



# BIRDIES & BRIDLES

BENEFIT GOLF  
TOURNAMENT

## SPONSORSHIP PACKAGE





## More Than a Tournament

### A DAY OF CONNECTION, COMPETITION, AND COMMUNITY

The Alberta Equestrian Federation invites you to be part of the Birdies & Bridles Benefit Golf Tournament—an event that brings together community, sport, and meaningful impact.

This tournament is designed to connect business leaders, community partners, and golf enthusiasts for a day of networking, engagement, and shared purpose. More than just an event, it is an opportunity to align your brand with a passionate and highly engaged audience while supporting the continued growth of equestrian sport in Alberta.

### Birdies & Bridles Benefit Golf Tournament



Sirocco Golf Club, Foothills County, Alberta



Monday August 10, 2026

- ✓ Sponsorship by July 15 guarantees inclusion in event materials and planning
- ✓ Golf Registration Deadline July 24



1:00 PM Shotgun Start | Registration opens at 11:30 AM

#### Format

18-hole shotgun start • Scramble format • On-course contests and sponsor activations • Post-round reception and dinner program

#### Participation

The tournament will host up to 144 golfers, creating a full-course experience with strong opportunities for sponsor visibility and engagement throughout the day. • **This tournament is expected to sell out** •

#### Registration

*Golfer registration includes green fee, cart fee, and dinner.*

Individual Golfer: **\$200** • Foursome: **\$750** • Dinner Ticket (if not golfing): **\$65**





## Driving Impact Together

### INVESTING IN THE FUTURE

Proceeds from the Birdies & Bridles Benefit Golf Tournament directly support Alberta Equestrian Federation initiatives that invest in the future of the sport. This includes:

- Youth programs that develop the next generation of riders
- Scholarships and bursaries that reduce financial barriers and increase accessibility
- Grassroots development that expands participation and strengthens communities across the province.

Through these initiatives, we are creating opportunities, supporting athletes, and building a stronger, more inclusive equestrian community in Alberta.

### HONOURING ALBERTA'S HERITAGE & DEVELOPING FUTURE LEADERS

Horses are woven into the fabric of Alberta. From ranching and agriculture to recreation, sport, tourism, and business, the equine industry has helped shape the province's identity, economy, and way of life for generations.

Today, Alberta's horse industry remains a significant contributor to the province's prosperity. According to the 2022 Alberta Equine Economic Impact Study, the sector **contributes approximately \$1.4 billion** to Alberta's GDP, **generates more than \$1.7 billion** in annual economic activity, **supports over 20,000 jobs**, and includes more than 142,000 horses across the province.

Behind these numbers are thousands of individuals, families, businesses, facilities, coaches, volunteers, and organizations that rely on a strong and sustainable equestrian community.

The Alberta Equestrian Federation (AEF) plays a vital role in supporting that community through education, advocacy, horse welfare initiatives, safety programs, resources for horse owners, and opportunities that encourage participation



at every level of the industry.

Equally important is investing in the next generation. Equestrian activities teach young people responsibility, leadership, perseverance, empathy, and confidence. The unique partnership between horse and rider develops life skills that extend far beyond the barn, helping youth become capable, resilient, and engaged members of their communities.

By supporting the Birdies & Bridles Benefit Golf Tournament, your organization is doing more than sponsoring an event. You are investing in an industry that contributes significantly to Alberta's economy, preserving an important part of our provincial heritage, supporting horse welfare and responsible ownership, and helping create opportunities for future generations to learn, grow, and succeed.



## Audience & Reach

### WHY THIS AUDIENCE MATTERS

The Birdies & Bridles Benefit Golf Tournament will bring together a dynamic mix of participants from both the business community and the equestrian industry, creating a unique and well-rounded audience.

#### Attendees will include:

- Corporate professionals, business owners, and decision-makers
- Golf enthusiasts and community members
- Leaders in industries such as real estate, agriculture, finance, and professional services
- Equestrian athletes, coaches, and horse owners
- Community partners and supporters of sport and youth development

This blend creates a diverse audience that extends beyond a single industry—offering sponsors' exposure to both corporate networks and lifestyle-driven consumers.

We are expecting participation of 180 to 300 golfers and guests.

#### Our audience will represent:

- Decision makers and professionals with purchasing influence
- Business owners and stakeholders across key Alberta industries
- Lifestyle consumers who value community, sport, and experiences
- Highly networked individuals in both urban and rural markets

This unique crossover between corporate and community audiences provides sponsors with an opportunity to build authentic relationships in a setting that encourages connection, visibility, and engagement.

*Whether participants are connected to equestrian sport or simply seeking a high-quality golf and networking experience, this tournament will attract individuals who are engaged, connected, and influential within their communities.*



## Our Host Venues

### SIROCCO GOLF CLUB

Set within the rolling foothills just south of Calgary, Sirocco Golf Club offers a premier golf experience defined by natural beauty and refined course design. Carved through the scenic Pine Creek Valley, the course showcases dramatic elevation changes, immaculate conditioning, and sweeping views of the surrounding landscape.

Consistently recognized among Alberta's top public courses, Sirocco delivers a challenging yet rewarding round for golfers of all skill levels. Paired with a welcoming clubhouse and exceptional service, the venue provides an elevated setting for a first-class tournament experience.



### ROCKY MOUNTAIN SHOW JUMPING

Following the tournament, guests will be welcomed to Rocky Mountain Show Jumping, one of Canada's premier equestrian venues, for the post-round reception and dinner program.

This distinctive setting offers a premium hospitality experience, combining world-class facilities with sweeping foothills views. It provides an ideal environment for continued networking, sponsor engagement, and a memorable close to the day.





## Sponsor Levels

ELEVATE YOUR BRAND

**SOLD OUT**

PRESENTING SPONSOR: ~~\$15,000 (1 AVAILABLE)~~

The premier partnership opportunity with maximum visibility and brand integration spanning the entire event.

- Two (2) foursomes (8 golfers)
- Prominent logo placement across all event materials
- Logo on player carts and scorecards
- Branded sleeve of golf balls provided to each participant
- Premium on-course signage and event branding
- Speaking opportunity during dinner program
- Feature in AEF digital communications (website, newsletter, social media)
- Exclusive sponsor recognition tied to a featured competition or activation
- Branding on tournament app



**SOLD OUT**

SIGNATURE SPONSOR: ~~\$7,500 (2 AVAILABLE)~~

A premium sponsorship offering enhanced visibility and brand presence across the full event experience.

- One (1) foursome (4 golfers)
- Multi-location brand visibility (not limited to one hole)
- Prominent logo placement on event website and sponsor signage
- Recognition in event program and during dinner presentation
- Logo on dinner tables
- Brand visibility across multiple key event touchpoints, including registration, reception, and dining areas
- Social media recognition





## HOLE SPONSOR: \$5,000 (~~18 AVAILABLE~~)

**ONLY 3 LEFT!**

A dynamic sponsorship that combines on-course brand activation with full tournament participation.

- One (1) foursome (4 golfers)
- Exclusive sponsorship of one hole
- Branded signage at designated hole
- Opportunity to host an on-course activation or engage directly with participants
- Logo recognition in event program and mobile scoring app
- Acknowledgment during dinner program
- Social media recognition



## CART SPONSOR: \$3,000 (~~1 AVAILABLE~~)

A high-visibility sponsorship with continuous brand exposure throughout the entire tournament experience.

**ONLY 1 LEFT!**

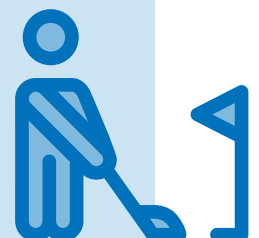
- Logo displayed on all player golf carts
- Prominent logo placement on event sponsor signage
- Logo featured on event website
- Recognition in event program
- Social media acknowledgment
- Verbal recognition during event programming
- Option for printed promotional material placed in each cart



## THE BOTTLE ROLL (PUTTING CHALLENGE) SPONSOR: \$5,000 (1 AVAILABLE)

Host an interactive on-site activation at the practice green where golfers test their skill for a chance to win prizes. This high-traffic area between Hole 1 and 18 ensures maximum visibility and engagement before and after play.

- Exclusive branding of the Putting Challenge (e.g., “[Sponsor Name] Putting Challenge”)
- Prominent signage at the practice green
- Opportunity to provide branded prizes (e.g., bottles, vouchers, or merchandise)
- On-site presence (table/tent space for sponsor rep if desired)
- Verbal recognition during announcements
- Inclusion in event marketing materials and sponsor recognition



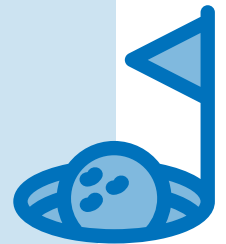


**SOLD OUT**

## HOLE-IN-ONE SPONSOR: ~~(2 AVAILABLE)~~

A premium contest sponsorship tied to one of the most exciting moments in golf.

- Exclusive branding at a designated Hole-in-One contest hole
- Prominent signage recognizing your organization as a Hole-in-One sponsor
- Opportunity to provide or co-brand the grand prize (e.g., vehicle lease, travel package, cash prize)
- Logo featured on event website and sponsor materials
- Recognition during awards presentation and dinner program
- Social media acknowledgment



## PRIZE SPONSOR: \$1,500-\$2,500 (6 AVAILABLE)

Support one of the tournament's on-course competitions while gaining targeted brand visibility.

- Branding on designated contest hole (e.g., Longest Drive, Closest to the Pin)
- Logo recognition on contest signage
- Logo featured on event website and sponsor materials
- Recognition during awards presentation
- Social media acknowledgment

### Available Contests:

- Men's Longest Drive
- Women's Longest Drive
- Door Prizes
- Team Gold, Team Silver, Team Bronze
- Men's Closest to the Pin (KP)
- Women's Closest to the Pin (KP)
- Closest to the Target
- Random team prize (Most Spirited Team, Water Magnet, Lucky Number, etc.)



## WINE SPONSOR: \$5,000 (1 AVAILABLE)

A premium hospitality sponsorship integrated into the post-round dining experience.

- Exclusive branding on wine service during the dinner program
- Logo displayed on dining tables or wine presentation areas
- Recognition during dinner program
- Logo featured on event website and sponsor materials
- Prominent placement on sponsor signage
- Social media acknowledgment
- Opportunity to provide branded wine labels or include branded materials at each table





## Building Partnerships Beyond the Course

Thank you for considering your support of the Alberta Equestrian Federation and the Birdies & Bridles Benefit Golf Tournament.

Your sponsorship plays a direct role in advancing equestrian sport across Alberta—supporting youth programs, providing scholarships and bursaries, and expanding grassroots opportunities that make the sport more accessible and inclusive.

By partnering with us, you are not only aligning your brand with a meaningful cause, but also investing in the future of a vibrant and deeply rooted community.

### JOIN US

We invite you to be part of this impactful event and help create lasting opportunities for the next generation.

Sponsorship opportunities are limited and will be confirmed on a first-come, first-served basis.


Several sponsorship opportunities have already been secured, with limited availability remaining.



To secure your sponsorship or to discuss a customized partnership, please contact:

**Alberta Equestrian Federation**

@ [competitions@albertaequestrian.com](mailto:competitions@albertaequestrian.com)

 (403) 253-4411

 [albertaequestrian.com](http://albertaequestrian.com)



# Tournament Sponsorship Commitment Form

## ORGANIZATION INFORMATION

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## BILLING INFORMATION

Invoice Contact Name (if different): \_\_\_\_\_

Invoice Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

## SPONSORSHIP SELECTION

### Please select your desired sponsorship level:

Presenting Sponsor  \$15,000

Hole Sponsor  \$5,000

Bottle Roll Sponsor  \$5,000

Wine Sponsor  \$5,000

Prize Sponsor  \$1,500

Signature Sponsor  \$7,500

Cart Sponsor  \$3,000

Hole-in-One Sponsor  \$3,000 to \$5,000

Gift in Kind  Value: \_\_\_\_\_

Description: \_\_\_\_\_

Preferred Contest: \_\_\_\_\_

## FOURSOME REGISTRATION (IF APPLICABLE)

Included with sponsorship

Additional foursome requested

### Player Names (if known):

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_



# Branding & Activation

## COMPANY LOGO SUBMISSION

Please email a high-resolution logo (PNG or vector format) to [competitions@albertaequestrian.com](mailto:competitions@albertaequestrian.com)

### On-Course Activation (if applicable)

- Yes, we plan to host an activation  No

If yes, please provide brief details:

## PAYMENT DETAILS

- Invoice requested  
 E-Transfer/EFT  
 Credit Card \_\_\_\_\_ Expiry Date \_\_\_\_\_ CVN \_\_\_\_\_

## AUTHORIZATION

By signing below, we confirm our sponsorship commitment and agree to the terms outlined.

\_\_\_\_\_  
*Authorized Signature*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Print Name*

\_\_\_\_\_  
*Purchase Order Number (if applicable)*