



Don, Joanne & the Coach Golf A Kid To Camp 2002

LITE 96 CHFM is proud to be a major part of the Kids Cancer Care Foundation's annual golf tournament. The relationship began in 1997, and grows each year. Don, Joanne & the Coach are deeply attached to this cause. The staff at CHFM holds this Foundation very dear to our hearts, and invites you to join the 'family' on **August 8th, 2002 at Cottonwood Golf & Country Club.**

PRESENTING SPONSOR

With your **\$12,000** sponsorship of the 2002 tournament, LITE 96 CHFM will include your company name in an abundance of our promotional airtime supporting the event.

TIMING: March 15th - August 20th, 2002

Six weeks of promotional airtime within the above window

- 25 live promotional occasions per week, valued at \$136 per Value: \$20,400
- 25 produced promotional occasions per week, valued at \$153 per Value: \$22,950
- 10 Public Service Announcements per week, valued at \$136 per Value: \$ 8,160

BONUS: Your company's logo will appear on the golf course, apparel, tournament program, promotional material and you'll receive special recognition in the Tournament Thank You ad! On top of this, you also get an Internet link from the Lite 96 web page and the chance to pre-register 4 players, complimentary in the tournament!

Minimum promotional value: \$51,510

AWARDS BANQUET SPONSOR

With your **\$8,000** sponsorship of the Awards Banquet, your company will receive name mentions in the following...

TIMING: March 15th - August 20th, 2002

Three weeks of promotional airtime within the above window

- 25 live promotional occasions per week, valued at \$136 per Value: \$10,200
- 25 produced promotional occasions per week, valued at \$131 per Value: \$11,025
- 10 Public Service Announcements per week, valued at \$136 per Value: \$ 4,080

BONUS: Your company's logo will appear on the place mats, in the clubhouse and in the tournament program. You'll receive the chance to pre-register and pay for four players until April 15th, special recognition in the Tournament Thank You ad and have an Internet link from the Lite 96 web page!

Minimum promotional value: \$25,305

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"Nobody cared that I had no hair and that my walking is kind of messed up now since the tumour started growing in my brain. I had so much fun rafting and this year I got to the top of the climbing tower."
- camper



"The children were so happy and pleased with the camp. They were all treated 'special' and considering that when you have a child on treatment it is difficult to give that attention to your other children it was comforting to know they were all having the time of their lives."
- parent

APPAREL SPONSOR

With your **\$8,000** sponsorship of the Apparel, your company will receive name mentions in the following...

TIMING: March 15th - August 20th, 2002

Three weeks of promotional airtime within the above window

- 25 live promotional occasions per week, valued at \$136 per Value: \$10,200
- 25 produced promotional occasions per week, valued at \$131 per Value: \$11,025
- 10 Public Service Announcements per week, valued at \$136 per Value: \$ 4,080

BONUS: Your company's logo will appear on the apparel, in the clubhouse and in the tournament program. You'll receive the chance to pre-register and pay for four players until April 15th, special recognition in the Tournament Thank You ad and have an Internet link from the Lite 96 web page!

Minimum promotional value: \$25,305

BEVERAGE CARTS SPONSOR

With your **\$4,000** sponsorship of the Beverage Carts, your company will receive name mentions in the following...

TIMING: March 15th - August 20th, 2002

Three weeks of promotional airtime within the above window

- 25 live promotional occasions per week, valued at \$136 per Value: \$10,200
- 25 produced promotional occasions per week, valued at \$131 per Value: \$11,025
- 10 Public Service Announcements per week, valued at \$136 per Value: \$ 4,080

BONUS: Your company's logo will appear on the beverage cart, in the tournament program and in the clubhouse throughout the event. You'll receive the chance to pre-register and pay for four players until April 15th, special recognition in the Tournament Thank You ad and have an Internet link from the Lite 96 web page!

Minimum promotional value: \$25,305

GOLF CART FLEET SPONSOR

With your **\$4,000** sponsorship of the Golf Cart Fleet, your company will receive name mentions in the following...

TIMING: March 15th - August 20th, 2002

Three weeks of promotional airtime within the above window

- 25 live promotional occasions per week, valued at \$136 per Value: \$10,200
- 25 produced promotional occasions per week, valued at \$131 per Value: \$11,025
- 10 Public Service Announcements per week, valued at \$136 per Value: \$ 4,080

BONUS: Your company's logo will appear on the entire fleet of golf carts, in the tournament program and in the clubhouse throughout the event. You'll receive the chance to pre-register and pay for four players until April 15th, special recognition in the Tournament Thank You ad and have an Internet link from the Lite 96 web page!

Minimum promotional value: \$25,305

BROADCAST BRUNCH SPONSOR

With your **\$4,000** sponsorship of the Broadcast Brunch, your company will receive name mentions in the following...

TIMING: March 15th - August 20th, 2002

Two weeks of promotional airtime within the above window

- 25 live promotional occasions per week, valued at \$136 per Value: \$ 6,800
- 25 produced promotional occasions per week, valued at \$147 per Value: \$ 7,350
- Minimum of 4 live mentions during the broadcast, valued at \$242 per Value: \$ 968

BONUS: Your company's logo will appear on tent cards, in the tournament program and in the clubhouse. You'll receive the chance to pre-register and pay for four players until April 15th, special recognition in the Tournament Thank You ad and have an Internet link from the Lite 96 web page!

Minimum promotional value: \$15,118

REGISTRATION GIFT SPONSOR

With your **\$2,500** sponsorship of the Registration Gift, your company will receive name mentions in the following...

TIMING: March 15th - August 20th, 2002

1 week of promotional airtime within the above window

- 25 live promotional occasions per week, valued at \$136 per Value: \$ 3,400
- 25 produced promotional occasions per week, valued at \$147 per Value: \$ 3,675

BONUS: Your company's logo will appear on every registration gift, in the tournament program and in the clubhouse. You'll receive the chance to pre-register and pay for two players until April 15th, special recognition in the Tournament Thank You ad and have an Internet link from the Lite 96 web page!

Minimum promotional value: \$7,075

GOLF BALL SPONSOR

With your **\$2,500** sponsorship of the Golf Balls, your company will receive name mentions in the following...

TIMING: March 15th - August 20th, 2002

1 week of promotional airtime within the above window

- 25 live promotional occasions per week, valued at \$136 per Value: \$ 3,400
- 25 produced promotional occasions per week, valued at \$147 per Value: \$ 3,675

BONUS: Your company's logo will appear on every golf ball in the registration package, in the tournament program and in the clubhouse. You'll receive the chance to pre-register and pay for two players until April 15th, special recognition in the Tournament Thank You ad and have an Internet link from the Lite 96 web page!

Minimum promotional value: \$7,075



"Camp lets kids realize there are other families dealing with cancer. Being with other children that share similar experiences helps our son realize that he is not alone in his fight with cancer."
- parent



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"My most favourite part were the counsellors. They have so many good ideas and were really good to talk to and hang out with. I tried so many new things this week that I couldn't have done if I had just spent the summer at home or in the hospital."
- camper

GREEN FEES SPONSOR - 18 green fee sponsorships available

With your **\$1,000** sponsorship of the Green Fees, your company will receive the following...

- Signage at strategic locations throughout the course advertising your company's participation
- On site promotional opportunities
- Company logo will appear in tournament program and clubhouse as well as special recognition in Tournament Thank You ad. You'll also have the chance to pre-register and pay for two players until April 15th.

HOLE SPONSOR - 36 hole sponsorships available

With your **\$500** sponsorship of a Hole, your company will receive the following...

- Signage at the tee box advertising your company's participation
- On site promotional opportunities
- Company logo will appear in tournament program and clubhouse as well as special recognition in Tournament Thank You ad. You'll also have the chance to pre-register and pay for two players until April 15th.

PROFESSIONAL FEES SPONSOR

With your **\$500** sponsorship of the Professional Fees, your company will receive the following...

- Company logo displayed on the score board advertising your company's participation
- Company logo will appear in tournament program and clubhouse as well as special recognition in the Tournament Thank You ad. You'll also have the chance to pre-register and pay for two players until April 15th.

CAMPER/GOLFER SPONSOR

With your **\$500** sponsorship of the Camper/Golfer, your company will receive the following...

- Sponsor our camper/golfer who will golf on the celebrity team in the tournament
- Company logo will appear in tournament program and clubhouse as well as special recognition in the Tournament Thank You ad. You'll also have the chance to pre-register and pay for two players until April 15th.

CART SPONSOR

With your **\$50** sponsorship of a Cart(s), your company will receive the following...

- Company, family name or special message will appear on site which will be displayed on a cart
- Company or family name will also appear in the tournament program as well as in the Thank You ad.

PRIZE SPONSOR

With your donation of prizes (in sets of 2, 4 or 6 preferably) your company will receive the following...

- Company or family name will appear in tournament program as well as clubhouse signage
- Company will receive special recognition at banquet as well as in Thank You ad.