

2022 SPONSORSHIP OPPORTUNITIES



WHY PARTNER WITH US?

The Heroes Cup Golf Invitational will generate significant media attention that your company brand can be a part of. Between the marketing reach of all three of our properties — Turtle Creek Casino, Leelanau Sands Casino, and Grand Traverse Resort and Spa, your brand will be broadcast to our most loyal followers.

 **48,000+**
combined followers

 **6,000+**
combined followers

 **200,000+**
opt-in emails

The Heroes Cup Golf Invitational, hosted by Grand Traverse Resort and Casinos, is the highlight of our summer event season and brings together Native Americans from throughout the country and key members of the gaming industry for a weekend of charity golf.

The Heroes Cup Invitational is a fundraising event designed to support local hometown heroes from Northern Michigan, including all military veterans, police, fire, EMT, and healthcare workers. The 2022 tournament will benefit **MidMichigan Honor Flight**, the regional branch of the Honor Flight organization with programs to transport Veterans across America to see their memorials.

Please join us as a 2022 sponsor the Heroes Cup and help us support all the hometown heroes in Northern Michigan.

Rich Bailey, CEO | Grand Traverse Resort and Casinos



2022 SPONSOR LEVELS

Make checks payable to:

Grand Traverse Resort & Spa
ATTN: Cara Goss
 P.O. Box 404
 Acme, MI 49610

For more assistance with sponsorships,
 please contact:

NICK LADRIG
 231-534-8814
 nick.ladrig@gtbindians.com



- ★ **Presenting Sponsor** **\$15,000**

 - First right of refusal in 2023
 - Prominent logo placement online and during event
 - (4) teams of 2 to play in tournament
 - Logo on event welcome banner
 - 18th Hole green on-course company sign
 - PR and social media promotion
 - Speaking opportunity at event
 - Opportunity for SWAG in each golf car

- ★ **Platinum Sponsor** **\$5,000**

 - Skins game sponsor on Friday, August 26
 - Prominent logo placement online and during event
 - (2) teams of 2 to play in tournament
 - Company logo on event welcome banner
 - Ability to display company banner at registration

- ★ **Gold Sponsor** **\$2,500**

 - (2) teams of 2 to play in tournament
 - Company logo on event welcome banner
 - Ability to display company banner at registration

- ★ **Silver Sponsor** **\$1,500**

 - (2) teams of 2 to play in tournament
 - Company name on event welcome banner
 - Ability to display company banner at registration

- ★ **Cigar Sponsor** *(company signage)* **\$2,000**
- ★ **Beverage Cart Sponsor** *(company signage)* **\$2,000**
- ★ **Lunch Sponsor** *(company signage)* **\$2,000**
- ★ **Closest to the Pin Sponsor** *(men and women)* **\$1,000**
- ★ **Longest Drive Sponsor** *(men and women)* **\$1,000**
- ★ **Hole Sponsor** **\$500**