

Save Sinnissippi Golf Course



SPONSORSHIP & DONATION OPPORTUNITIES



Sinnissippi
GOLF COURSE

est 1912

 **ROCKFORD PARK DISTRICT**

Fast Facts

Sinnissippi Golf Course

- » Rockford Park District's first golf course; opened in 1912
- » Designed by Thomas Bendelow (designed famous Medinah #3 Golf Course)
- » Attendance: 18,000 rounds/year (average past three years)
- » Vital Statistics:
 - Nine holes
 - Par 37
 - 3,230 yards

Key National Golf Demographics*

- » Golfers are high earners – \$100,950 average household income
- » Golfers golf – spend average 4.5 hours per week on course
- » Golfers own businesses – 1 out of 4 golfers own their own businesses
- » Women golf – nearly 1 out of 4 golfers are female
- » Golfers are home owners – 91% of golfers own their own home
- » Golfers are car owners – 32% of golfers own at least 3 cars
- » Golfers are interested in financial planning – 40% plan on seeking financial planning

**stats provided by The Golfer Demographic*

Save Sinnissippi

Sinnissippi Golf Course will remain open in 2020 because of the commitment of hundreds of citizens who came forward to be part of the Rockford Park District's solution to current financial challenges. When it was announced that the District was recommending permanent closure of Sinnissippi Golf Course to help eliminate a \$1.2 million deficit, community members asked how they could help.

Save Sinnissippi Golf Course is a committee created by willing community members who stepped up to ensure that the Rockford Park District's golf course has a sustainable future. Save Sinnissippi Golf Course volunteer chairs Jim McDowell, Robbin Burr, and Sam Schmitz are working with subcommittee chairs to lead a variety of projects that will provide the Rockford Park District with a roadmap for keeping Sinnissippi Golf Course open and sustainable for 3–5 years.

Come join the groundswell of support and commitment to preserving Sinnissippi Golf Course for another 100 years.

If interested in joining Save Sinnissippi Golf Course, please contact:

JIM MCDOWELL
livemusic9@gmail.com

ROBBIN BURR
robbin.burr@gmail.com

SAM SCHMITZ
sjs.14@comcast.net

2/2020

Sponsorship Opportunities

Hole Sponsorship – \$5,000

ONLY 7 LEFT! A great opportunity for any business in the region to put their name in front of 18,000 golfers per year, and provide support to Sinnissippi Golf Course.

- » Tee Sign – sponsor name/logo signage under the hole sign of sponsored hole (size TBD)
- » Pin Flag – sponsor name/logo on half of the pin flag on sponsored hole
- » Cup Liner – sponsor name/logo on sticker inside the cup of sponsored hole
- » GolfRockford.org website – link to all sponsors with name/logo on Sinnissippi Golf Course page
- » Email blast to golf database – opportunity to promote organizations as well as their role as a Sinnissippi Golf Course supporter
- » Banner on the Sinnissippi Clubhouse – banner would hang from above the clubhouse deck with name/logo

Signage in Sinnissippi Park – \$3,500

More than golfers drive through Sinnissippi Park. Patrons from picnic shelters, Music in the Park, Snow Sculpting, Festival of Lights, and other events also make their way through the park. A well-positioned sign along this route will be visible to hundreds of thousands of viewers.

Practice Area Signage – \$3,500

Sponsor name/logo on practice area signage and practice pin flags provides key visibility for all golfers as they make their way to the first tee.

Naming Rights Opportunity

Sign on as a naming rights partner at Sinnissippi Golf Course, and you'll get great exposure as well as the positive association of supporting the Rockford Park District and saving the golf course.

Naming Rights Partnership Assets

- » Name will be used in reference to the course for the duration of the agreement, including:
 - Brown directional street signs featuring Sinnissippi Golf Course
 - Entrance signage to Sinnissippi Golf Course
 - Sinnissippi Golf Course clubhouse signage
 - Signage along Guilford Rd (ADT* 3,400) and Parkview Av (ADT* 6,200)
 - Signage along the drive through the park, which will be viewed by golfers and visitors to the park (great additional value with demographics that go beyond golfers)
 - Golf Rockford website (Sinnissippi page) and Rockford Park District website
- » Complimentary golf
- » Use of park shelters and music shell for employees
- » Use of clubhouse for meetings
- » Press Conference to introduce new naming rights partner

**average daily traffic count*

**NAMING RIGHTS COMMITMENT =
\$50,000/year for 10 years**

Invest in Sinnissippi

Help preserve Sinnissippi Golf Course while promoting your business. Commit to a sponsorship or naming rights opportunity today by contacting:

GEOFF OMAN

Corporate Partnership Manager
Rockford Park District
815-969-4095
geoffoman@rockfordparkdistrict.org



Donation Opportunities

Join others in preserving Sinnissippi Golf Course by donating to the cause. Donors will be recognized on the wall of the clubhouse. No donation is too small or too large.

Mail your donation to:

Rockford Park District Foundation
ATTN: Save Sinnissippi
401 S Main St
Rockford, IL 61101

Donate online at:

rpdfoundation.org/donate

MEMORIALS/HONORARIUMS

Provide a gift in memory or honor of a loved one, such as trees, benches, ball washers, or other creative ideas. For more information, contact:

LORI BERKES-NELSON

Executive Director
Rockford Park District Foundation
815-969-1675
loriberkes-nelson@rockfordparkdistrict.org

