



SPONSORSHIP PROSPECTUS

17TH ANNUAL

OUT OF THE ROUGH GOLF TOURNAMENT

MONDAY, SEPTEMBER 9, 2019

In support of St. Michael's Hospital Head Injury Clinic

ST. MICHAEL'S HOSPITAL HEAD INJURY CLINIC

LEADERS IN OUR FIELD

St. Michael's Hospital Head Injury Clinic (SMH HIC) works with our patients to diagnose, consult and manage the physical, behavioural, cognitive, psychiatric and psychosocial symptoms following a traumatic brain (TBI) injury. Clients travel from across Ontario to access the unique services available at SMH HIC. Our inter-professional team is dedicated to rebuilding the lives of our patients, caring for them until they successfully reintegrate back into the community (e.g. school, work) and/or return to their pre-injury activities.

MAKING A DIFFERENCE

Each year more than 160,000 Canadians sustain brain injuries, 50% of which come from falls and motor vehicle accidents. In Ontario on average 88,000 Mild traumatic brain injuries (mTBI) or concussions are treated in a hospital or by a family doctor each year and 20% of Ontario high school students report having had mTBI.

The problem is – there are currently not enough services available for those who have suffered a concussion/ mTBI. Family physicians often lack the expertise on how to manage these patients, there are large wait times for specialty clinic access, and there is a lack of clarity around discharge criteria. SMH HIC aims to fill these gaps with our unique referral/triage process and the expertise of our multidisciplinary team who offer a range of specialized services, many of which are difficult to access through the other current resources available to patients with mTBI.

St. Michael's
Inspired Care.
Inspiring Science.

WHAT MAKES ST. MICHAEL'S HOSPITAL HEAD INJURY CLINIC UNIQUE?



ONE OF THE LARGEST HEAD INJURY CLINICS IN ONTARIO AND CANADA

The SMH HIC receives an estimated 2000 patient visits per year.



FASTER ACCESS TO CARE

Collaboration with the SMH Emergency Department (ED) bridges the gap between a visit to the ED and a potentially long wait list to see a specialist. Our Clinical Nurse Specialist follows up via telephone for concussion patients from ED to support assessment, education, triage and referral.



A HOLISTIC APPROACH

At SMH HIC, patients can access a range of specialized services from Psychiatrists, a Neuro-otolaryngologist, a Neuro-psychiatrist, a Case Manager, a Speech Language Pathologist, and a Social Worker – all under one roof. We also offer access to assessment and treatment of Benign Positional Vertigo, group therapies, and individual counselling to support with adjustment and coping.



PATIENT ADVOCACY

We help get patients back on their feet by offering resource and service navigation pertaining to TBI services in hospital and community settings, both insured and private and; the psychosocial impacts of traumatic brain injury (financial, housing, employment, counselling, etc.)



AN INDIVIDUALIZED PLAN

We understand follow-up-visit frequency is not a one size fits all model. Patients visit frequency is customized based on their unique needs.



GROUND-BREAKING RESEARCH

SMH HIC undertakes in vital research in mild traumatic brain injury with the goal of advancing the further integration of the right care to the right patient at the right time, for every mild to moderate traumatic brain-injured patient in Ontario.

JOIN US IN 2019

Now in its 17th year, the Out of the Rough Golf Tournament has grown into an important and successful event in support of the St. Michael's Hospital Head Injury Clinic. To date, the tournament has raised more than \$1.5 million in support of patient care and research in mild traumatic brain injury.

This year we are hosting the tournament on **Monday, September 9, 2019** at the prestigious **Thornhill Golf and Country Club**.

WHY BECOME A SPONSOR?

This fun and entertaining event provides our sponsors with maximum visibility and exposure to loyal and influential supporters of the cause.

Our approximately 120 attendees are primarily GTA professionals from healthcare, law and business sectors, as well as St. Michael's Hospital staff. It's a great opportunity to golf, network and make meaningful new connections.

The event boasts a multitude of opportunities to reach your audience - including logo recognition, an onsite presence, face-to-face networking, giveaways and more.

Let us customize the right opportunity for you!

WHAT WILL THIS YEAR'S FUNDRAISING SUPPORT?

We are only able to continue offering our highly specialized services because of supporters like you!

Funds raised at this year's event will help to:

- fund vital research in mild traumatic brain injury
- support patients with the cost of medication and transportation to medical appointments
- support a digital app developed to manage persistent symptoms that can be used by patients who are on wait lists as well as patients residing in remote communities
- help bridge partnerships across Ontario to improve concussion care

We hope you will join us in supporting such a worthwhile event!

EVENT DETAILS



DATE: Monday, September 9, 2019

LOCATION:

The Thornhill Golf Club
7994 Yonge Street,
Thornhill, ON L4J 1W3

TOURNAMENT SCHEDULE:

10:30 am: Registration and brunch
12:00 pm: Tee off (shotgun start / scramble format)
5:00 pm: Cocktail reception / silent auction
6:00 pm: Dinner / silent auction / awards



PRICING

Foursome Pricing

Earlybird rate: \$1,750 (before February 28, 2019)
Regular rate: \$2,000

Individual Golfers

Earlybird rate: \$460 (before February 28, 2019)
Regular rate: \$500

Dinner Tickets

Regular rate: \$200 per guest

To register online, visit: <http://www.otrgolf.com>

For questions or to sponsor the event, please contact:

NICOLA DUFFICY

Tournament Manager
outoftherough@smh.ca
647.278.3665



SPONSORSHIP

PRESENTING SPONSOR — \$15,000

Sponsorship will be recognized as:

Out of the Rough Golf Tournament
Presented by *YOUR COMPANY NAME*

BENEFITS

- Lead recognition in/on Out of the Rough Golf Tournament promotional and print materials, including:
 - logo on **all** event signage (including but not limited to: welcome banner, sign at the putting green, welcome sign, at sponsored hole, and digital GPS sign on golf carts)
 - logo recognition on the front cover of the OTR print program
 - logo on OTR website with a link to your company's website
 - logo on sponsor thank-you sign
 - logo on thank-you slide during dinner presentation
 - recognition as Presenting Sponsor in e-news blasts
- One complimentary foursome
- Opportunity to invite a St. Michael's Hospital staff and/or celebrity to join your foursome
- Sponsorship of one of the holes at the tournament
- Opportunity to offer remarks during the evening's program — **exclusive benefit**
- Double page advertising spread in event program
- Opportunity to place a branded item in each golfer gift bag
- Recognition on St. Michael's Hospital's Donor Wall in the Cardinal Carter lobby at the main entrance off Victoria Street
- First right of refusal as Presenting Sponsor for 2020 tournament



SPONSORSHIP

PLATINUM LEVEL — \$10,000

BENEFITS

- Prominent recognition in/on Out of the Rough Golf Tournament promotional and print materials, including:
 - o logo on key event signage: welcome banner, sign at the putting green, welcome sign, at sponsored hole, and digital GPS sign on golf carts
 - o logo on Mulligan tickets — **exclusive benefit**
 - o logo on OTR website with a link to your company's website
 - o logo recognition in OTR print program
 - o logo on sponsor thank-you sign
 - o logo on thank-you slide during dinner presentation
- One complimentary foursome
- Opportunity to invite a St. Michael's Hospital staff and/or celebrity to join your foursome
- Sponsorship of one of the holes at the tournament
- Double page advertising spread in event program
- Opportunity to place a branded item in each golfer gift bag
- First right of refusal as Platinum Sponsor for 2020 tournament



SPONSORSHIP

GOLD SPONSOR — \$7,500

Opportunity to become a named sponsor:

- Evening Sponsor
- Registration Sponsor

BENEFITS

- Prominent recognition in/on Out of the Rough Golf Tournament promotional and print materials, including:
 - o logo recognition as the evening or registration sponsor in the dining room or the registration area
 - o logo on key event signage (including: welcome banner, sign at the putting green, and welcome sign)
 - o logo on OTR website with a link to your company's website
 - o logo recognition in OTR print program
 - o logo on sponsor thank-you sign
 - o logo on thank-you slide during dinner presentation
- Opportunity to place a branded item in golfer gift bag
- One complimentary foursome
- Full page advertisement in event program
- First right of refusal as Gold Sponsor for 2020 tournament



SPONSORSHIP

SILVER SPONSOR — \$5,000

Opportunity to become a named sponsor:

- Food Truck Sponsor
- Golf Cart Sponsor
- Water Sponsor (water bottles to be supplied by sponsor)
- Dinner Entertainment Sponsor

BENEFITS

- Recognition in/on Out of the Rough Golf Tournament promotional and print materials, including:
 - o premium brand visibility at featured area of sponsorship
 - o logo on OTR website with a link to your company's website
 - o logo recognition in OTR print program
 - o logo on sponsor thank-you sign
 - o logo on thank-you slide during dinner presentation
- Half page advertisement in event program
- Opportunity to enter a foursome in the tournament (additional charges apply)
- First right of refusal to sponsor at same level for 2020 tournament

BRONZE SPONSOR — \$3,500

Opportunity to become a named sponsor:

- Brunch Sponsor
- Wine Sponsor
- Bag Drop Sponsor
- Driving Range Sponsor
- Golf Tips Sponsor

BENEFITS

- Recognition in/on Out of the Rough Golf Tournament promotional and print materials, including:
 - o premium brand visibility at featured area of sponsorship
 - o logo on OTR website with a link to your company's website
 - o logo recognition in OTR print program
 - o logo on sponsor thank-you sign
 - o logo on thank-you slide during dinner presentation
- Quarter page advertisement in event program
- Opportunity to enter a foursome in the tournament (additional charges apply)
- First right of refusal to sponsor at same level for 2020 tournament

SPONSORSHIP

GREENS SPONSOR — \$2,000 *+ prize for sponsored contest(s)*

Opportunity to become a named sponsor:

- Beat the Don Sponsor
- Closest To The Pin Sponsor
- Hole In One Sponsor
- Longest Drive Sponsor
- Volunteer Sponsor
- Pizza Sponsor

BENEFITS

- Recognition in/on Out of the Rough Golf Tournament promotional and print materials, including:
 - o premium brand visibility at featured area of sponsorship
 - o logo on OTR website with a link to your company's website
 - o name recognition in OTR print program
 - o logo on sponsor thank-you sign
 - o logo on thank-you slide during dinner presentation
- Opportunity to be present at hole to interact with guests
- Opportunity to enter a foursome in the tournament (additional charges apply)
- First right of refusal to sponsor at same level for 2020 tournament

HOLE SPONSOR — \$1,500

BENEFITS

- Recognition in/on Out of the Rough Golf Tournament promotional and print materials, including:
 - o logo recognition on sign at sponsored hole
 - o logo on OTR website with a link to your company's website
 - o name recognition in OTR print program
 - o logo on sponsor thank-you sign
 - o logo on thank-you slide during dinner presentation
- Opportunity to enter a foursome in the tournament (additional charges apply)



FOR MORE INFORMATION:

NICOLA DUFFICY
Tournament Manager
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IN SUPPORT OF
THE **URBAN
ANGEL**
St. Michael's Foundation

St. Michael's
Inspired Care.
Inspiring Science.