

**Event sponsors receive the
"Event Sponsor" recognition package**

- Listing on Sponsor Roster signage at registration
- Listing on all print advertising & direct mail promotions
- Listing on event day materials
- Acknowledgement during announcements
- Listing on United Way-Thomas Jefferson Area website, with link to your site

Lunch Sponsor \$1,500

Sponsor Benefits Include:

- Six tickets for gourmet box lunch
- Two tickets for Dinner
- Logo Banner at lunch (sponsor to provide banner)
- "Event Sponsor" recognition package

Golf Cart Sponsor \$1,000

Sponsor Benefits Include:

- Two tickets for gourmet box lunch
- Two tickets for Dinner
- Logo signage displayed on all carts
- "Event Sponsor" recognition package

"An Afternoon at the Estate" Sponsor \$1,000

Sponsor Benefits Include:

- Two tickets for gourmet box lunch
- Two tickets for Dinner
- Logo signage at "Afternoon" rendezvous point
- "Event Sponsor" recognition package

Hole Sponsor with Foursome \$900

Sponsor Benefits Include:

- Foursome for golf, including cart, green fees, lunch and dinner
- Logo sign at sponsored hole
- Ability to set up table/tent & occupy hole for activities/ giveaways
- Listing on Sponsor Roster signage displayed at registration
- Logo/listing on United Way-Thomas Jefferson Area website, with link to your site



Hole Sponsor \$300

Sponsor Benefits Include:

- Two tickets for gourmet box lunch
- Two tickets for dinner
- Logo sign at sponsored hole
- Ability to set up table/tent & occupy hole for activities/ giveaways
- Listing on Sponsor Roster signage displayed at registration
- Logo/listing on United Way-Thomas Jefferson Area website, with link to your site

Range Sponsor \$800

Sponsor Benefits Include:

- Two tickets for gourmet box lunch
- Two tickets for Dinner
- Logo sign at driving range
- "Event Sponsor" recognition package

**Beverage Sponsor
In-kind donation of non-alcoholic beverages for 150**

Sponsor Benefits Include:

- Two tickets for gourmet box lunch
- Listing on Sponsor Roster signage displayed at registration
- Logo/listing on United Way-Thomas Jefferson Area website, with link to your site

**Raffle Prize Sponsor
In-kind donations of dinner raffle items**

Sponsor Benefits Include:

- Listing on Sponsor Roster signage displayed at registration
- Company name mentioned during raffle drawing

Golf Outing for One:	\$150
Includes: Green fees, Cart, Gourmet box lunch, Beer tasting on the course, Dinner	
An Afternoon at the Estate for One:	\$135
Includes: Gourmet box lunch; Guided Tour of Courtside Vineyard & Chef's Garden <i>or</i> a Guided Stroll Through Keswick's Hiking Trails and Grounds; Croquet on the Lawn <i>or</i> a Guided Tour of Historic Keswick Hall; Archery <i>or</i> Floral Arrangement Design Class; High Tea <i>or</i> Wine Tasting; <i>and</i> Dinner!	
Dinner Only:	\$65



The Daily Progress

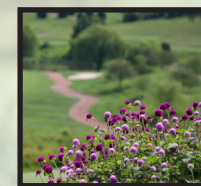


One Fine Day for the United Way

A Day at Keswick Hall, Club & Estate
July 25, 2011

The Keswick- United Way Golf Classic
and
An Afternoon at the Estate

An Afternoon at the Estate



Keswick-United Way
Golf Classic



Dinner with Friends



One Fine Day for the United Way offers sponsors the chance to reach an audience far broader than that of a traditional golf event.

An Afternoon at the Estate brings in a new, untapped market for sponsor visibility: those who do not play golf, but want to network, entertain clients, or just relax with friends .

One Fine Day for the United Way

A Day at Keswick Hall, Club & Estate
July 25, 2011

The Keswick- United Way Golf Classic

This is NOT your average golf tournament!

Presented by State Farm Insurance, this tournament has sold out in each of its three years of existence. Keswick Club, with its **Arnold Palmer Signature Course**, provides golfers with challenging play in a breathtaking setting. The tournament features a hearty box lunch, range time, **local beer tasting** at various holes (new!), and a **gourmet dinner**.

An Afternoon at the Estate

NEW this year. Not everyone is a golfer, but everyone wants to **enjoy the beauty, elegance, and exceptional service of Keswick Hall, Club & Estate**.

Presented as an alternative to playing in the tournament, *An Afternoon at the Estate* will provide participants with a **resort experience**, with activities such as archery, wine tasting, High Tea, garden tours and croquet, all on the stunning grounds of the Estate. Network, entertain clients, or just relax with friends and then **enjoy dinner at Keswick**.



One Fine Day Sponsors receive the "Headline Sponsor" recognition package:

Logo Banner at registration & dinner (sponsor's banner)
Logo/listing on Sponsor Roster signage at registration
Logo/listing on all print advertising & direct mail promotions
Mention on radio advertising
Logo/listing on event day materials
Acknowledgement during announcements
Logo/listing on United Way-Thomas Jefferson Area website, with link to your site

One Fine Day Platinum Sponsorship \$5,000

Sponsor Benefits Include:

- Two Foursomes (8 participants) for golf or for *An Afternoon at the Estate* (sponsor choice, includes lunch)
- Twelve tickets for Dinner
- "Headline Sponsor" Package



One Fine Day Gold Sponsorship \$2,500

Sponsor Benefits Include:

- Foursome for golf or for *An Afternoon at the Estate* (sponsor choice, includes lunch)
- Six tickets for Dinner
- "Headline Sponsor" Package

One Fine Day Silver Sponsorship \$1,500

Sponsor Benefits Include:

- Two golf outings or two participants in *An Afternoon at the Estate* (sponsor choice, includes lunch)
- Four tickets for Dinner
- "Headline Sponsor" Package



I want to have *One Fine Day!*

Please register me for the following (check all that apply):

- | | |
|---|---|
| <input type="checkbox"/> <i>One Fine Day</i> Platinum Sponsorship | \$5,000 |
| <input type="checkbox"/> <i>One Fine Day</i> Gold Sponsorship | \$2,500 |
| <input type="checkbox"/> <i>One Fine Day</i> Silver Sponsorship | \$1,500 |
| <input type="checkbox"/> Lunch Sponsor | \$1,500 |
| <input type="checkbox"/> Golf Cart Sponsor | \$1,000 |
| <input type="checkbox"/> "An Afternoon at the Estate" Sponsor | \$1,000 |
| <input type="checkbox"/> Hole Sponsor with Foursome | \$900 |
| <input type="checkbox"/> Range Sponsor | \$800 |
| <input type="checkbox"/> Hole Sponsor: | \$300 |
| <input type="checkbox"/> Beverage Sponsor: | In-kind donation of non-alcoholic beverages for 150 |
| <input type="checkbox"/> Raffle Prize Sponsor: | I will donate the following to the raffle: _____ |
| <input type="checkbox"/> Golf Outing for # _____ | \$150/golfer |
| <input type="checkbox"/> Golf Foursome | \$600 |
| <input type="checkbox"/> An Afternoon at the Estate for One: | \$135 |
| <input type="checkbox"/> Dinner Only for # _____ | \$65/person |

Name: _____

Company Name (if applicable): _____

Additional Members of Your Party: _____

Address: _____

Phone: _____

Email: _____

My check is enclosed.

Please charge my credit card for \$ _____

VISA or MC # _____ Exp. _____

Signature: _____

Please bill me.

Please mail this form to:

United Way, 806 E High St., Charlottesville, VA 22902

Questions? Contact Caroline Emerson

434-972.1701

cemerson@unitedwaytja.org.



United Way
Thomas Jefferson Area