



THE GLENCOE

INVITATIONAL

SPONSORSHIP PROGRAM



2018 CHAMPION: Etienne Papineau

St-Jean-sur-Richelieu, QC

RUNNERS UP:

Jared Nicolls, AB • Calvin Ross, NB • Jeevan Sihota, BC

2017 GLENCOE INVITATIONAL



2018 Glencoe Invitational Top 10 Players

Left to Right: Kai Iguchi, Dylan Macqueen, Scott Kerr, Calvin Ross, Etienne Papineau (Champion), Brendan MacDougall, Jared Nicolls, Travis Fredborg, Jeevan Sihota; not pictured: Blair Burse

2018 GLENCOE INVITATIONAL							
SUMMARY OF ★ TOP 20 ★ FINISHES INCLUDING TIES							
2018 CHAMPION		221	222	223	224	225	
 ETIENNE PAPINEAU <i>71 - 76 - 70 = 217</i>		NICOLLS <i>Jared, AB</i>	CALVIN <i>Ross, NB</i>	FREDBORG <i>Travis, MB</i>	MACDOUGALL <i>Brendan, AB</i>		
			SIHOTA <i>Jeevan, BC</i>				
THE FOREST AT THE GLENCOE GOLF & COUNTRY CLUB							
226	227	228	229	230	231	232	
BURSEY <i>Blair, NL</i>	MACQUEEN <i>Dylan, ON</i>	CARVER <i>Logan, AB</i>	HARRISON, <i>Andrew, AB</i>	SCHADE <i>Drew, MB</i>	OH <i>Emmett, AB</i>	IRWIN <i>Jordan, AB</i>	
IGUCHI <i>Kai, AB</i>			BRAULT, <i>Etienne, QC</i>	GALVON <i>Jesse, AB</i>	SAUNDERS <i>Tyler, AB</i>		
			ARMSTRONG, <i>AJ, AB</i>	MCMILLAN <i>Ryan, MB</i>			



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.



DID YOU KNOW...

- The Glencoe Invitational is the second highest ranked amateur golf event in Canada next to the Canadian Amateur.
- **Some of our notable Champions:** Graham DeLaet, Wes Heffernan, Mackenzie Hughes and Jared DuToit.
- **Some of our notable Alumni:** Adam Hadwin, Nick Taylor, Corey Conners, David Hearn, Aaron Cockerill, James Love to name a few.



*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. During the event we receive thousands of online impressions and views that will get your participation noticed.
- 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

Ryan Rutherford

Ron Chicoyne

STAFF

Ash Chadha, *General Manager*

Judy Forshner, *PGA Head Professional*

Brock Coates, *AGS Head Superintendent*

Luke Workman, *PGA Contract Professional*

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.



Quebec's Papineau surges to four-shot victory at Glencoe Invitational

Wes Gilbertson, Calgary Herald



Etienne Papineau patiently posed for photographs after winning the 2018 Glencoe Invitational.

When the shutterbugs stopped, he had a simple request.

Papineau handed his iPhone to a tournament organizer. The 21-year-old golfer from St-Jean-sur-Richelieu, Que., needed a trophy shot for his own collection.

"I'll probably send it to my family, my friends back home, my coaches ..." Papineau said with a smile. "I have a very supportive environment back home. So it's great for myself, but it's great for them, too, because they've always been supportive to me.

"It's great to have this win for them."

The 7,505-yard Forest Course at Glencoe Golf & Country Club is arguably Calgary's toughest test, and with Mother Nature presenting another set of challenges over the past few days, there were a grand total of 10 sub-par rounds during the latest instalment of the Glencoe Invitational.

Papineau was the only golfer to post two red numbers at the three-day amateur shootout.

A graduate of Golf Canada's national development program and currently midway through his collegiate career with the NCAA's West Virginia University Mountaineers, Papineau closed with a 2-under 70 in Saturday's last lap, punctuated by a birdie on No. 18.

He signed for an overall tally of 1-over 217. When the final putts had dropped, the closest competitor was four strokes in his rearview mirror.

Vancouver's Scott Kerr owned a one-shot lead after two spins of the Forest Course, but that disappeared when the 21-year-old stumbled to a triple-bogey on Saturday's opening hole.

Jeevan Sihota, a 14-year-old phenom from Victoria, B.C., climbed to the top of the scoring charts, but his back-nine card included a pair of 6s — one a double-bogey, the other a triple on No. 17 that turned a potential nail-biter into a sure-thing celebration for Papineau.

Ponoka's Jared Nicolls finished as runner-up at 5-over 221. Kerr and Sihota split third spot with Calvin Ross of Fredericton, N.B., each at 6-over 222.

Papineau's biggest blip Saturday was a double-bogey on the third hole. The eventual champ rebounded with five birdies to more than erase the damage.

"You really have to play smart here, and that's what I did today," Papineau said, while the drizzle started again shortly after the trophy presentation. "This is my fourth time playing the Glencoe (Invitational), and I've got better every year. And before coming here, my game was really good. I'd played some great tournaments over the past month, so I was really confident.

"This is a big one for me ... It was a great week, a great learning experience ... and it's just going to help me."

Thanks to this steady performance, Papineau joins impressive company — the list of past champions at the Glencoe Invitational is headlined by PGA Tour full-timers Graham DeLaet and Mackenzie Hughes and rising-star Jared du Toit.

"It's something special," Papineau said. "I'm always going to be proud of it, and nobody else can take it away from me."

On the heels of his triumph at the Alberta Match Play Championship, Glencoe's own Brendan MacDougall was the leading local, closing with a 1-under 71 to climb into seventh.

SPONSOR BENEFITS		Lead Sponsor \$7,500	Forest Sponsor \$5,000	Meadows Sponsor \$2,500	Friends of The Invitational Sponsor
PROMOTIONAL RECOGNITION	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	✓			
TOURNAMENT WEEK RECOGNITION	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	✓	✓	✓	
VALUE ADDED BENEFITS	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 \$7,500 Forest Sponsor \$5,000
 Meadows Sponsor \$2,500 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**

