



2022 CORPORATE SPONSOR ADVERTISING PROGRAMS

**The Elms Country Club, Massillon
Friday, July 15, 2022**

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See past coverage of the Tigertown Open on Northern Ohio Golf:
northernohio.golf/tigertown

THE TIGERTOWN OPEN

The 71st edition of this long-running Massillon pro-am golf tournament comes to The Elms Country Club on Friday, July 15, 2022.

The tournament attracts between 170 and 180 professional and amateur competitors each year. It is a highlight of the region's tournament golf season.

The Tigertown Open is the richest 1-day first place prize payout of any golf tournament in Ohio, with a \$5,000 guaranteed first place prize for the professionals.

The defending champion is Mogadore pro **Nathan Tarter**, who shot 7-under par 65 in the 2021 tournament (pictured here with The Elms Country Club's Tony Mastrianni).



NORTHERN OHIO GOLF

Northern Ohio Golf is the top golf news website for the region. northernohio.golf helps tournaments, courses and companies present their message directly to hundreds of thousands of golfers all across Greater Cleveland, Akron, Canton, Youngstown and Toledo through its editorial and social media.

Traffic and engagement to the site has grown every year since the site began back in 2008. In 2021, Northern Ohio Golf's website traffic grew another 8.8% over the previous calendar year, with **220,632 unique visitors** coming to the site. Those visitors generated 447,000+ sessions and over 750,000+ total page views.

In other words, northernohio.golf reaches thousands and thousands of golfers and golf fans.

Northern Ohio Golf has worked with the Tigertown Open since 2016 to promote player entries in advance of the event, then provide full coverage through its game story and a photo gallery after. That relationship will grow even more in 2022.

Why should a Company Sponsor the Tigertown Open?

In 2022, The Elms Country Club is partnering with Northern Ohio Golf to enhance the Tigertown Open tournament promotions, player registration, and event day operations.

But most importantly, Northern Ohio Golf will work with the Tigertown Open to feature and amplify its corporate sponsors' advertising presentations during this

event. While there have been a handful of sponsors over the last 70 Tigertown tournaments, there has not been a coordinated advertising, signage and branding program set up to benefit its corporate partners.

2022 sponsors will see true marketing value should they decide to join us in presenting the Tigertown Open: in promotions, in signage, in social media, and especially in tournament media coverage.

One of the drivers of these operational improvements includes the use of **NOGA Live Scoring** during the Tigertown Open. All players and fans will be able to follow the action live on their mobile device or on one of the TV scoreboards set up across the clubhouse. Everyone will be able to see who is leading and who is chasing, with up-to-the-minute scores presented for every player in the field.

Further, this live scoring feed will be packaged with media content created by Northern Ohio Golf that will be distributed to as many local and regional media outlets as possible: radio stations, local newspapers, sports news websites, regional television sportscasts and golf-focused television shows.

Packaging this content for media outlet use (vs. asking media outlets to cover the action first-hand) allows us to control the content's presentation, which in turn leads to a proper highlighting of each of the tournament's corporate sponsors.

Additionally, both northernohio.golf and The Elms Country Club will use its websites and well-followed social media accounts to promote all of the companies that sponsor the tournament. Every interaction with potential players and fans will include prominent references to the sponsors of the event.

Plus, **every Tigertown sponsorship package includes one priority amateur tournament entry into the field.** So if someone in your company wants to play in the oldest, biggest one-day pro-am in Ohio, potential sponsors now have two reasons to choose one of the available packages. (Don't delay, there are only nine sponsorship slots remaining and they are first come, first serve!)

To succeed going forward at the level we envision, the Tigertown Open needs to cultivate long-term relationships with sponsors. The only way any sponsor becomes a long-term one is with enough promotional reach to justify involvement.

BOTTOM LINE: both Northern Ohio Golf and The Elms Country Club **will make sponsor recognition the top priority** in 2022 and beyond.

But **to get full value for your sponsorship, you must commit before June 1** as our major promotional pieces will launch on Monday, June 6. We want to feature your business as prominently as we can for the longest time period we possibly can, so please pick and pay for your sponsorship ASAP!

2022 Tigertown Open Advertising/Sponsor Options

Title Sponsor: \$5,000 [SOLD – Loby's]

YOUR BRAND HERE Tigertown Open

Brand or Company Name precedes the Tigertown Open name with the company logo built in to the event logo. This Title Sponsor branding is displayed across all tournament related signage, scoreboards, and across the northernohio.golf website presentations (preview and news stories, tournament promotions, entry forms, event advertising, results, photo galleries, live scoring).

Scoreboard Sponsor: \$1,500 [SOLD – Benmit]

Company Name and Logo appears on all of the Live Scoring TVs displayed on-site and within the NOGA Live Scoring app. Company Name and Logo displayed in appropriate northernohio.golf website presentations. A highly visible branding sponsorship! Sponsorship includes one amateur player tournament entry.

Hole-in-One Sponsor: \$1000

Company Name and Logo on two large signs posted on one par-3 hole at The Elms. Sponsor also may provide a branded prize of value to be awarded should a hole in one be made during the tournament. Company Name and Logo will be displayed in appropriate tournament related northernohio.golf website presentations. Sponsor will be frequently mentioned in stories about the event. Sponsorship includes one amateur player tournament entry.

Long Drive Sponsor: \$1000

Company Name and Logo on four 3x5' signs posted on four different hole at The Elms, with a separate contest for each division. Company Name and Logo will be displayed in appropriate tournament related northernohio.golf website presentations. Sponsorship includes one amateur player tournament entry.

Range Sponsor: \$750

Company Name and Logo appears on two large signs posted at The Elms range, and displayed in all tournament related northernohio.golf website presentations. Great for direct player contact relations, as range balls will be 'presented free courtesy of' the Range Sponsor. Sponsorship includes one amateur player tournament entry.

Player Interview Area Sponsor: \$750

Company Name and Logo appears on one large signs posted on the porch of The Elms clubhouse, in an area where post-round player interviews will be conducted. Company name and logo displayed in all tournament related northernohio.golf website presentations. Sponsorship includes one amateur player tournament entry.

Supporting Sponsors: \$500 ea (six maximum)

Company Name and Logo recognition on one large sign posted at The Elms, plus displayed in tournament related northernohio.golf website presentations. Sponsorship includes one amateur player tournament entry. An affordable way to get advertising for your business along with an entry!

To see past coverage of the Tigertown Open on Northern Ohio Golf: northernohio.golf/tigertown

To discuss the advertising sponsor programs outlined above, please contact:
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