

Haig Housing Trust Charity Golf Day



The Haig Housing Annual Charity Golf Day has become a special day in the calendar each year. In 2019 we raised £10,000 and with your help in 2021 we hope to reach a target of £12,000. Help us to support Veterans in housing need.



**HAIG HOUSING
TRUST**

Sponsorship Brochure

**Wednesday 30th June 2021
The Addington Golf Club, Surrey**



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Our Charity

The object of Haig Housing is to provide housing assistance to ex-Service people and/or their dependants. Currently this is achieved by letting general needs homes at affordable rents to the ex-Service community, and providing tailored housing solutions to suit the individual needs of severely wounded and disabled service

personnel and Veterans. Haig also offers a wide range of housing advice to the Service community and is the Strategic Housing Partner of Help for Heroes.

The Trust has over 1,550 properties throughout the UK which are a mix of family-sized houses, flats, maisonettes and bungalows, built mostly in the 1930s, 1950s and 1990s. The properties are generally on small, well-managed estates ranging in size from six houses up to the largest estate in Morden of over 320 homes.

Our most recent development of 68 homes was opened by Her Majesty The Queen on 11 October, 2019.



Why Sponsor Us

The Benefits

1. To help make a difference in the lives of our ex-Service men and women who are struggling to find affordable housing.
2. Potential business introductions.
3. Brand awareness in the run up to, and at the event with online and print promotion and marketing.
4. Brand promotion in front of influential guests and colleagues.
5. Team building in a fun and friendly atmosphere.

Sponsorship money will be used to

Create a fun and social day for all participants by providing extra food and drinks throughout the day at the halfway house and 19th hole.

Provide prizes for winning teams and spot prizes for special events.

All subsequent profits will help provide homes for Veterans and ex-Service personnel who are in need of our services.

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Event Sponsor £2500

Includes a 4 ball

In Advance

- Acknowledgment as the Event Sponsor and official recognition in all media releases prior to the event (via – email & letter correspondence, website, Facebook, Twitter)
- Acknowledgement & Company logo to appear on the golf day website

At the Event

- A 4 ball team entered
- Scorecard – Your Company Logo printed on every scorecard
- Opportunity to distribute promotional material in goodie bag given to every player
- Full Page Ad in the Golf Day Program
- 18th Hole Sponsorship - Company banner, flags, pop up's, signage and brochures around the tee (Provided by you)



Awards/Trophy Sponsor £1000

- Provide all the trophies and awards on the day to the best golfers
- Opportunity to distribute promotional material in goodie bag given to every player
- Half Page Ad in the Golf Day Program

Halfway House Sponsor £1000

At the Event

The Welcome break half way around the course with refreshments! Every golfer will pass this point and stop for a drink and or snack compliments of your company. Kudos!

- Company banner, flags, pop up's, signage and brochures at the halfway house. (Provided by you)
- Pre-event company sponsorship acknowledgement on social media channels.
- Half page advert in the golf day programme.
- Company logo to appear on the golf day website



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19th Hole Sponsor £750

- The post game first round of drinks is on you!
- Signage and brochures at the bar. (Provided by you)
- Acknowledgment as the 19th Hole sponsor and official recognition
- Company sponsorship acknowledgement on social media channels.
- Quarter page advert in the golf day programme.



Goodie Bag Sponsor £600

- Provide a gift to every player
- Sponsorship material, leaflets, etc can be added to each bag given to every player on the day
- Decoration of your chosen hole with your company banners, pop-ups and signage (Provided by you)
- Company logo to appear on the golf day website
- Quarter page advert in the golf day programme.



Hole Sponsors Holes £300 each # 2-17

(First in gets choice of number)

- Decoration of your chosen hole with your company banners, pop-ups and signage (Provided by you)
- Company logo on the golf day website.
- Acknowledgement and company logo in the golf day programme



Raffle Prizes

We also require donations of fabulous raffle prizes. You can donate items or money to purchase them.

- Verbal recognition during the prize giving and raffle
- Company logo to appear on the golf day website
- Acknowledgement and company logo in the golf day programme



Sponsor On Course Foundation Player £150 each.

Help us to offer 4 places to limbless Veterans from the On Course Foundation.





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Sponsorship Application Form

Thank you for your interest in sponsoring part of the Haig Housing Annual Charity Golf Day. Our aim for this event is to provide a fantastic day of golf and raise as much money as possible to aid Veterans in need of housing. All packages are open to both corporate and personal sponsors. Please fill in relevant section and return to kellie.king@haighousing.org.uk. Please also send a high quality logo for promotional use.

All sponsorship packages are on a first come first served basis, so please get in fast to secure your choice. To enquire if your choice is still available, please call Kellie King on 020 8685 5786 direct.

Company/Sponsor Name			
Address			
		Post Code	
Email			
Contact Name		Phone	

Company Information to be used in promotional material (tell us about what you do, what services you provide to enable us to use on social media and the Golf Day program)

Sponsorship Package – Please fill in section required	Cost	Payment £
Event Sponsor	£2500	
Awards/Trophy Sponsor	£1000	
Half Way House Sponsor	£1000	
19th Hole Sponsor	£ 750	
Goodie Bag Sponsor Hole Number Choice _____	£ 600	
Hole Sponsor #2-17 Hole Number Choice _____	£ 300	
Sponsor 1-4 players from The On Course Foundation	£ 150 ea	
Raffle prizes I would like to donate:		Value £

Payment may be made via Cheque Payable to Haig Housing Trust or Bank Transfer to Sort code: 206759
Account no: 03345440 Ref: Golf21 Sponsor Office Use Only Paid £_____

Haig Housing Trust would like to sincerely thank you for your generous sponsorship / donation.