

02<sup>nd</sup> August 2023

Dear Sir / Madam

**DIALOG ENTERPRISE ROTARY METRO PAR 3 GOLF CLASSIC- SATURDAY, 14<sup>TH</sup> OCTOBER 2023**

The 7th annual Rotary Metro Par 3 Golf Classic is scheduled for Saturday, 14<sup>th</sup> October 2023 at the Royal Colombo Golf Club, starting at 7 am. For those who have joined us in the past, you will know that this tournament gets bigger and better each year! As a potential new sponsor, I am sure you will find exciting and fruitful opportunities via our event- details of which are below.

The Par 3 format of this tournament makes it a “one of a kind” event. As the only event of this kind in Sri Lanka, we attract 100% participation right up to the maximum capacity of 180 players playing in two shotgun starts in the morning and afternoon. While all proceeds from this event go to the charities we support, it is also a perfect way to showcase your product to a targeted large audience pre and post-tournament and also during the tournament. The clubhouse provides ample space for displays and interaction with the players and the many others (including spouses and families) who attend the event throughout the day.

We take great pleasure to invite you to partner with us in support of this event and the various underlying charities and community service projects which are listed in this letter, actively involving your company in direct CSR while showcasing your product. The success of our golf tournament would not be possible without the generous support of organizations such as yours. If you are considering sponsoring our tournament for the first time, we would like to have you on board and we are happy to answer any questions you may have.

The sponsorship package attached outlines the many benefits that our sponsors get in exchange for their support. We are also happy to tailor-make a sponsorship package that works for your organization’s specific needs.

We look forward to your participation and listed below are a few community service projects that we have assisted with the proceeds of the tournaments in the past.

● **Children’s heart surgeries**

Our Heart Surgeries project is now a “Flagship Project” of our club. We funded 104 surgeries for children with life-threatening heart defects over the past two years and we have bigger plans this year as we want to fund 100 surgeries for which we need to raise Rs.50,000,000.

It’s ambitious, but we are confident that with support from responsible corporates such as yourselves, we can reach our goal of saving the lives of 100 children.

Kishani Gunasekera  
President  
kishani.gunasekera@gmail.com

Dinali Bandaranayake – Dandeniya  
Secretary  
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Harendra Perera  
Treasurer  
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Cont...2/-

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- **People for People project**

Providing medical equipment, medicines and other vital supplies to four government hospitals that have shortages in medicine. These hospitals include the Nephrology ward at the General Hospital, the medical ward at Kalubowila Teaching Hospital, the children's unit at the Jaffna teaching hospital and the Apeshka Hospital.

- **Water for all**

Water scarcity has become a serious threat to the people in Kilinochchi. Poonakary a subdivision in Kilinochchi has a population of over 25,000 residents in a 4,392 km<sup>2</sup> area. There is no usable drinking water there and people depend on bowsers to distribute water, which reaches them weekly. The RCCM works with a local NGO that conducts baseline studies to obtain socio-economic and technical data that will establish the specific needs of each GN in the district to provide water systems to schools.

- **Sunshine Games – Sports and Fun for Differently Abled Children**

A flagship project which has been in operation for over 15 years. A well-organised day of sports, fun and carnival for over 1000 differently abled children from all parts of Sri Lanka. This will be restarted when safe, under the guidance of the Ministry of Health.

- **Welfare Assistance for Caddies and Minor staff**

Importantly, a part of the proceeds each year goes towards providing the children of the caddies with school supplies including bags, books and shoes. This year too, we hope to jointly do a CSR project with Royal Colombo Golf Club to assist Caddies and minor staff with welfare measures, especially focusing on education of children.

Cont...3/-

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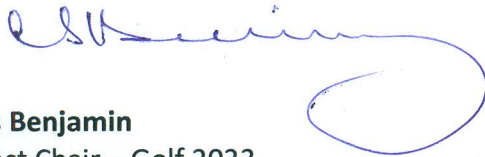
- **Adopting a Village**

We have implemented a Microfinancing programme in Trincomalee to provide Vocational and Entrepreneurship training and mentoring. We believe these skills can help underserved communities to learn to be self-sufficient and build their livelihoods. The goal is to obviate the need for dependence on charity and handouts.

We invite our corporate sponsorship partners to join us in the actual process of uplifting these communities, where your business and management experience will be invaluable.

We look forward to your participation in our Club to raise funds to help our community.

Yours sincerely



**Chris Benjamin**  
Project Chair – Golf 2023  
**Rotary Club of Colombo Metropolitan**  
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# ROTARY CLUB OF COLOMBO METROPOLITAN CHARITY GOLF TOURNAMENT

14<sup>th</sup> October 2023

**Dialog Enterprise Rotary Metro Par 3 Golf Classic**

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## ***THE BENEFITS TO YOU***

As your marketing partner, the Rotary Club of Colombo Metropolitan takes our sponsorship agreement very seriously. You make a promise to help kids and families, and in return, we promise to deliver the best sponsorship benefits out there. It is also an opportunity to mingle with our tournament partners and players, network with potential clients and share information on your product.

### **New Clients, New Customers, New Business**

Meet potential new clients and customers and also connect with your high-profile fellow sponsors. You can form new business partnerships at events and meet like-minded business professionals. Customers are getting increasingly discerning about which companies they do business with. What better way to communicate your values than by sponsoring an event that matches your profile? We promise to ensure that no competing brands will be promoted at the tournament.

### **Get your brand noticed and market your business**

You will have unparalleled in-person access to the golfing community in Sri Lanka when you become an integral part of the event, participating in the opening and closing ceremonies, operating your pop-up store, and having your brand and message displayed at select locations within the venue. Get featured on the social media pages of the RCCM and be invited to one of our club meetings to speak on your brand offerings. These branding opportunities are a great way to leverage your sponsorship and get brand recognition.



### **PARTNERING WITH ROTARY – PLATINUM SPONSORSHIP PACKAGE**

Platinum Sponsorship package and below mentioned are the benefits and exposure in return for a contribution of **LKR 1,500,000/-**

- Placement of 20 A-Boards on the course and to brand 2 hole tees on the green
- Your corporate/organization logo on the “Tee Sign” displayed on the tee box at your sponsored holes viewed by the entire field of golfers
- Placement of e-banner one week before the tournament
- Opportunity to provide a sample product or promotional material in participants gift packs (200)
- Verbal acknowledgements during the award presentation
- Company banner at post game dinner and presentations
- 15 flag posts in the car park area
- A location at the club house to run a promotional booth/TV screens
- Four invitations to the cocktail and dinner event
- Your name on 2 Trophies
- Your corporate/organization logo on all tournament printed materials

Company logo/name mention will appear in all promotional activities (some listed below)

- Invitations to the event distributed by email and post to approximately 600 contacts
- Invitations to the event distributed by email to RCGC members
- Press conference backdrop
- Event backdrop

Social media updates on Facebook page of Rotary Club of Colombo Metropolitan

### **PARTNERING WITH ROTARY – GOLD SPONSORSHIP PACKAGE**

The Gold Sponsorship package and below mentioned are the benefits and exposure in return for a contribution of **LKR 1,000,000/-**

- Placement of 10A-Boards on the course and to brand 1 hole from Tee to Green
- E- banner one week before the tournament at the club house
- Opportunity to provide a sample product or promotional material in participants gift packs (200)
- Verbal acknowledgements at the awards ceremony
- Company banner at post game dinner and presentations
- 10 flag posts in the car park area
- Two invitations to the cocktail and dinner event
- Your name on 2 Trophies



### PARTNERING WITH ROTARY – SILVER SPONSORSHIP PACKAGE

The Silver Sponsorship package and below mentioned are the benefits and exposure in return for a contribution of **LKR 700,000/-**

- Placement of 5 A-Boards on the course and to brand 1 hole from Tee to Green
- E- banner one week before the tournament at the club house
- Opportunity to provide a sample product or promotional material in participants gift packs (200)
- Verbal acknowledgements at the awards ceremony
- Company light box or rollup banner at post game dinner and presentations
- 05 flag posts in the car park area
- Two invitations to the cocktail and dinner event
- Your name on 1 Trophy