



SPONSORSHIP PACKAGE

2024

ABOUT THE BURG

The BURG Classic is an annual, volunteer-run, community-based event that includes recreation hockey and golf tournaments and social events. The purpose and goal of the event is to raise funds to be donated in and around Lunenburg, NS to individuals and causes who need it most. 100% of proceeds are returned to the local community. To date, the BURG has raised over \$320,000 for the community.

COMMUNITY. SUPPORT. RESPECT.

2013 ○ **BURG Classic is Founded**

2018 ○ **\$100,000 Raised Milestone Reached**

2019 ○ **\$150,000 Raised Milestone Reached**

2020 ○ **Tournament Expanded to 20 Teams
Battle of the BURGer Introduced**

2022 ○ **Golf Tournament Added;
\$200K Raised Milestone Reached**

2023 ○ **10 Years Celebrated;
\$320K Raised Milestone Reached**

DEAR BUSINESS OWNER OR MANAGER,

FEBRUARY 2024

A decade ago a group of motivated community members got together to reinstate a hockey tournament and social event in Lunenburg, NS. Our initial hockey tournament featured eight teams; however, in recent years the BURG Classic has grown into a multi-weekend event with a hockey tournament that features 20 teams and a 26-team golf tournament.

The first weekend of 2024 features the hockey tournament, a community dance, a silent auction, various interactive games at the arena, and more. The second weekend features the golf tournament and additional social events in the community. And throughout the month of March we'll generate foot traffic for local restaurants, while raising funds, through the Battle of the BURGer.

We invite your business to play a role, through sponsorship, in the success of this year's BURG Classic. The hockey tournament will take place March 28-31, 2024, while the golf tournament will take place on May 25, 2024.

In 2023 The BURG raised over \$80,500. Donations from businesses and organizations play a vital role in raising funds. We're hopeful that you will support the BURG Classic events by making a monetary donation or by offering an in-kind donation for the silent auction. The value of your donation is at your discretion—every contribution helps.

By entering into this partnership, your business will receive recognition and advertising during all events. Silent auction items will be accompanied by the name of your business and a description of the auction item available, which will be displayed at the arena entrance during the four-day event. Your donation will also demonstrate your commitment to give back to those who need it most.

We're excited to bring the community together for our 10th year and, more importantly, to raise funds for those who need it most.

Thank you for your time, and we hope to hear from you soon.

The BURG Classic Committee

INFO@THEBURGCLASSIC.COM

SPONSORSHIP OPPORTUNITIES

Thank you for supporting the 2024 BURG Classic. Donations to the BURG Classic are in direct support of the community and will be accepted as financial or in-kind. A company, individual, or organization donating in-kind will receive sponsorship benefits based on the value of the donation made.

Sponsorship opportunities include:

- Divison sponsor (hockey)
- Platinum sponsor
- Gold sponsor
- Silver sponsor
- Bronze sponsor
- Friend of the BURG
- Coffee sponsor (both)
- Hole sponsor (golf)
- Prize sponsor (golf)
- Dinner sponsor (golf)
- Cart sponsor (golf)



As a Division Sponsor, you will see your business highlighted exclusively as the official partner for one (1) hockey tournament division.

Key benefits include:

- Inclusion in all hockey tournament signage and promotion, where applicable
- Placement as a Platinum-level sponsor on the sponsor board during both tournaments
- At least two (2) features as a Platinum sponsor on the event Facebook and Instagram pages
- Your company logo included as a Platinum sponsor on the BURG Classic website for the duration of 2024
- Signage (provided by the BURG Classic), displayed with your company logo, included as a Platinum sponsor at the golf tournament
- One (1) poster or banner on display at the arena during the hockey tournament (to be provided by sponsor)
- Early bird golf registration access (requires sponsorship to be confirmed on or before March 1, 2024)

Please note: The BURG Classic hockey tournament has capacity for three (3) division sponsors

PLATINUM SPONSOR

\$1,500 AND ABOVE

Platinum Sponsorship provides a top level of recognition throughout the weekend and in the lead up to the event.

Key benefits include:

- Placement as a Platinum-level sponsor on the sponsor board during both tournaments
- At least two (2) features as a Platinum sponsor on the event Facebook and Instagram pages
- Your company logo included as a Platinum sponsor on the BURG Classic website for the duration of 2024
- Signage (provided by the BURG Classic), displayed with your company logo, included as a Platinum sponsor at the golf tournament
- One (1) poster or banner on display at the arena during the hockey tournament (to be provided by sponsor)
- Early bird golf registration access (requires sponsorship to be confirmed on or before March 1, 2024)

GOLD SPONSOR

\$1,000 - \$1,499

Gold Sponsorship is an excellent option for those companies or organizations looking for a high level recognition.

Key benefits include:

- Placement as a Gold-level sponsor on the sponsor board during both tournaments
- At least one (1) feature as a Gold sponsor on the event Facebook and Instagram pages
- Your company logo included as a Gold sponsor on the BURG Classic website for the duration of 2024
- Signage (provided by the BURG Classic), displayed with your company logo, included as a Gold sponsor at the golf tournament
- Early bird golf registration access (requires sponsorship to be confirmed on or before March 1, 2024)

SILVER SPONSOR

\$500 - \$999

Becoming a Silver sponsor enables you, your business, or organization to be recognized as a key contributor to the BURG Classic.

Key benefits include:

- Placement as a Silver-level sponsor on the sponsor board during both tournaments
- At least one (1) feature as a Silver sponsor on the event Facebook and Instagram pages
- Your company logo included as a Silver sponsor on the BURG Classic website for the duration of 2024
- Signage (provided by the BURG Classic), displayed with your company logo, included as a Silver sponsor at the golf tournament

BRONZE SPONSOR

\$250 - \$499

The Bronze Sponsorship level highlights your business or organization's commitment to community.

Key benefits include:

- Placement as a Bronze-level sponsor on the sponsor board during both tournaments
- At least one (1) feature as a Bronze sponsor on the event Facebook and Instagram pages
- Your company logo included as a Bronze sponsor on the BURG Classic website for the duration of 2024



FRIEND OF THE BURG

UP TO \$250

Friend of the BURG is a great way for individuals, small businesses, or organizations to contribute to the community through monetary or in-kind donation.

Key benefits include:

- Placement as a Friend of the BURG on the sponsor board during both tournaments
- Your business or individual name featured beside any in-kind donations (e.g. silent auction, raffle prizes)
- At least one (1) feature as a Friend of the BURG on the event Facebook and Instagram pages
- Your company or name listed as a Friend of the BURG on the BURG Classic website for the duration of 2024

HOCKEY & GOLF TOURNAMENTS

COFFEE SPONSOR

\$750

Keep fans and participants fueled throughout the hockey and golf tournaments by sponsoring a coffee station.

Key benefits include:

- Signage (provided by the BURG Classic), displayed with your company logo, at the coffee station at both tournaments
- Placement as a Silver sponsor on the sponsor board during both tournaments
- At least one (1) feature as a Silver sponsor on the event Facebook and Instagram pages
- Your company logo included as a Silver sponsor on the BURG Classic website for the duration of 2024



GOLF TOURNAMENT
PRIZE SPONSOR
\$750

The golf tournament will feature various prizes including, but not limited to: closest to the hole, long drive prizes, longest putt, etc.

Key benefits include:

- Your business name and logo highlighted at the hole corresponding to your prize donation
- Placement as a Silver-level sponsor on the sponsor board during both tournaments
- At least one (1) feature as a Silver sponsor on the event Facebook and Instagram pages
- Your company logo included as a Silver sponsor on the BURG Classic website for the duration of 2024

GOLF TOURNAMENT
HOLE SPONSOR
\$1,000

As an exclusive hole sponsor, you will host a booth that features your business at a tee box during the golf tournament.

Key benefits include:

- Your business name and logo highlighted at your **exclusive** hole for the duration of the golf tournament
- Placement as a Gold-level sponsor on the sponsor board during both tournaments
- At least one (1) feature as a Gold sponsor on the event Facebook and Instagram pages
- Your company logo included as a Gold sponsor on the BURG Classic website for the duration of 2024
- Early bird golf registration access (requires sponsorship to be confirmed on or before March 1, 2024)

Please note: The BURG Classic golf tournament has limited capacity for hole and prize sponsors

GOLF TOURNAMENT
DINNER SPONSOR
\$1,000

As golf tournament Dinner Sponsor, your donation will offset the cost of dinner for all teams following the golf tournament.

Key benefits include:

- Your business name and logo highlighted at the post-tournament dinner in the Lunenburg Golf Course clubhouse
- Placement as a Gold level sponsor on the sponsor board during both tournaments
- At least one (1) feature as a Gold sponsor on the event Facebook and Instagram pages
- Your company logo included as a Gold sponsor on the BURG Classic website for the duration of 2024
- Early bird golf registration access (requires sponsorship to be confirmed on or before March 1, 2024)

GOLF TOURNAMENT
CART SPONSOR
\$1,500

The Cart Sponsor helps offset costs and increase total funds raised while gaining exclusive access.

Key benefits include:

- Your business name and logo highlighted on all carts (up to 50) for the duration of the golf tournament
- Placement as a Platinum level sponsor on the sponsor board during both tournaments
- At least two (2) features as a Platinum sponsor on the event Facebook and Instagram pages
- Your company logo included as a Platinum sponsor on the BURG Classic website for the duration of 2024
- Early bird golf registration access (requires sponsorship to be confirmed on or before March 1, 2024)

Please note: Dinner and Cart sponsors are each exclusive to one business or individual



If you intend to donate or sponsor this event, please contact the Committee at info@theburgclassic.com, confirming your sponsorship tier, no later than March 1, 2024.

When confirming your sponsorship, please share your business or organization's logo so we can maximize your sponsorship benefits across our digital platforms leading up to the event. Preferred format is a transparent PNG—this ensures your logo is high resolution across platforms and promotional assets.

All donations must be received by March 15, 2024 to receive the full benefits of your sponsorship tier. Items or donations received after this date will be recognized as close as possible to the criteria listed for the corresponding sponsorship tier.

THANK YOU FOR SUPPORTING THE 11TH ANNUAL BURG CLASSIC!

