



**June 27, 2025**

**Gowan Brae Golf & Country Club - Bathurst, NB**

**Sponsorship Information Package**

**Event Manager: Robert Gallant, Raven Management Solutions  
506-855-8525 – Office**

**Email**

**[socialevents@mneca.ca](mailto:socialevents@mneca.ca)**

**Website**

**[www.mneca.ca](http://www.mneca.ca)**

## **Golf Tournament Event Description**

We are excited to re-introduce *Construction Industry Northern Golf Tournament* to our event calendar for 2025. This event is another one of the association's signature member appreciation and networking events. This year our traditional Texas-scrabble tournament will be hosted on **June 27, 2025** at the Gowan Brae Golf & Country Club in Bathurst. The tournament experience features fun activities at sponsored holes, a post event meal and great prizes. Entry fees, sponsorship of holes, as well as multiple skill contests (i.e., prizes for shootout competition, hole-in-one, putting green contest, closest-to-the-hole, longest drive etc.) help raise funds to support industry related charities and provide unique educational opportunities to our members.



## **CANB – Moncton Northeast Background**

The ***Construction Association of New Brunswick - Moncton Northeast*** (CANB-MN) was established in 1942 and has established itself as one of the province's leading business associations representing the interests of construction industry members including; general contractors, trades, sub-contractors, suppliers and distributors from local, provincial and national levels. The Association's membership includes close to 400 businesses operating in the Southeast and Northeast of New Brunswick.

CANB-MN exists to serve our members by; displaying plans and information on current projects in the industry by; advocating as a collective voice on issues of concern that impact the industry, developing and promoting industry standards, providing labour relations support, offering membership benefits and discount programs, giving education opportunities, and providing the necessary communication to build a stronger, cohesive industry that benefits our province and society.



Through our various social events CANB-MN also provides our members with unique opportunities within the industry to market their services and network to their clients, partners, and peers. These events allow us to offer great value to our membership services by helping companies reach their target markets within the industry through relationship development opportunities that complement their traditional marketing strategies. A few of our social activities also include fundraising activities to help support industry related charities.

## Our Cause

Founded by CANB-MN in 2008 the *Building for the Future Fund (BFTF)* supports vocational programs that highlight construction trade education in high schools from Southeastern New Brunswick to Restigouche County on the North Shore. Funds are raised directly through events and activities hosted by the association and through the generous support of association members.

Since the inception of the *BFTF*, CANB-MN has met with high school teachers and administrators to discuss the importance of exposing students to vocational instruction in construction related fields as a pathway to their student's future career options in the trades. These discussions have identified that the biggest challenge for this type of programming in school is having adequate resources to acquire the consumables needed for class projects. To that end, CANB-MN's *BFTF* is committed to providing access to resources through cash grants and in-kind donations from some of our member firms.

## Partnership and Sponsorship Opportunities

CANB - MN would not be able to offer all the great social events we do without the generous support of corporate sponsors like yourself. For our annual ***Construction Industry Norther Golf Tournament***, we have specially designed the sponsorship categories listed below to recognize your contributions. As you can see, our various sponsorship levels include special incentives that will give your company marketing exposure in our traditional and social media campaigns, event-site activation as well as community goodwill recognition. These packages are a suggested starting point, and we remain open to customizing a sponsor recognition package to meet your company's unique marketing ideas and requirements.



We ask that you please take the time to review these marketing opportunities and decide where your company could best benefit from a relationship with CANB - MN. We understand that you are approached by many interesting and worthy events and charities, and we appreciate your consideration in supporting our Association. Any surplus funds from any of our events are reinvested into additional membership services and our designated charities.

It takes more than cash to make an event like this a huge success, in-kind support is also essential to making this the "must attend" golf tournament of the season. In addition to cash options, we also have options to provide in-kind sponsorship such as team and fundraising prizes in return for marketing exposure to our players.

We trust this information package will pique your company's interest and we look forward to exploring how we can work together to make our industry events stronger. Should you have any questions, please email our Event Manager, **Robert Gallant** at [socialevents@mneca.ca](mailto:socialevents@mneca.ca) or call (506) 855-8525 to arrange a telephone or in person meeting.



# **Presenting Sponsor \$2,000: One Opportunity**

## **Corporate Logo Placements**

- Corporate brand tied to the event logo as “presented by” in all forms of promotions.
- CANB-MN website event registration page.
- Team registration document.
- Team welcome bags.
- Exclusive sponsor on the event site welcome signage.
- Event email communications with website link to your corporate page.
- Signage on assigned hole.
- Projected in looping power point presentation at event.

## **Marketing Recognition**

- Website link to your corporate page from registration page.
- Opportunity to provide a promotional offer to be inserted into event communication e-mails.
- Opportunity to install and host an interactive activation booth on your designated hole to network with players. In addition to promoting your company, you should also have a fun and engaging activity at your booth. Consider promotional handouts, prize draws, offer a refreshment or snack, or help boost our fundraising efforts.
- Formally thanked in the post-event appreciation email sent to participants and members.
- Social Media sponsor shout-out post linked to your website or corporate Facebook page.
- Sponsor provided additional signage at registration and closing reception.
- Sponsor recognition by the Master of Ceremonies during on-site announcements.

## **Complimentary**

- One free team registration to participate in the event.

## **Additional Benefits**

- Opportunity to present welcoming remarks at both shotgun starts.
- Opportunity to help present select player awards.
- Cross-Promotional advertising rights to mention your support of CANB – Moncton Northeast and the event in your corporate marketing (e.g. website, social media, commercials)
- Opportunity to provide welcome bag gifts (256 items), team prizes, skill contest prizes, and raffle prizes.
- Opportunity to provide corporately branded event volunteers to assist organizers on game day.
- 10% of sponsorship donated in your company name to the Building for the Future Foundation.
- First right of renewal as “Presenting Sponsor” for next year’s golf tournament (November Deadline).

# **Registration Sponsor \$1,000: One Opportunity**

## **Corporate Logo Placements**

- Event email communications with website link to your corporate page.
- Signage at Registration Station.
- Projected in looping power point presentation at event.

## **Marketing Recognition**

- Opportunity to install a mobile site trailer to be used as the team registration station for the tournament.
- Opportunity to install and host an interactive activation booth at the registration station to network with players. In addition to promoting your company, you should also have a fun and engaging activity at your booth. Consider promotional handouts, prize draws, offer a refreshment or snack, or help boost our fundraising efforts.
- Website link to your corporate page from registration page.
- Formally thanked in the post-event appreciation email sent to participants and members.
- Social Media sponsor shout-out post linked to your website or corporate Facebook page.
- Sponsor provided additional signage at registration station.
- Sponsor recognition by the Master of Ceremonies during on-site announcements.

## **Additional Benefits**

- Cross-Promotional advertising rights to mention your support of CANB – Moncton Northeast and the event in your corporate marketing (e.g. website, social media, commercials)
- Opportunity to provide welcome bag gifts (256 items), team prizes, skill contest prizes, and raffle prizes.
- Opportunity to provide corporately branded event volunteers to assist organizers at registration.
- 10% of sponsorship donated in your company name to the Building for the Future Foundation.
- First right of renewal as “Registration Sponsor” for next year’s golf tournament (November Deadline).

# **Meal Sponsor \$1,000: Four Opportunities**

## **Corporate Logo Placements**

- Event email communications with website link to your corporate page.
- Signage at on-course Food Station.
- Projected in looping power point presentation at event.

## **Marketing Recognition**

- Opportunity to install and host an interactive activation booth on your designated food station to network with players. In addition to promoting your company, you should also have a fun and engaging activity at your booth. Consider promotional handouts, prize draws, offer a refreshment or snack, or help boost our fundraising efforts.
- Website link to your corporate page from registration page.
- Formally thanked in the post-event appreciation email sent to participants and members.
- Social Media sponsor shout-out post linked to your website or corporate Facebook page.
- Sponsor recognition by the Master of Ceremonies during on-site announcements.

## **Additional Benefits**

- Cross-Promotional advertising rights to mention your support of CANB – Moncton Northeast and the event in your corporate marketing (e.g. website, social media, commercials)
- Opportunity to provide welcome bag gifts (256 items), team prizes, skill contest prizes, and raffle prizes.
- 10% of sponsorship donated in your company name to the Building for the Future Foundation.

## **Prize Hole Sponsor \$750: Six Opportunities**

**\*Combination of \$500 cash and minimum \$250 in prizing  
Closest to the pin or Hole-in-One X 3, Longest Drive X 3**

### **Corporate Logo Placements**

- Event email communications with website link to your corporate page.
- Signage at designated Tee Box.
- Projected in looping power point presentation at event.

### **Marketing Recognition**

- Opportunity to install and host an interactive activation booth on your designated Tee Box to network with players. In addition to promoting your company, you should also have a fun and engaging activity at your booth. Consider promotional handouts, prize draws, offer a refreshment or snack, or help boost our fundraising efforts.
- Website link to your corporate page from registration page.
- Formally thanked in the post-event appreciation email sent to participants and members.
- Social Media sponsor shout-out post linked to your website or corporate Facebook page.
- Sponsor recognition by the Master of Ceremonies during on-site announcements.

### **Additional Benefits**

- Required to provide prizing valued at a minimum \$500 for special skill event on designated hole. Also required to provide own witness if required for any insured prizing.  
\*Can pay full \$1,000 and we will procure the prizes.
- Cross-Promotional advertising rights to mention your support of CANB – Moncton Northeast and the event in your corporate marketing (e.g. website, social media, commercials)
- Opportunity to provide welcome bag gifts (256 items), team prizes, skill contest prizes, and raffle prizes.
- 10% of sponsorship donated in your company name to the Building for the Future Foundation.

# Hole Sponsor \$500

## Corporate Logo Placements

- Event email communications with website link to your corporate page.
- Signage at designated Tee Box.
- Projected in looping power point presentation at event.

## Marketing Recognition

- Opportunity to install and host an interactive activation booth on your designated tee box to network with players. In addition to promoting your company, you should also have a fun and engaging activity at your booth. Consider promotional handouts, prize draws, offer a refreshment or snack, or help boost our fundraising efforts.
- Website link to your corporate page from registration page.
- Formally thanked in the post-event appreciation email sent to participants and members.
- Social Media sponsor shout-out post linked to your website or corporate Facebook page.
- Sponsor recognition by the Master of Ceremonies during on-site announcements.

## Additional Benefits

- Cross-Promotional advertising rights to mention your support of CANB – Moncton Northeast and the event in your corporate marketing (e.g. website, social media, commercials)
- Opportunity to provide welcome bag gifts (256 items), team prizes, skill contest prizes, and raffle prizes.
- 10% of sponsorship donated in your company name to the Building for the Future Foundation.



## **In-Kind Prize & Fundraising Sponsorship Opportunities**

**Team Prize** donations of a minimum of 4 items with a minimum value of \$20 per item.

**Raffle Prize Item** with a minimum retail value of \$50 - \$249.

1. Recognition in post-event appreciation email sent to participants and members.
2. Social Media sponsor shout-out post linked to your website or Facebook page.
3. Sponsor recognition by the Master of Ceremonies during the prize draw.

**Special Raffle or Prize Item** (e.g. putting contest, skill contest prize, etc.) with a minimum retail value of \$250 - \$500.

1. Recognition in post-event appreciation email sent to participants and members.
2. Social Media sponsor shout-out post linked to your website or Facebook page.
3. Sponsor recognition by the Master of Ceremonies during the prize draw.
4. Additional recognition value to be negotiated based on the item value.

**Major Raffle Items** with a minimum retail value of over \$500 (i.e. TV, Generator, Jewelry, Furniture, A Trip, Concert or Sport Event Tickets).

1. Recognition in post-event appreciation email sent to participants and members.
2. Social Media sponsor shout-out post linked to your website or Facebook page.
3. Sponsor recognition by the Master of Ceremonies during the prize draw.
4. Additional recognition value to be negotiated based on the item value.

**Hole-in-One Grand Prize** with a minimum retail value of \$5,000 (i.e. provide insurance for or directly guarantee a prize of a Car, ATV, Truck, Motorcycle, Tool Package, Shopping Spree, etc.)

1. Recognition in post-event appreciation email sent to participants and members.
2. Social Media sponsor shout-out post linked to your website or Facebook page.
3. Sponsor recognition by the Master of Ceremonies during the prize draw.
4. Additional recognition value to be negotiated based on the item value.





## 2025 Bathurst Golf Tournament: Sponsor Confirmation Form

**Sponsorship Options:** \*Please check off the level you wish to confirm.

**Presenting \$2,000**

**Registration \$1,000**

**Meal \$1,000**

**Prize Hole \$1,000**

**Hole \$500**

### **Sponsor Liaison Details**

Company Name:

\*as you want public to see

Contact Person:

Website Address:

Email Address:

Direct Phone #:

### **Invoice Details**

\*please provide details to direct the invoice to appropriate contact.

Company Name:

\*as you need on invoice

Contact Person:

Mailing Address:

Email Address:

Direct Phone #:

PO # if applicable:

\*Payment must be sent in a minimum of two weeks prior to the event date.

### **In-Kind Support**

If you are providing items for the raffle, skills contests, team gifts or swag bags please coordinate details with the Event Manager and ensure all items are dropped off at the association office a minimum of two days prior to the event so we can get it all properly organized.

**Please send this completed form to the event management team at [socialevents@mneca.ca](mailto:socialevents@mneca.ca).**

**Questions: Call event manager Raven Management Solutions at 506-855-8525**

**THANK YOU FOR YOUR SUPPORT!**