

"It's the experience that counts"

How to Maximize your Sponsorship dollars utilizing the "Experience" of LTS Tournament Systems and the Depth of our Consultants

Established in 1995, LTS LeaderBoard has scored over 8 Million holes of golf and worked with Thousands of Non-Profits, Corporations and Associations. Reliable, Professional, LTS brings the experience and the Tools necessary to grow new events larger and to freshen up older aging ones. LTS Systems has the ability to go beyond just the golf side of any event.

"Our financial success was no doubt due in part to your ideas for creating additional sponsorship opportunities. Participants loved the creative games LeaderBoard suggested, as did we, of course, when we saw the return!"
- Tracey Jennings, Event Specialist, The National Center for American Indian Enterprise Development.

"You went above and beyond our contract by providing valuable ideas and advice to make our event better than ever. Your expertise and creative thinking is just what we needed to enrich this annual event."
Barbara Zohman, Executive Director, Drug Free Youth In Town

LTS Tools & Support Overview

With the use of large projection screens, flat panels and other media, LTS LeaderBoard Tournament Systems should be viewed much like TV programming and advertisements. Within each customized program there is entertainment and information content for the participants and other viewers providing an improved charity message and sponsor recognition.

The entertainment content coordinated with LTS, provides images, text information and messages for the viewers to enjoy and to learn more about the host and/or beneficiary of the event. Major sponsors should receive multiple impressions with longer durations than lower level sponsors. While it is important to recognize sponsors of all levels, LTS consultants will assure that there is a appropriate balance and proper emphasis on each sponsors level of participation. LTS LeaderBoard consultants have many solutions to properly recognize your sponsors, maximizing the value of each of your sponsorship dollars.

If it is your desire to recognize ALL sponsors through the LTS multimedia productions, various methods can be employed. Your LTS LeaderBoard consultant will work with you to develop clearer vision of your event and then produce a customized solution to fit your event and budget.

KEY ELEMENT: The incorporation of these words into your sponsorship packages will get a potential sponsor's attention: **"Recognition on LeaderBoard Multimedia big screen presentations"**.

In most cases of sponsorships, the number of foursomes, banner displays, product distribution, etc should still be offered as part of your sponsorship models. Events who have utilized LTS LeaderBoard tools and suggestions properly have improved their overall sponsorship dollars on average 8-9% over previous years.

Some Examples of proper utilization of LTS LeaderBoard Tournament Systems

TOP SPONSORS:

Typical Names: 'Host', 'LeaderBoard', 'Title', 'Tournament', 'Presenting', 'Underwriter'

Suggested Recognition Elements: these sponsors should obviously receive permanent display of their name or company logo (perhaps with their website/phone number) on all or most background screens as well as full screen recognition with the most frequency from other sponsors. Printed media should also be included in the top levels of sponsorships (i.e. Scorecards, Cart Signs, Bag Tags, Screen Surround Banners, etc.)

UPPER LEVEL SPONSORS:

Typical Names: 'Event', 'Gold', 'LeaderBoard', 'Partner', 'Platinum', 'Presenting', 'Underwriter'

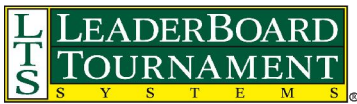
Suggested Recognition Elements: these sponsors should receive full screen display of company logo, website/phone with less frequency as the Top sponsors. Depending on the full compliment of sponsors, they could also be offered similar print exposure as a "TOP SPONSOR".

MID LEVEL SPONSORS:

Possible Names: "Breakfast, 'Dinner', 'Event', 'Gold', 'Hole', 'LeaderBoard', 'Lunch', 'Silver'

Suggested Recognition Elements: Full screen display of company logo. Less frequency as higher level sponsors.

"OFFERING THE CARROT": It is at this point of sponsorships that the full value of LeaderBoard multimedia becomes most affective to increasing sponsorship dollars for events. You can still offer recognition on the LeaderBoard multimedia big screens to your mid and lower level sponsorships, but more consideration needs to be applied to how these sponsors are recognized on screen. For example the use of their logo versus identifying them with "TEXT". Also, much like print ads, these lower level sponsors should begin to share space and time with other lower level sponsors. Your LTS LeaderBoard consultant will work with you to come up with a simple approach that should entice some of the lower level sponsors to move up to the next level of sponsorship.



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Sponsors want to stand out from the other sponsors:

Most successful events use sponsors to underwrite the various costs, such as breakfast, lunch and dinner. Other events create "One Time" sponsorships such as "Putting Contest Sponsor", "Hole-In-One Sponsor". Your LTS LeaderBoard consultant will work with you to develop these sponsors into the full multimedia presentations without overstepping your top sponsors. In some cases these "One Time" sponsorships can be included within your Top sponsorship models.

Common examples of one time sponsors that you may wish to incorporate into your sponsorship models

Breakfast Sponsor - Lunch Sponsor - Cocktail Reception Sponsor - Dinner Sponsor - Contest Sponsor - Decoration Sponsor - DJ Sponsor - Entertainment Sponsor - Flag Sponsor - Glove, hat or shirt Sponsor - Golf Cart Sponsor - Hole Sponsor - Individual contributors - MEGA Putt Sponsor - Mini-Website Sponsor - Photography Sponsor - Prize Sponsor - Printer Sponsor - Program Sponsor - Screen Surround Banner Sponsor - Tee Gift / Welcome Gift Sponsor - Tee Sponsors - Golf Course Sponsor - Volunteer Coordinator - Website Sponsor

ADD FUN & INTEREST TO YOUR EVENT WITH UNIQUE SPONSORSHIPS:

Offer New Sponsorships by breaking out Individual LTS LeaderBoard Elements

Slideshow Sponsor: One of the more enjoyable standard features of LTS is the slideshow of action and candid photos taken by LeaderBoard staff during the day of the event. Your Slideshow Sponsor's logo either permanently displayed in the upper corner or displayed with appropriate frequency during the all important cocktail reception.

LeaderBoard Sponsor: Take scoring out of the back room and make scoring the tournament a Full Sponsorship. As each team's scorecard is verified and updated on the big screen, this sponsor's logo would appear on the big screen with each team's final total score. The same would apply if LeaderBoard's suspense scoring is being utilized.

Raffle or Opportunity Drawing Sponsor: Rarely in the past has anyone been able to effectively offer a raffle or opportunity drawing as a sponsorship. Now the LRS LeaderBoard Raffle Programs are available. Your raffle sponsor(s) would be identified on the big screens throughout the entire drawing period. Since all eyes will be focused on the screens, this sponsorship can be a big one depending on the overall number of items being raffled off. You can now pick up revenue up front before you sell a single ticket. Besides it is very exciting watching the animated numbers spinning on the big screen.

Trivia Sponsor: This is an excellent mid to upper level sponsorship. Trivia questions are posted on all 18 tee boxes with the sponsor's logo, message displayed on each tee sign. Trivia questions can be event or charity specific or general golf questions or a combination of both. The answers can be displayed either on a display board in the cocktail reception or on the big screen.

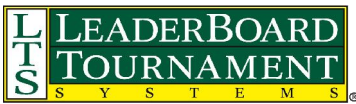
NO COST TO YOU ACTIVITIES and/or SPONSORSHIPS

These are some examples of the LTS Franchise Worldwide Network bringing fresh ideas to your event.

Heads or Tails Game Sponsor: This is one of many examples of the LTS LeaderBoard Network bringing fresh ideas from around the world to your event. Cost to you = 0. Your sponsor provides a prize of at least \$300 in value. Your guests pay a modest entry fee to play for the prize. The game itself is simply the toss of a coin and the participants call it "Heads or Tails" by placing the hands on the heads or "tail". If they called it correctly, they stay in the game, incorrect and they sit down. This is repeated until you have one winner. This is an excellent transition activity between dinner and the awards program.

Wine Raffle: All guests and participants are to bring a nice bottle of wine as part of their entry fee. You would then ask for a donation for those who wish to be in a drawing for all or half of the bottles of wine.

Auction Sponsors: If you have ever participated in putting on a live or silent auction, you know that having a few "high end" items will attract more affluent bidders to your event. If these items are not donated, then having auction sponsorship dollars to subsidize it will allow you to obtain consignment items or purchase bigger items outright. By taking half of the money an Auction sponsor provides to subsidize an auction, you can really fill in the wholes in your overall auction presentation.



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Pre / Post Event Promotion:

The success of any event ultimately comes down to the committees ability to effectively promote the event, attract committed sponsors and participants. The Committee's Word of mouth, business trade partners, clients, the charity's board and the relationships they develop are at the core of getting sponsors, volunteers and donations. Print Ads, radio and TV spots can be expensive or issued too little or too late to be effective. The internet is fast becoming the Method of choice in providing more complete and useful information to more people and it respects the "time" of the people an event is trying to reach.

WHO, WHAT, WHEN, WHERE and WHY can be covered more extensively with the proper use of a website. If you already have a website be certain that each event or fund raiser has its own page. A common mistake is to have a brief paragraph with a "register" button. This is ok for those people who already know you and the event, but it falls short of attracting new people and businesses to your special cause.

You have a website and each event has its own page, GREAT! The second most common mistake is committees fall short in driving traffic to this specific site. Your LTS consultant can help you to develop simple methods and guidelines to follow that everyone on your committee can do to bring more people to this all important website. This can in turn help to better promote the very sponsors you are seeking.

So you don't have a website or you do not have the resources or time to develop an individual website for your event?

LTS LeaderBoard can produce a professional "mini-website" that will compliment any event.

This LCS Mini-website is operational for about 90 Days and it can include the following:

- * **A welcome or thank you letter from the host of the event.**
- * **A complete listing of the sponsors of the event and sponsorship opportunities**
- * **Complete tournament format, contests and activities, prizes and tournament results**
- * **Auction and/or Raffle Highlights - Special Promotion of items to be auctioned off or a big raffle item**
- * **Up to 60 pictures of the event via a slideshow**
- * **Beneficiary notes on how the money raised is being used.**
- * **Volunteer Recognition**
- * **Feedback Questionnaire (a must have, you need to know what they think)**

This feature is inexpensive and it is a perfect compliment to an existing website or a great way to extend your appreciation to your supporters well after the event is over. The Mini-Website Sponsor should receive complete banner advertisement on all the pages throughout this site. Ask your LTS LeaderBoard consultant for more details of this feature and how to Maximize its use to improve your bottom-line.

Visit our Website: www.LeaderBoard-LA.com

Thank you for taking your valuable time in reviewing this important information. It is just a sample of what LTS LeaderBoard has to offer your event. We will never "Tell" you what to do; only through a full discussion can we better understand your event, what has worked in the past, what hasn't worked, and only then can we be of full value to you and your event. LTS tools may or may not be a good fit for your event, but we sincerely offer our Experience and consultation for FREE.

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