



# 11th Annual Cathal Lavelle Corporate Golf Challenge

Sponsorship Opportunities



Milltown Golf Club  
Friday, September 1st 2023

Growing in numbers each year, the basis.point Corporate Golf Challenge has established itself as one of the main social events for the Irish Funds industry. With nearly 200 participating golfers, competition is always strong and provides a great fun networking event. We are happy to work with sponsors at all times to ensure a successful partnership.



# Why Sponsor?

## Better outcomes, brighter futures!

The annual basis.point Cathal Lavelle Golf Challenge provides sponsors with direct access to clients, key corporates and lead players in the domestic and international fund industry.

- Ensure your brand's visibility to a wide audience
- Embed your organisation as a leader in the funds industry
- Associate your brand with the Irish fund industry's charitable initiative
- Explore new partnerships and build networks
- Empower basis.point to reach more disadvantaged children & young adults
- Enable these children to remain in stable productive education

## Targeted and cost-effective brand building opportunity

Sponsorship of the Cathal Lavelle Golf Challenge offers a unique opportunity to position your organisation as a key influencer shaping the Irish funds industry. It includes:-

- branding opportunities
- exhibition spaces if required
- publicity opportunities
- corporate hospitality
- social media exposure



# Sponsorship Opportunities

## Breakfast Sponsor - €2,000

Deluxe breakfast roll, individually wrapped branded with your logo with Tea or Coffee and a selection of pastries for the early golfers

- Access to over 100 industry colleagues
- Branded pop up in the reception area
- Mention and recognition in pre and post publicity
- Mention and recognition in post event thank you correspondence to all attendees
- Opportunity to put information about your company into each breakfast bag
- Featured as event sponsor on basis.point website for 12 months
- Mention and recognition on our online auction which will be publicised across the Irish Funds Industry 2 weeks in advance of the event
- Hard and soft copy branded thank you certificate for display in your office and for sharing online.
- Opportunity for colleague to assist on site
- Inclusion in branded sponsorship boards around the clubhouse

## Lunch Sponsor - €3,500

Light lunch served in the dining room and terrace

- Access to over 200 industry colleagues
- Branded pop up in the reception area
- Mention and recognition in pre and post publicity
- Mention and recognition in post event thank you correspondence to all attendees
- Opportunity to put information about your company on each table
- Featured as event sponsor on basis.point website for 12 months
- Mention and recognition on our online auction which will be publicised across the Irish Funds Industry 2 weeks in advance of the event
- Hard and soft copy branded thank you certificate for display in your office and for sharing online.
- Opportunity for colleague to assist on site
- Inclusion in branded sponsorship boards around the clubhouse

## **Goody Bags - €4,000**

- Access to over 200 industry colleagues
- Exclusivity – only one sponsor for Goody Bags
- Select branded materials along with basis.point branded materials
- Golf tees
- Waterbottle
- Mention and recognition in pre and post publicity
- Mention and recognition in post event thank you correspondence to all attendees
- Featured as event sponsor on basis.point website for 12 months
- Mention and recognition on our online auction which will be publicised across the Irish Funds Industry 2 weeks in advance of the event.
- Hard and soft copy branded thank you certificate for display in your office and for sharing online.
- You can also supply a volunteer to help with distributing the goody bags if somebody was comfortable to do that.
- Opportunity for colleague to assist on site
- Inclusion in branded sponsorship boards around the clubhouse

## **Dinner Sponsor - €4,500**

- Access to over 200 industry colleagues
- A delicious BBQ dinner served in the dining room and terrace with wine included
- Recognition of sponsorship on tent cards on each table
- Opportunity to put information about your company on each table or in a central location
- Branding on the terrace – pop up Banner and on internal screens
- Mention and recognition in pre and post publicity
- Mention and recognition in post event thank you correspondence to all attendees
- Featured as event sponsor on basis.point website for 12 months
- Mention and recognition on our online auction which will be publicised across the Irish Funds Industry 2 weeks in advance of the event.
- Hard and soft copy branded thank you certificate for display in your office and for sharing online.
- Opportunity for colleague to assist on site
- Inclusion in branded sponsorship boards around the clubhouse

## **Golf Prizes - €4,000**

Prize giving will take place in the evening following the BBQ dinner.  
A selection of high quality much sought after Prizes

- Overall Team Prize, 2<sup>nd</sup> Prize, 3<sup>rd</sup> Prize, 4<sup>th</sup> Prize, 5<sup>th</sup> Prize
  - Longest Drive – Male & Female
  - Nearest the Pin – Male & Female
  - Promoter Prize
  - Best Mixed Prize
- 
- Access to over 200 industry colleagues
  - Golf prizes will be displayed throughout the day in place of prominence so seen by all Golfers and Visitors
  - Branding at the Prize Table and on internal screens
  - Mention and recognition in pre and post publicity
  - Mention and recognition in post event thank you correspondence to all attendees
  - Mention and recognition on our online auction which will be publicised across the Irish Funds Industry 2 weeks in advance of the event
  - Hard and soft copy branded thank you certificate for display in your office and for sharing online.
  - Opportunity for colleague to assist on site
  - Inclusion in branded sponsorship boards around the clubhouse

## **Mulligans - €1,500**

Each team is awarded a branded Mulligan Card option to use in their round.

## **Hole in One - €1,000**

Opportunity to exclusively brand the teebox with your own flags.

Both Mulligans and Hole in One have the following benefits:

- Access to over 200 industry colleagues
- Mention and recognition in pre and post publicity
- Mention and recognition in post event thank you correspondence to all attendees
- Featured as event sponsor on basis.point website for 12 months
- Mention and recognition on our online auction which will be publicised across the Irish Funds Industry 2 weeks in advance of the event.
- Hard and soft copy branded thank you certificate for display in your office and for sharing online.
- You can also supply a volunteer to help with distributing the Mulligans if somebody was comfortable to do that.
- Opportunity for colleague to assist on site
- Inclusion in branded sponsorship boards around the clubhouse



## **Corporate Premium Package €1,600**

- Opportunity to invite clients to play on your team and enjoy pre and post golf hospitality
- Includes admission to raffle for all players
- Includes signage on one of the Tee Boxes

## **Auction Prize - €1,000**

- Basis.point will secure a unique and premium auction prize and attribute to you
- Online auction which will be publicised widely across the Irish funds industry
- Mention and recognition in pre and post publicity
- Mention and recognition in post event thank you correspondence to all attendees
- Hard and soft copy branded thank you certificate for display in your office and for sharing online.

## **Raffle Prize - €500**

- Basis.point will secure a raffle prize and attribute to you
- Raffle will take place on the day and all attendees are invited to participate.
- Mention and recognition in pre and post publicity
- Mention and recognition in post event thank you correspondence to all attendees

## **Corporate Tee Box - €250**

- Branded sign on Tee Box
- Mention and recognition in pre and post publicity
- Mention and recognition in post event thank you correspondence to all attendees

## **Individual Tee Box - €100**

- Branded sign on Tee Box
- Mention and recognition in pre and post publicity
- Mention and recognition in post event thank you correspondence to all attendees

# Our Reach

## Prestige Patrons

Adminovate	HSBC	Manulife
Amundi	Independent Franchise	Maples
BlackRock	Partners	Matheson
BNP Paribas	IPUT	Morgan Stanley
BNY Mellon	Kennedy Wilson Europe	Northern Trust
Carne	KPMG	PwC
Goldman Sachs	Kroll	RBC
	Lord Abbett & Co	

## Premier Patrons

Architas	EY	KBIGI
Brown Advisory	GAM Investments	LGIM
Brown Brothers Harriman	Grant Thornton	Ocorian
Citi	IQ-EQ	State Street
Crestbridge	JP Morgan	Waystone
	JTC	

## Corporate Patrons

Anonymous	Deloitte	Mason Hayes & Curran
A & L Goodbody	Dillon Eustace	Mazars
Abbey Capital	Donnelly Financial	McCann FitzGerald
ABC Arbitrage	Equity Trustees Fund	Mercer
Alter Domus	Services (Ire)	MUFG Investor Services
AMX by Carne	Euronext	Parva Consulting
Apex/Sanne	Fine Grain Property	Prescient Fund Services
Arthur Cox	FPG Amentum	Principal
Artisan Partners	FundApps	Pyrford International
Aspect Capital	Goodbody Fund	Robert Walters Group
Atlantic Star	Management Ltd	Rubrics
AQMetrics	Guggenheim Partners	SEI
Ballie Gifford	Europe Limited	Simmons & Simmons
Barings	LH Fund Services	SS&C Ireland
BDO	Impax	The Panel,
Beechbrook Capital Ireland	Intertrust	Thornburg,
Bridge Consulting	Invesco	Trium Capital LLP,
Broadridge Ireland Ltd	Irish Life Investment	Universal Investment,
Brightwater Executive	Managers	U.S. Bank Global Fund
Caceis	KNEIP Management	Services (Ireland) Limited
Camden Recruitment	Linedata	Walkers Ireland
Citco	Link	William Fry
Clearstream		
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## Individual Supporters

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Lorraine Rooney  
Paul Sweeney  
Ken Sharkey  
Eoin Sheahan  
Sinead Sheehan  
Rachel Thornton  
Brendan Toolan  
Ciaran Whooley

# Social Media & Communication

## LinkedIn

Over 4,000 followers on LinkedIn, with high levels of engagement  
Recent golf event post achieved over 10,300 impressions with 50% engagement

## Twitter/Instagram

We continue to grow our followers on Twitter and Instagram

## Website

Over 22,000 page views on our website annually  
Event article with full picture gallery

## Database

Over 1,700 contacts which can be segmented for targeted communication from basis.point.



