



HARLAM GOLF & TENNIS OUTING

Philmont Country Club | Monday, May 15, 2017

EVENT SPONSORSHIP PROPOSAL

Camp Harlam – a nonprofit organization founded in 1958 that is part of the Union for Reform Judaism’s (URJ) camping network – **serves families from 16 US states and 3 countries, mostly drawing from NJ, PA, DE, MD, DC and VA (with a high concentration from the Greater Philadelphia region).**

Camp Harlam is celebrating its 60th anniversary in 2018 and we’re kicking off a year of celebration starting at the Golf & Tennis Outing on Monday, May 15, 2017 at Philmont Country Club. The Outing includes a day of lunch, golf, tennis and a family barbeque with entertainment. We are looking forward to a fun-filled, meaningful, and exciting year of events and opportunities for our community to show their love, support and commitment to camp.

Sponsors of Harlam’s Golf & Tennis Outing will benefit from exposure to this large current community, as well to thousands of Camp Harlam alumni and their families. All proceeds of the event will benefit the Arie Gluck Capital Fund to support the most critical needs of camp’s facility.

Event Promotion

The event will be promoted through a **press release in which sponsors will be listed, as well as through the following social media platforms:**

Facebook Main Page:	5,286 Camp Harlam Friends
Facebook Alumni Page:	1,104 Camp Harlam Friends
Twitter:	2,436 Camp Harlam Followers
Instagram:	1,923 Camp Harlam Followers

Participants are expected to promote the event through their own social media platforms, increasing exposure for sponsors.

Sponsorship Levels

Golf & Tennis Outing Named Sponsor – \$5,000

Golf & Tennis Outing Named Sponsor will receive the following benefits:

- 4 Golf and 4 Tennis all day participants
- 4 golf shirts
- Opportunity to place a logo item in participant goodie bags
- Recognition at all Harlam@60 events
- Recognition in all event-related social media, press releases and e-blasts & Harlam website
- Special recognition at event registration, lunch and dinner
- Recognition in follow-up communications to all golf & tennis participants & donors following the event

Hole in One Sponsor – SOLD

Hole in One Sponsor will receive the following benefits:

- 4 Golf all day participants
- 4 golf shirts
- Special recognition and placement of prize car on course
- Opportunity to place a logo item in participant goodie bags
- Recognition in all event-related social media, press releases and e-blasts & Harlam website
- Special recognition at event registration, lunch and dinner
- Recognition in follow-up communications to all golf & tennis participants & donors following the event



Golf Named Sponsor – \$2,500

Golf Named Sponsor will receive the following benefits:

- 4 Golf all day participants
- 4 golf shirts
- Opportunity to place a logo item in participant goodie bags
- Recognition in all event-related social media, press releases and e-blasts & Harlam website
- Special recognition at event registration, lunch and dinner
- Recognition in follow-up communications to all golf & tennis participants & donors following the event

Tennis Named Sponsor – \$2,500

Tennis Named Sponsor will receive the following benefits:

- 4 Tennis all day participants
- 4 tennis shirts
- Opportunity to place a logo item in participant goodie bags
- Recognition in all event-related social media, press releases and e-blasts & Harlam website
- Special recognition at event registration, lunch and dinner
- Recognition in follow-up communications to all golf & tennis participants & donors following the event

Golf Foursome – \$1,250

Golf Foursome Sponsor will receive the following benefits:

- 4 Golf all day participants
- 4 Golf shirts
- Name and logo recognition on Camp Harlam website
- Recognition in follow-up communications to all golf & tennis event participants & donors following the event

Dinner Table – \$1,000

Dinner Table Sponsor will receive the following benefits:

- 8 Dinner tickets
- Name and recognition on Camp Harlam website
- Recognition in follow-up communications to all golf & tennis event participants & donors following the event

Golf Twosome – \$625

Golf Twosome Sponsor will receive the following benefits:

- 2 Golf all day participants
- 2 Golf shirts
- Name and logo recognition on Camp Harlam website
- Recognition in follow-up communications to all golf & tennis event participants & donors following the event

Lunch Table – \$500

Lunch Table Sponsor will receive the following benefits:

- 8 Lunch tickets
- Name and recognition on Camp Harlam website
- Recognition in follow-up communications to all golf & tennis event participants & donors following the event

Golf Pin Sponsor – \$250

Golf Pin Sponsor will receive the following benefits (18 available):

- Keepsake pin flag with event and sponsor name - suitable for framing
- Name and logo recognition on Camp Harlam website
- Recognition in follow-up communications to all golf & tennis event participants & donors following the event

Golf Tee Box Sponsor – \$100

Golf Tee Box Sponsor will receive the following benefits:

- Recognition on sign by tee box (may be with other sponsors)
- Name and logo recognition on Camp Harlam website
- Recognition in follow-up communications to all golf & tennis event participants & donors following the event

Tennis Court Sponsor – \$100

Tennis Court Sponsor will receive the following benefits:

- Recognition on sign on court (may be with other sponsors)
- Name and logo recognition on Camp Harlam website
- Recognition in follow-up communications to all golf & tennis event participants & donors following the event

Goodie Bag or In-Kind Sponsor

Sponsor opportunities exist to supply an item for inclusion in event goodie bags (minimum \$250 sponsorship level commitment). In-Kind opportunities exist to donate items that are needed for the Outing (minimum \$250 sponsorship level). For additional information about the event and sponsorship opportunities, please contact Rachel Steinberg at RSteinberg@URJ.org.

Thank you for your generous support of Camp Harlam.

Camp Harlam is a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code. Donations are tax-deductible to the extent provided by law. An acknowledgment of donations will be sent.

**To register as a participant in the Golf & Tennis Outing, please go to CampHarlam.org/Sixty/.
If you have sponsored a golf foursome or twosome, don't worry – we'll register for you!**

The Golf & Tennis Outing is part of the Harlam@60 anniversary celebration | Learn more at CampHarlam.org/Sixty/

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