

CMCC 19<sup>th</sup> annual

# BackSwing '23

Thursday, September 7, 2023  
Bayview Golf and Country Club

**Sponsorship**



# Who we are



The Canadian Memorial Chiropractic College (CMCC) is a world leader in chiropractic education and research. CMCC is an academic institution offering a second entry undergraduate professional degree and postgraduate and continuing education programs. A not-for-profit, charitable organization, CMCC receives no direct government funding and relies on tuition, donations and special events for support.



As the sole chiropractic educational institution in English speaking Canada, the majority of Canadian chiropractors are CMCC graduates. CMCC continues to contribute research, educational and clinical expertise with partners in North America and abroad.

# About the event

CMCC's 19th annual Backswing golf tournament will take place on Thursday, September 7th at the Bayview Golf & Country Club. The event is an opportunity to raise funds for CMCC but also to engage with local chiropractors and other friends of CMCC.

Participants will enjoy a private club, located only two minutes from CMCC's campus. The 18-hole championship golf course is impeccably groomed and winds through gently rolling, tree-lined fairways and water features, leading to large, subtly challenging greens. Designed in 1960 by Canadian Golf Hall of Fame architect Robbie Robinson, and renovated by renowned course designer Doug Carrick, Bayview consistently ranks among Score Magazine's Top 100 courses in Canada.



# The Opportunity

The BackSwing golf tournament provides an opportunity for your brand to be visible to a large number of chiropractors at the event as well as thousands of other chiropractors and friends of CMCC, who will view your brand through our social media and marketing initiatives.

Here's how YOU can benefit from sponsorship and support CMCC's fundraising event at the same time!



# Gold Sponsor - \$5,000

- Four golfer registrations with Cocktail & Networking Hour and Dinner
- Signage at two holes
- Logo Recognition in event program
- Logo Recognition at dinner slide show
- Logo Recognition on online auction website
- Logo Recognition on CMCC's BackSwing '23 web page
- Opportunity to place product in carts\*
- Opportunity to have a table at registration to provide golfers with an experience of your product and/or services

\*To be supplied by sponsor

All terms conditional to availability and will be formalized at time of agreement

# Silver Sponsor - \$2,500

- Two golfer registrations with Cocktail & Networking Hour and Dinner
- Signage at one hole
- Logo Recognition in event program
- Logo Recognition at dinner slide show
- Logo Recognition on online auction website
- Logo Recognition on CMCC's BackSwing '23 web page
- Opportunity to place product in carts\*

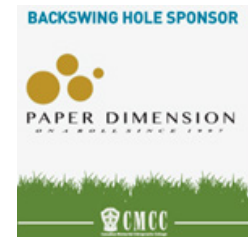


\*To be supplied by sponsor

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# Bronze Sponsor-\$1,000

- One golfer registration with Cocktail & Networking Hour and Dinner
- Signage at one hole
- Logo Recognition in event program
- Logo Recognition at dinner slide show
- Logo Recognition on online auction website
- Logo Recognition on CMCC's BackSwing '23 web page



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# Dinner - \$3,500 (Exclusive)

- Two golfer registrations with Cocktail & Networking Hour and Dinner
- Signage will be placed on every dinner table
- Logo Recognition in event program
- Logo Recognition on the first slide at the dinner slide show as the Dinner Sponsor
- Logo Recognition on online auction website
- Logo Recognition on CMCC's BackSwing '23 web page
- Opportunity to have a table at the dinner, to provide golfers with an experience of your product and/or service

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# Cocktail & Networking - \$2,500

## (Exclusive)

- One golfer registration with Cocktail & Networking Hour and Dinner
- Signage will be placed at each of the two beverage stations - Halfway house and Beverage Cart
- Signage will be placed at the Cocktail & Networking Hour
- Logo Recognition in event program
- Logo Recognition on CMCC's BackSwing '23 web page
- Logo Recognition on online auction website
- Opportunity to have a table at the Cocktail & Networking Hour, to provide golfers with an experience of your product and/or services

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# Hole-in-One - \$1,500 (Exclusive)

- One golfer registration with Cocktail & Networking Hour and Dinner
- Signage at the Hole-in-One contest hole
- Recognition in event program
- Recognition at Cocktail & Networking Hour and Dinner slide show
- Recognition on online auction website
- Recognition on CMCC's BackSwing '23 web page
- Opportunity to have a table at the Hole-in-One contest hole, to provide golfers with an experience of your product and/or services



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# Online Auction Platform - \$1,250 (Exclusive)

- Main banner on the CMCC online auction will say “CMCC’s BackSwing ‘23 Online Auction powered by YOUR NAME”
- All mentions of the online auction will include your company’s name; this includes but is not limited to: emails, social media, program, website, etc.
- Recognition in event program
- Recognition at Cocktail & Networking Hour and Dinner slide show
- Recognition on CMCC’s BackSwing ‘23 web page

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# Other Opportunities

Signage will be placed at each contest hole:

- Closest to Pin Prize Sponsor - \$550 (Male)
- Closest to Pin Prize Sponsor - \$550 (Female)
- Longest Drive Prize Sponsor - \$550 (Male)
- Longest Drive Prize Sponsor - \$550 (Female)
  
- All Contest Hole Sponsors receive: Recognition in the event program, dinner slide show, & on CMCC's BackSwing '23 web page



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# Contact us

For sponsorship opportunities, please contact:  
David Coleman, Director, Alumni Relations  
[sponsorship@cmcc.ca](mailto:sponsorship@cmcc.ca) or 647 805 1744

For event questions, please contact:  
Kristin Earle, Special Events Coordinator  
[events@cmcc.ca](mailto:events@cmcc.ca) or 647 265 4186

**W** [www.cmcc.ca/backswing](http://www.cmcc.ca/backswing)



**CMCC**

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