



GOLF Tournament Sponsorship REGISTRATION



Virginia Beach National Golf Club

2500 Tournament Drive
Virginia Beach, VA 23456



**Thursday
October 29, 2026**

Registration Opens 10:30 AM
Shotgun - 12:00 PM

Entry Fee:

- \$125 per player
- \$500 per Foursome



Costumes Encouraged.
Fun Required!!! Come dressed
up or come as you are!

Play. Compete. Win !

Tournament prizes, contest awards & bragging rights are on the line!

- **Variety of Prizes**
- **Raffle Drawings**
- **Costume Contest!!**
- **Delicious Lunch & Dinner**

Some proceeds to benefit the:



VIAD Charity Fund

&



PAC



For more info visit:
www.viada.org



Contact us at:
+800-394-1960





GOLF 2026

SPONSORSHIPS

ACE PRO LEVEL - Event Sponsor \$5,000

- Includes 4 Golfers
- Receive premier recognition as the Presenting Sponsor of the VIADA Golf Tournament. Your company will enjoy maximum brand exposure before, during, and after the event through prominent signage, marketing materials, digital promotions, and event recognition.

ACE PRO LEVEL - Prize Sponsor \$5,000

- Includes 4 Golfers
- Put your brand in the spotlight by sponsoring the tournament prizes. Your company will be recognized during the awards presentation and associated with celebrating the day's top golfers and contest winners.

EAGLE PRO LEVEL - Lunch Sponsor \$3,500

- Includes 2 Golfers
- Put your brand in the spotlight by sponsoring the tournament lunch. Your company will be recognized during the awards presentation and associated with celebrating the day's top golfers and contest winners.

EAGLE PRO LEVEL - Dinner Sponsor \$4,000

- Includes 2 golfers
- Put your brand in the spotlight by sponsoring the tournament dinner. Your company will be recognized during the awards presentation and associated with celebrating the day's top golfers and contest winners.

BEVERAGE CART Sponsor \$2,500

- Includes 1 golfer
- Keep players refreshed throughout the day while showcasing your business. Your logo will appear on all drink tickets, providing repeated brand exposure to every tournament participant.

CART Sponsor \$2,000

- Includes 1 golfer.
- Your company's logo will ride along with every golfer. Receive prominent branding on tournament golf carts, ensuring continuous visibility throughout the event.

GIFT BAG Sponsor \$2,000

- Includes 1 golfer.
- Place your company directly into the hands of every golfer. Your sponsorship includes recognition on the official tournament gift bags and the opportunity to include promotional items or branded materials.



LONGEST DRIVE Sponsor

\$1,000

- Sponsor this golfer challenge at Hole 16, showcase your company with an on-course branded table, and award the winner a prize with a minimum value of \$300.

CLOSEST TO THE PIN #7

\$1,000

- Sponsor a designated hole, showcase your company with an on-course branded table, host a golfer challenge, and award the winner a prize with a minimum value of \$300.

CLOSEST TO THE PIN #14

\$1,000

- Sponsor a designated hole, showcase your company with an on-course branded table, host a golfer challenge, and award the winner a prize with a minimum value of \$300.

PUTTING Sponsor

\$1,000

- Sponsor Hole #8, showcase your company with an on-course branded table, host a golfer challenge, and award the winner a prize.

CHIPPING Sponsor

\$1,000

- Sponsor a designated hole, showcase your company with an on-course branded table, host a golfer challenge, and award the winner a prize.

SIGNATURE HOLE Sponsor

\$1,000

- Elevate your presence with premium branding at a Signature Hole. **Bring a cooler or swag to share with the golfers.**
- INCLUDES: Table and Chair at designated hole. **Limited quantities available**
- Select from holes: 1, 5, 9, 11, 18

STANDARD HOLE Sponsor

\$350

- Represent your company/dealership with a flag/signage at the designated hole. **Limited quantities available**
- **Does NOT include table or chair.**
- Select from Holes: 2, 3, 4, 6, 10, 12, 13, 15, 17

2026 VIADA GOLF TOURNAMENT

EXHIBITOR & SPONSOR REGISTRATION



Business / CompanyName:

Phone #:

Address:

City/State/Zip:

Attendee/s Information

Golf Club Rental: ☐ +\$50.00 each x _____ (Total # of players)

Attendee's Name / Title:

Email:

Attendee's Name / Title:

Email:

Attendee's Name / Title:

Email:

Attendee's Name / Title:

Email:

SPONSORSHIP SELECTION: (See page 2 and select the level of sponsorship(s) you have selected below.)

☐ Ace Pro level - Event Sponsor

☐ Beverage Sponsor

☐ Closest to Pin Sponsor #7

☐ Ace Pro Level - Prize Sponsor

☐ Cart Sponsor

☐ Closest to Pin Sponsor #14

☐ Eagle Pro Level Breakfast Sponsor

☐ Gift Bag Sponsor

☐ Putting Challenge Sponsor

☐ Eagle Pro Level Lunch Sponsor

☐ Longest Drive Sponsor

☐ Chipping Challenge Sponsor

☐ Signature Hole Sponsor

☐ Fairway Partner

Additional Attendees Information (Each additional golfer outside of sponsorship package will be \$125)

- | | | |
|----------|-------|-------|
| Attendee | Title | Email |
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| Attendee | Title | Email |
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| Attendee | Title | Email |
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SPONSORSHIPS BREAKDOWN

GOLF 2026

ACE PRO LEVEL \$5,000

PREMIER EVENT SPONSOR

Our premier tournament sponsorship and maximum-exposure opportunity.

Position your company at the forefront of the VIADA Golf Tournament with recognition before, during, and after the event.



Includes:

- Golf registration for 4 golfers
- Premier logo placement on tournament signage
- Recognition in pre-event digital and email promotions
- Dedicated sponsor recognition throughout VIADA marketing
- Opportunity to provide branded promotional materials for golfers, send in by 10/12/2026.
- Prominent on-site company branding
- Verbal recognition during tournament announcements and awards
- Recognition in post-event tournament communications
- Opportunity for company representatives to engage directly with dealers and attendees
- Priority opportunity to renew sponsorship for the next VIADA Golf Tournament

Maximum visibility. Maximum connection. Maximum impact.

ACE PRO LEVEL \$5,000

TOURNAMENT PRIZE SPONSOR

Put your company behind some of the most exciting moments of the tournament.

As the official Prize Sponsor, your brand becomes associated with winning as VIADA recognizes tournament champions and contest winners.

Includes:

- Golf registration for **4 golfers**
- Premier recognition as the Official Tournament Prize Sponsor
- Company recognition during the awards presentation
- Logo placement in the tournament awards/prize area
- Recognition in tournament marketing and sponsor communications
- Opportunity to participate in prize presentations
- Opportunity to provide branded promotional materials, send in by 10/12/2026.
- Social media sponsor recognition
- Post-event recognition alongside tournament winners

Put your brand in the winner's circle.



SPONSORSHIPS BREAKDOWN

GOLF 2026

EAGLE PRO LEVEL \$4,000

DINNER SPONSOR

Own one of the day's best networking opportunities.



Finish the tournament with your company front and center as golfers, dealers, Industry Partners, and guests come together for dinner, networking, and awards.

Includes:

- Golf registration for **2 golfers**
- Recognition as the **Official Dinner Sponsor**
- Prominent company branding in the dinner/awards area
- Opportunity to provide branded materials at dinner
- Verbal recognition during dinner and awards
- Recognition in tournament marketing
- Social media sponsor recognition
- Opportunity to connect with attendees during the dinner and awards program

When the tournament ends, the conversations continue—and your company will be part of them.

EAGLE PRO LEVEL \$3,500

LUNCH SPONSOR

Start the tournament experience with your brand on the menu.

Connect your company with one of the day's key gathering points while golfers prepare for the tournament.

Includes:

- Golf registration for **2 golfers**
- Recognition as the Official Lunch Sponsor
- Company branding displayed in the lunch area
- Opportunity to provide branded materials or giveaways
- Recognition in tournament marketing
- Social media sponsor recognition
- On-site sponsor recognition

Fuel the players. Build the relationships. Be remembered.



SPONSORSHIPS BREAKDOWN

GOLF 2026

BEVERAGE CART SPONSOR \$2,500

Keep golfers refreshed—and your company visible—all day long.

Your company branding travels throughout the tournament, creating repeated impressions from the first tee through the final hole.

Includes:

- Golf registration for **1 golfer**
- Recognition as the **Official Beverage Sponsor**
- Company logo featured on tournament drink tickets
- Beverage-area branding
- Recognition in tournament marketing
- Social media sponsor recognition
- Opportunity to provide branded beverage-related promotional items

Every refreshment becomes another opportunity for your brand to be seen.

CART SPONSOR \$2,000

YOUR BRAND RIDES WITH EVERY GOLFER.

Put your company in motion with branding on tournament golf carts, providing repeated exposure as players travel the course.

Includes:

- Golf registration for **1 golfer**
- Recognition as the Official Golf Cart Sponsor
- Company logo/branding displayed on tournament carts
- Tournament sponsor recognition
- Recognition in digital tournament promotions
- Social media recognition

18 holes. A full day of golf. Continuous brand visibility.



GIFT BAG SPONSOR \$2,000

PUT YOUR COMPANY DIRECTLY INTO THEIR HANDS.

Extend your company's reach beyond the tournament by placing your brand on one of the items every golfer receives.

Includes:

- Golf registration for **1 golfer**
- Recognition as the Official Gift Bag Sponsor
- Company recognition on tournament gift bags
- Opportunity to include approved promotional items, offers, or branded materials inside golfer bags
- Recognition in tournament marketing
- Social media sponsor recognition

Your exposure doesn't have to end when golfers leave the course.



- **DON'T JUST PUT YOUR LOGO ON THE COURSE—BE ON THE COURSE.**
- Our Interactive Sponsorships give your company an opportunity to engage with the golfers face-to-face.
- Set up your branded space, meet dealer decision-makers, distribute promotional materials or giveaways, and turn your sponsored challenge into an experience golfers remember.
- Bring a cooler, snack or swag to interact with golfers.

LONGEST DRIVE SPONSOR **\$1,000**

HOLE # 16

Bring some friendly competition to the course while putting your company directly in the action.

Includes:

- Exclusive sponsorship of the Longest Drive Challenge
- On-course table and chair
- Opportunity to display company branding
- Face-to-face interaction with golfers as they play through
- Opportunity to distribute promotional materials or approved giveaways
- Recognition as the Longest Drive Sponsor
- Opportunity to present the winning prize
- Sponsor provides a prize valued at \$300 minimum.

Make a big impression on the biggest drive.



CLOSEST TO THE PIN SPONSOR

\$1,000

HOLE #7 or HOLE #14

Own one of golf's classic challenges while creating valuable face-to-face interaction with tournament participants.

Includes:

- Exclusive sponsorship of Closest to the Pin
- On-course branded table and chair
- Company signage and branding
- Direct interaction with golfers
- Opportunity to distribute promotional materials or approved giveaways
- Opportunity to present the winning prize
- Sponsor provides a prize valued at \$300 minimum.



PUTTING CHALLENGE SPONSOR

\$1,000

Create an interactive experience that gives your representatives an easy reason to start conversations with golfers.

Includes:

- Exclusive sponsorship of the Putting Challenge
- On-course branded table and chair
- Company signage and branding
- Face-to-face interaction with golfers
- Opportunity to distribute promotional materials or approved giveaways
- Opportunity to present the winning prize

Turn every putt into an opportunity to connect.



COURSE SPONSORSHIPS

GOLF 2026

CHIPPING CHALLENGE SPONSOR

\$1,000

Bring your company into the competition with an interactive challenge designed to attract attention and encourage conversation.

Includes:

- Exclusive sponsorship of the Chipping Challenge
- On-course branded table and chair
- Company signage and branding
- Direct interaction with golfers
- Opportunity to distribute promotional materials or approved giveaways
- Opportunity to present the winning prize



Challenge their short game while building long-term connections.

SIGNATURE HOLE SPONSOR **\$1,000**

YOUR BRAND. YOUR HOLE. ALL DAY VISIBILITY.

Secure one of a limited number of premium locations on the course and create your own branded destination for golfers.

Includes:

- Premium placement at a designated Signature Hole
- Table and chair at your sponsored hole
- Company signage and branding
- Opportunity to staff your hole and personally engage golfers
- Opportunity to distribute approved promotional materials and giveaways
- Tournament sponsor recognition

Signature Holes: 1, 5, 9, 11 & 18

First come, First pick!

FAIRWAY PARTNER **\$350**

MAKE YOUR PRESENCE KNOWN.

An affordable way to make sure your company is represented on the course and recognized as a supporter of Virginia's independent dealer community. ***(Even if you can't be here)***

Includes:

- Company signage displayed at one designated tournament hole
- Company name/logo displayed to golfers throughout tournament play
- Recognition as an Official VIADA Golf Tournament Sponsor
- Inclusion in tournament sponsor recognition

Available Holes: 2, 3, 4, 6, 10, 12, 13, 15 & 17

First come, First pick!



Virginia Beach National Golf Club

MAP KEY

-  Activity Hole
-  Challenge Hole
-  Signature Hole

