



25TH LCI CONGRESS
OCTOBER 24-27, 2023 • DETROIT, MI

2023 LCI CONGRESS GOLF TOURNAMENT SPONSORSHIPS

Hit an Ace at the Premier Gathering of Lean Construction Professionals

**Plum Hollow Country Club
Monday, October 23, 2023**

Shotgun Start at 11 AM (*Arrive 10:30 AM to pick up boxed lunch*)

Join us for a memorable day of golf and networking with your Lean community. Choose from a variety of unique, impactful sponsorship options to turbocharge your brand and fuel powerful connections.

For questions or to book your sponsorship, please contact:

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PLUM HOLLOW COUNTRY CLUB

The 3rd Annual LCI Congress Golf Tournament will take place at Plum Hollow Country Club, featuring a nationally recognized championship golf course. Set within beautiful surroundings and sweeping elevations just outside of Detroit, the club hosts tournaments including PGA, Ryder Cup, and the Western Open. The Rouge River watershed lies at the heart of the course's design, running through the property and bisecting every hole except for #3 and #4. It's the perfect setting for a fantastic day of golf.

WHY SPONSOR?

- Raise your company's profile during a popular event at an exceptional location.
- Get your organization's brand in front of an enthusiastic audience of industry stakeholders.
- Help jump-start Congress with a memorable, fun-filled day on the green!

GOLF TOURNAMENT SPONSORSHIPS

1. LCI CONGRESS GOLF TOURNAMENT CLOSING RECEPTION SPONSORSHIP \$10,000

Help close out a fun day of networking and golfing. Sponsor a festive reception for tournament participants and sponsors, including an open bar and appetizers.

Sponsor will receive:

- a. Company name/logo/tagline (full-color) on the cocktail napkins
- b. Sponsorship of hole #16 (par 4; handicap rating 4)
- c. Ability to announce grand prize winners (3) at the reception
- d. List of conference attendees who opt-in to third-party communications one month prior to, two weeks prior to, and two weeks after Congress
- e. Logo inclusion on sponsorship signage around Congress and Golf Tournament venue
- f. Listing in Congress app with logo and 75-word description
- g. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

2. BEVERAGE CART SPONSORSHIP \$8,000

Gain company visibility by sponsoring a total of two (2) beverage carts that provide refreshments and snacks to players.

Sponsor will receive:

- a. A banner featuring company logo/image/tagline (full-color) on each side of the Beverage Cart as it drives around the course offering beverages and snacks to the players
- b. Sponsorship of hole #8 (par 5; handicap rating 7)
- c. List of conference attendees who opt-in to third-party communications one month prior to, two weeks prior to, and two weeks after Congress
- d. Logo inclusion on sponsorship signage around Congress and Golf venues
- e. Listing in Congress app with logo and 75-word description
- f. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

3. TAYLORMADE GOLF KIT SPONSORSHIP \$6,500*

Feature your company's branding on this essential kit and its contents, which include three (3) golf balls, towel, pouch, ball marker, and storage bag for each player.

Sponsor will receive:

- a. Full-color imprint on golf balls (3 per player), and one-color imprint on towel, pouch, ball marker, and storage bag
- b. Sponsorship of hole #15 (par 4; handicap rating 4)
- c. List of conference attendees who opt-in to third-party communications one month prior to, two weeks prior to, and two weeks after Congress
- d. Logo inclusion on sponsorship signage around Congress and Golf Tournament venue
- e. Listing in Congress app with logo and 75-word description
- f. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

****If the TaylorMade Golf Kit is not sponsored, it will not appear at the Golf Tournament***



4. BOXED LUNCHES SPONSORSHIP \$6,000

Provide essential fuel for tournament players with boxed lunches featuring your organization's branding! Lunches will be served to all players before the tournament's shotgun start.

Sponsor will receive:

- a. Company name/logo/tagline (full-color) on the boxed lunches
- b. Sponsorship of hole #1 (par 5; handicap rating 9)
- c. List of conference attendees who opt-in to third-party communications one month prior to, two weeks prior to, and two weeks after Congress
- d. Logo inclusion on sponsorship signage around Congress and Golf Tournament venue
- e. Listing in Congress app with logo and 75-word description
- f. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

5. GOLF SAFETY KIT SPONSORSHIP \$4,500*

Sponsor the kit everyone needs while playing golf—sunscreen, insect repellent, and lip balm.

Sponsor will receive:

- a. Full-color company branding on the sunscreen, insect repellent, lip balm, and zippered pouch
- b. Sponsorship of hole #6 (par 4; handicap rating 1)
- c. List of conference attendees who opt-in to third-party communications one month prior to, two weeks prior to, and two weeks after Congress
- d. Logo inclusion on sponsorship signage around Congress and Golf Tournament venue
- e. Listing in Congress app with logo and 75-word description
- f. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

** If the Golf Safety Kit is not sponsored, it will not appear at the Golf Tournament*



6. FRISBEE GOLF SPONSORSHIP \$3,500

Sponsor a fun game on hole #3! Each player will use your organization's logoed frisbees instead of a ball. The number of tosses counts as the number of strokes!

Sponsor will receive:

- a. Frisbees with company's preferred branding. *
- b. Sponsorship of hole #3 (par 4; handicap rating 5)
- c. List of conference attendees who opt-in to third-party communications one month prior to, two weeks prior to, and two weeks after Congress
- d. Logo inclusion on sponsorship signage around Congress and Golf Tournament venue
- e. Listing in Congress app with logo and 75-word description
- f. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

** Sponsor may keep any extra frisbees*

7. PRO WILL DRIVE FOR YOU \$2,000

Sponsor hole #4, where the club pro will drive one drive per foursome! Each foursome can opt whether to use the pro's drive.

Sponsor will receive:

- a. Sponsorship of hole #4 (par 4; handicap rating 1, most difficult hole)
- b. List of conference attendees who opt-in to third-party communications one month prior to, two weeks prior to, and two weeks after Congress
- c. Logo inclusion on sponsorship signage around Congress and Golf Tournament venue
- d. Listing in Congress app with logo and 75-word description
- e. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

8. INDIVIDUAL GOLF HOLE SPONSORSHIPS (SEE PRICE LIST)

Sponsors of golf holes with a contest listed must provide the prize(s) for the winner(s).

Sponsors will receive:

- a. List of conference attendees who opt-in to third-party communications one month prior to, two weeks prior to, and two weeks after Congress
- b. Logo inclusion on sponsorship signage around Congress and Golf Tournament venue
- c. Listing in Congress app with logo and 75-word description
- d. Name/logo on select LCI marketing materials, including the LCI website, Congress e-mails, and *LCI Update*

HOLE	PAR	SPONSORSHIP ITEM	HANDICAP	PRICE	ADDITIONAL INFO
1	5	Boxed Lunches (sponsorship add-on)	9	\$6,000	
2	3	Closest to the Pin contest	17	\$1,000	
3	4	Frisbee Golf (sponsorship add-on)	5	\$3,500	
4	4	Pro Will Drive for You (sponsorship add-on)	1	\$2,000	Most Difficult Hole
5	3	Closest to the Pin contest	11	\$1,000	
6	5	Longest Drive Contest	3	\$1,000	
7	4	TaylorMade Golf Kit (Sponsorship add-on)	13	\$6,500	
8	5	Two Beverage Carts with Snacks (sponsorship add-on)	7	\$8,000	
9	3	Closest to the Pin contest	15	\$1,000	
10	4	Hole Sponsorship (includes Golf Foursome)	2	\$2,500	
11	4	Straightest Drive contest	16	\$1,000	
12	3	Closest to the Pin contest	14	\$1,500	Signature Hole
13	4	Golf Safety Kit (Sponsorship add-on)	6	\$4,500	Split Fairway
14	3	Closest to the Pin contest	16	\$1,000	
15	4	Name Your Own Sponsorship	10	TBD	Elevated Tee
16	4	Closing Reception (Sponsorship add-on)	4	\$10,000	
17	5	Marshmallow Golf contest	8	\$3,000	
18	5	Longest Drive contest	12	\$1,000	

CONTEST DETAILS

Longest Drive: Award one player with a prize for the longest drive. Available on most par 5 holes.

Straightest Drive: Award one player at hole for the straightest drive. A line in the fairway will show what the pro thinks is the straightest.

Closest to the Pin: Award one player for the closest to pin. Available on most par 3 holes.

Marshmallow Drive: Award one player who drives a marshmallow the farthest!

Frisbee Golf: Each player will use logoed frisbees instead of a ball. The number of tosses counts as the number of strokes.

Pro Will Drive for You: The club pro will drive one drive per foursome. Each foursome can opt whether to use the pro's drive.

READY TO BOOK YOUR SPONSORSHIP OR HAVE QUESTIONS?

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We look forward to seeing you at the 2023 LCI Annual Congress Golf Tournament!

