



THE GLENCOE

# INVITATIONAL

## SPONSORSHIP PROGRAM



**2017 CHAMPION: Pryce Beshoory** Pearland, TX

### RUNNERS UP:

Chris Crisologo, BC • Emmett Oh, AB • Brendan MacDougall, AB

# 2017 GLENCOE INVITATIONAL



2017 Glencoe Invitational Top 10 Players. L-R:

Jaxon Lynn, Matt Williams, Etienne Papineau, Chris Crisologo, Pryce Beshoory (Champion),  
Brendan MacDougall, Steven Diack, Nolan Thoroughgood, Jesse Galvon, Emmett Oh.

2017 GLENCOE INVITATIONAL						
SUMMARY OF ★ TOP 20 ★ FINISHES INCLUDING TIES						
 <p><b>2017 CHAMPION</b></p> <p><b>PRYCE BESHOOORY</b></p> <p><i>66 - 76 - 70 = 212</i></p>			213	216	217	
			<b>CRISOLOGO</b> Chris, BC	<b>EMMETT</b> Oh, AB	<b>MACDOUGALL</b> Brendan, AB	
			218	219	220	
			<b>GALVON</b> Jesse, AB	<b>DIACK</b> Steven, BC	<b>THOROUGHGOOD</b> Nolan, BC  <b>WILLIAMS</b> Matt, AB	
THE FOREST AT THE GLENCOE GOLF & COUNTRY CLUB						
221	223	224	225	226	227	229
<b>PAPINEAU</b> Etienne, QC  <b>MURPHY</b> Patrick, AB	<b>ELFTMAN-HANSON</b> Ariel, HI	<b>HOGAN</b> Brett, AB	<b>ARMSTRONG</b> A.J., AB  <b>WOOD</b> Justin, SK  <b>MOSER</b> Luke, ON	<b>BURSEY,</b> Blair, NL	<b>IRWIN</b> Jordan, AB  <b>GIL</b> Tony, ON	<b>POWER</b> George, AB  <b>WOOD</b> Jack, AB



## OUR HISTORY

The Glencoe Invitational was established in 1992 to allow for more amateur tournament golf for players from Western Canada. Over the last 23 years, the event has evolved into one of the highest ranked amateur tournaments in Canada and also receives international recognition.

The tournament is listed on the Golf Canada Order of Merit as well as the World Amateur Golf Rankings (WAGR). The WAGR ranks the top amateur golfers in the world on the basis of their average performance in counting events on a rolling cycle over the previous 52 weeks. The Invitational field is typically made up of those in the top 50 on the Golf Canada Order of Merit, and the top Canadian players listed on the WAGR. Over 70% of our players are between the ages of 19 and 23. Past tournaments have included players from New Zealand, USA, Mexico, Canada's National Team and players from across the country. To date, 65 former participants are now playing on various professional tours around the globe. You may recognize our 2005 Champion, Graham DeLaet who is the highest ranking Canadian playing on the PGA tour.

To date, securing sponsorship has been a task carried out by volunteers with the assistance of management. Gordon Stollery and Morrison Petroleum provided the initial sponsorship allowing the Invitational a smooth beginning. Mr. Stollery sustained funding for five more years. As sponsorship dwindled a white knight appeared, Jim Kinnear. Jim, the chairman of Pengrowth Energy, took centre stage and that allowed the tournament to grow and prosper. After Jim left Pengrowth he continued to sponsor the Invitational through his own firm, Kinnear Financial until 2011.



*The mission of The Glencoe Invitational is to promote amateur golf by providing an annual tournament that is recognized nationally as a premier event.*



## WHY BE A SPONSOR

- The Invitational receives international recognition through its inclusion in the World Amateur Golf Ranking and the Scratch Players World Amateur Ranking.
- An opportunity to support high performance amateur golf in Canada, as a good corporate citizen.
- To be associated with the premier, family oriented private club in Calgary; The Glencoe Golf & Country Club has a powerful marketing platform already in place.
- Whatever your target market happens to be, our players are either within it, have been or will be. Opportunities to showcase your company's products through investment in our event are available.
- Opportunities to meet and greet with the players and media during our Media Day, Opening Cocktail Reception and Awards Banquet are just a few more ways to showcase your offerings and participate.



## OUR PLAYERS

The majority of Invitational players play golf or have played golf at a collegiate level at North American Universities. So what does this mean to you? Gen Y and or Millennials as the industry calls them are golf's fastest growing demographic today.

This generation, like no other before, is very eco-conscious. They are very connected and one of the most educated generations in history. Authenticity is what is going to get sponsors noticed with these players. College students have an impressive history of being 'trendsetters'. They were the founders of Social Media and rely on these platforms for communication. The Club will be using Facebook, Twitter and Instagram throughout the tournament guaranteeing the exposure of your business to thousands during this event.





## INVITATIONAL COMMITTEE

### COMMITTEE CHAIR

Dale Goehring

### COMMITTEE MEMBERS

Greg Smyth

Liz Young

Brenda Wyne

Rick Nowosad

Andrew Ward

Ryan Rutherford

Ron Husband

### STAFF

Mike Kenney, *PGA, CCM, General Manager*

Judy Forshner, *PGA Head Professional*

Kerry C. Watkins, *AGS Course Superintendent*

Chris Paterson, *AAGS Assistant Superintendent*

Natasha Sawatsky, *CMP, Membership & Marketing Director*

Julie Repp, *Invitational Administrator*



## AS A HOST WE PROVIDE...

- All administrative support for the event including but not limited to volunteers, budgets, selection of players, player billeting, rules, media liaison and tournament scoring.
- Several tournament spots will be provided to Glencoe Qualifying Members.
- The Glencoe Golf & Country Club will provide all administration of funds for the tournament, along with regular reporting to our sponsors.



## LONGER TERM FUNDING

In order to maintain the high level of execution for this event, it comes at a cost. The stability of The Invitational will be enhanced if its funding can be addressed on a longer term basis. This funding would be under the auspices of the Invitational Committee of The Glencoe Golf & Country Club. The Committee is responsible to The Glencoe Golf & Country Club's Board of Directors. Some benefits for a longer term view on funding could include the following:

- Create the potential for a greater number of sponsors to participate (at a minimum Glencoe members and members of our communities could contribute smaller amounts) in a continuing program.
- Will enhance the role of the Club in the event as its host and lead to increased buy-in from our Membership.
- The Glencoe Club will establish a cost center with respect to all operations related to The Invitational.
- Any funding in excess of the sponsorship provided will be carried forward for use in the following year's event.
- Should The Glencoe Invitational cease to exist and there is a balance in the Invitational Foundation account, such amount will be donated to Canadian amateur golf in the names of all sponsors who donated during the time the fund was in existence.



### Texan triumphs at Calgary's Glencoe Invitational

*Wes Gilbertson, Calgary Herald*

**Pryce Beshoory has threaded his share of fairways, has drained plenty of putts.**

And when the pressure is on, the talented teen from Pearland, Texas, can also draw on his past experiences on the baseball diamond.

Before golf was his game, Beshoory proved his calm and cool as a hurler and second baseman for the Lone Star State reps at the 2010 Little League World Series, a team that advanced all the way to the semifinals at the one-of-a-kind showcase.

"I was actually a really good pitcher in little league," Beshoory grinned. "I remember this moment I had, it was our first game of the World Series and we were up like 10-3, and they made a comeback to 10-8. Bases loaded, two out, last inning ... And I come in and strike the kid out.

"So I know I've done it before, and I can do it again. I've had some great experiences."

Add another to the list.

Beshoory scratched out a one-stroke victory at the 2017 Glencoe Invitational, signing for a three-day tab of 4-under 212 on a Forest Course that was a little firmer, a little faster and a lot less forgiving each day.

The 19-year-old fired a 2-under 70 in Saturday's final round and sealed the victory when Chris Crisologo of Richmond, B.C., missed a par putt on No. 18 that would have forced a playoff.

## CALGARY HERALD



Glencoe Invitational champion Pryce Beshoory poses with his father, Richard, after being presented with the Glencoe Invitational trophy on Saturday, June 17, 2017 at the Glencoe Golf & Country Club.  
KERIANNE SPROULE/POSTMEDIA

<b>SPONSOR BENEFITS</b>		<b>Lead Sponsor \$7500</b>	<b>Forest Sponsor \$5000</b>	<b>Meadows Sponsor \$2500</b>	<b>Friends of The Invitational Sponsor</b>
<b>PROMOTIONAL RECOGNITION</b>	Logo recognition on event website with link to sponsor's website	✓	✓		
	Logo recognition on all print materials related to the event	✓	✓	✓	
	One year advertising package in our Club newsletter The Flag*	✓			
	Social Media recognition via Facebook posts and Twitter mentions	✓	✓	✓	
	Full page ad in our Player Profiles booklet*	✓			
	Half page ad in our Player Profiles booklet*		✓		
	Recognition on Scorecards and presentation systems	✓			
<b>TOURNAMENT WEEK RECOGNITION</b>	Sponsor table at the Opening Cocktail Reception <i>Opportunity to showcase your product and marketing material.</i>	✓	✓		
	Opportunity to distribute marketing material and promotional items in the Player Packages*	✓	✓		
	Logo recognition on all major event signage	✓	✓		
	Verbal recognition during the event	✓	✓	✓	✓
	Invitation to the Opening Cocktail Reception to meet and greet with the players	✓	✓	✓	✓
	Invitation to participate on our Media Day <i>Play with members of local media and notable players.</i>	✓			
	Participate in the annual AM/AM event with Invitational Players and our Men's Program	✓			
	Two Tickets to the Awards Dinner	✓	✓	✓	
<b>VALUE ADDED BENEFITS</b>	Three Guest green fee vouchers <i>Guests must play with a Glencoe Member</i>	✓	✓	✓	
	\$250 Dining Voucher for either our Fine Dining or in our Spike Lounge	✓	✓		
	Discount on your next Corporate Order <i>Discount will vary in relation to product ordered</i>	✓	✓		

***In terms of recognition the enclosed is a partial list of things that can be done for you and your organization. A custom sponsorship package can be made to your specific wishes.***

*\*Players Profile booklet is handed out to the players at the Opening Cocktail Reception as well as left at the Clubhouse for pickup and contains the profiles of each player that is participating in the event, past champions etc, sponsor information, schedule of events and more. This package is also handed out on our Media Day.*

*\*Please note that inclusion in the 'print materials' are subject to timing.*

*\*Media Day is held the Wednesday immediately prior to Thursday's play. Most players are in town by this point and the notables are invited to the Media Day luncheon along with members of our local media.*

*\*The Flag is issued monthly during the golf season to the entire Glencoe Membership.*



THE GLENCOE

# INVITATIONAL

## CONTACT INFORMATION

Date: \_\_\_\_\_

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

Company/Organization: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

## SPONSORSHIP LEVEL

Lead Sponsor \$7500

Forest Sponsor \$5000

Meadows Sponsor \$2500

Friends of The Invitational Sponsor \$ \_\_\_\_\_

Custom Sponsorship options are available. Contact Julie Repp for more information.

## PAYMENT INFORMATION

VISA

Master Card

Type:  Corporate

Personal

Card number: \_\_\_\_\_ Expiry date: \_\_\_\_\_

Name on card: \_\_\_\_\_ Signature: \_\_\_\_\_

Cheque

*Please make all cheques payable to:*

The Glencoe Golf & Country Club

Invitational Sponsorship Program

31002 Elbow River Drive SW, Calgary, AB T3Z 2T8

ATTN: Julie Repp, *Tournament Administrator*

Invoice required:  Yes

No

**Please return this form to Julie Repp, *Tournament Administrator***

**by fax 403-246-7331 or by email at [jrepp@glencoe.org](mailto:jrepp@glencoe.org)**

