop the Puck Sponsor (puck) ..... \$1500**

Puck Sponsor's company logo will be featured on one side of a hockey puck and given to all golfers. Sponsor will also receive:

- Four invitations to Charity Golf Classic (includes 1 Binghamton Senator on your team, cart & greens fees, lunch, dinner and a gift for golfers)
- Your company logo and link on the Golf Tournament and Wendy's Walk for Kids websites
- Your company logo featured on the hockey puck given to all golfers, to be autographed by a BSen
- Company name on a tee AND green
- Full page/full color ad in program book
- Recognition at Awards Dinner

**Powerplay Sponsor (goodie bag) ..... \$1500**

Bag Sponsor's company logo will be featured on the goodie bag given to all golfers & Binghamton Senators. Sponsor will also receive:

- Four invitations to Charity Golf Classic (includes 1 Binghamton Senator on your team, cart & greens fees, lunch, dinner and a gift for golfers)
  - Your company logo and link on the Golf Tournament and Wendy's Walk for Kids websites
  - Your company logo featured on the golfer goodie bag given to all golfers & BSens
  - Company name on a tee AND green
  - Full page/full color ad in program book
  - Recognition at Awards Dinner
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**Slapshot Sponsor (golf towel)..... \$1500**

Golf Towel Sponsor's company logo will be featured on one side of the golf towels to be given to all golfers & Binghamton Senators. Sponsor will also receive:

- Four invitations to Charity Golf Classic (includes 1 Binghamton Senator on your team, cart & greens fees, lunch, dinner and a gift for golfers)
- Your company logo and link on the Golf Tournament and Wendy's Walk for Kids websites
- Your company logo featured on the golf towel given to all golfers & BSens
- Company name on a tee AND green
- Full page/full color ad in program book
- Recognition at Awards Dinner

**Team Photo Sponsor ..... \$1500**

Team Photo Sponsor's company logo will be featured on all keepsake photos given to each golfer.

Sponsor will also receive:

- Four invitations to Charity Golf Classic (includes 1 Binghamton Senator on your team, cart & greens fees, lunch, dinner and a gift for golfers)
- Your company logo and link on the Golf Tournament and Wendy's Walk for Kids websites
- Your company logo featured on the team photo given to all golfers & BSens
- Company name on a tee AND green
- Full page/full color ad in program book
- Recognition at Awards Dinner

**Pre-Game Meal Sponsor (lunch)..... \$1000**

Lunch Sponsor's company logo will be on the signage in the lunch area and on all golfer lunch boxes.

Sponsor will also receive:

- Two invitations to Charity Golf Classic (includes 1 Binghamton Senator on your team, cart & greens fees, lunch, dinner and a gift for golfers)
- Your company logo and link on the Golf Tournament and Wendy's Walk for Kids websites
- Your company logo featured on signage in the lunch area and on all golfer lunch boxes.
- Company name on a tee AND green
- Full page/full color ad in program book
- Recognition at Awards Dinner

**Player Name Plate Sponsor (bag tag)..... \$500**

Bag Tag Sponsor's company logo will be featured on all bag tags given to golfers and Binghamton Senators.

Sponsor will also receive:

- 2 tickets to the Awards Dinner & Reception
- Your company text link on the Golf Tournament and Wendy's Walk for Kids websites
- Your company logo featured on bag tags
- Half page/full color ad in program book
- Recognition at Awards Dinner

**Concession Stand Sponsor (lunch at the turn)..... \$500**

Lunch at the Turn Sponsor's company logo will be on signage in the lunch at the turn area and concession stand volunteers will wear sponsor logo'd apparel (provided by sponsor). Sponsor will also receive:

- 2 tickets to the Awards Dinner & Reception
  - Your company text link on the Golf Tournament and Wendy's Walk for Kids websites
  - Your company logo featured on signage in the lunch at the turn area
  - Concession stand volunteers will wear sponsor logo'd apparel provided by sponsor.
  - Half page/full color ad in program book
  - Recognition at Awards Dinner
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**Game On! Sponsor (tee pack) ..... \$500**

Tee pack Sponsor's company logo will be featured on golfer tee packs (includes tees and marker) and given to all golfers. Sponsor will also receive:

- 2 tickets to the Awards Dinner & Reception
- Your company text link on the Golf Tournament and Wendy's Walk for Kids websites
- Your company logo featured on tee packs
- Half page/full color ad in program book
- Recognition at Awards Dinner

**"Going Once...Going Twice...Sold" Sponsor (auction) ..... \$500**

Auction Sponsor's company logo will be featured on all bid sheets and signage at the auction tables.

Sponsor will also receive:

- 2 tickets to the Awards Dinner & Reception
- Your company text link on the Golf Tournament and Wendy's Walk for Kids websites
- Your company logo featured on all bid sheets & signage at the auction tables
- Half page/full color ad in program book
- Recognition at Awards Dinner

**Icing Sponsor (beverages) ..... \$350**

Beverage Sponsor's company logo will be featured on all coolers throughout the golf course.

Sponsor will also receive:

- Half page/full color ad in program book
- Recognition at Awards Dinner

**Face Off Sponsor (tee OR green/tee AND green) ..... \$125/\$200**

Sponsor's company logo will be featured on a tee OR green for \$125.

Sponsor's company logo will be featured on a tee AND green for \$200.

Sponsor will also receive:

- Listing in program book
- Recognition at Awards Dinner

**Program Book Sponsor (program ads) ..... \$125/\$200**

Sponsor Company or Individual can purchase a full color ad in the program book:

- \$100 - Full Page Ad
- \$50 - Half Page Ad
- \$25 - Business Card Ad

\_\_\_\_\_ **Team Sponsor (Captain Crew) ..... \$600**

4 golfers + 1 Binghamton Senator per team

\_\_\_\_\_ **Dinner Only ..... \$35**

Includes a steak, chicken and/or pasta dinner, dessert, participation in the Auction and game puck to be signed by any of the Binghamton Senators.

\_\_\_\_\_ **In-Kind Donation of Good and/or Service** valued at \_\_\_\_\_

Donors can contribute food, beverages and items for prizes and raffle. Donors will receive acknowledgement at the event and in the program book.

\_\_\_\_\_ I cannot attend the Binghamton Senators Charity Golf Classic. **Please accept my donation \$\_\_\_\_\_**



CHARITY  
GOLF CLASSIC

**SIGN ME UP!!!!!!**

SPONSOR PACKAGE NAME \_\_\_\_\_ AMOUNT \_\_\_\_\_

Individual/Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Daytime Phone Number \_\_\_\_\_ Secondary Phone Number \_\_\_\_\_

Fax Number \_\_\_\_\_ Email \_\_\_\_\_

**TEAM PLAYER NAMES**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

Method of Payment

\_\_\_\_\_ Please send me an invoice (corporate sponsors)

\_\_\_\_\_ My check made payable to "**Broome County Community Charities - WWFK**" is enclosed

\_\_\_\_\_ Please charge my credit card in the amount of \$ \_\_\_\_\_

*Register On-line*  
[www.bsensgolftournament.com](http://www.bsensgolftournament.com)  
 OR  
*Fax your registration form*  
**800-785-6845**  
 OR  
*Mail your registration form*  
 Wendy's Walk for Kids  
 Attn: Trisha Morehouse  
 27 Central Ave. Cortland, NY 13045

Credit Card Info

Visa     MasterCard     American Express

Card Number \_\_\_\_\_ Name on Card \_\_\_\_\_

Billing Address (if different than above) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Expiration Date \_\_\_\_\_ Signature \_\_\_\_\_

**Please contact Kathy Bendert-Mieczkowski with any questions  
at 607.752.0072 or [kathym@wendyswalk.com](mailto:kathym@wendyswalk.com)**