



# SPONSORSHIP OPPORTUNITY PACKET

The WKU Faculty/Staff & Friends Golf Tournament is a longstanding campus tradition that brings together faculty, staff, alumni, and community partners for a day of connection and competition.

Now entering its 68th year, proceeds from the tournament directly support Campus Recreation & Wellness student employee development, providing funding for professional conferences, certifications, and scholarships that help prepare them for success beyond the university.

Through sponsorship, partners gain valuable visibility while making a meaningful investment in student growth, leadership, and the WKU community.

Hello Potential Sponsor,

Western Kentucky University's Campus Recreation & Wellness Department (CRW) is proud to host the **68th Annual WKU Faculty/Staff & Friends Golf Tournament, presented by Messer Construction on Friday, July 10th, 2026**, at CrossWinds Golf Course in Bowling Green, Kentucky.

This longstanding event brings together faculty, staff, alumni, and community partners for a day of recreation, networking, and fellowship. We anticipate a full field of **144 participants**, making this one of our most visible and engaging events of the year.

Proceeds from the tournament support CRW's **student development fund**, which provides opportunities for student employees to attend state, regional, and national conferences, earn professional certifications, and receive scholarships for the winner of our *Most Outstanding Student Employee* and *Making a Difference* awards. Your support directly impacts the growth and success of WKU students.

We offer **six levels of sponsorship**, each designed to provide meaningful visibility for your organization while supporting this impactful initiative. To maintain quality and exclusivity, sponsorship opportunities are limited at each level.

If you are interested in sponsoring, please complete the attached form and return it via email to [justin.cato@wku.edu](mailto:justin.cato@wku.edu). Once received, I will confirm availability and follow up with next steps.

- **Sponsorship deadline:** June 19, 2026
- **Promotional item deadline:** July 6, 2026 (for inclusion in participant gift bags)

Sponsors will also be recognized on our tournament website, including your logo and a direct link to your business. Please include your logo and website when submitting your form.

Additionally, sponsors are welcome to participate in the tournament. Many sponsorship levels include player spots, and we would love to have you on the course connecting with CRW staff and students, and WKU's faculty, staff, and alumni throughout the day. If you are interested in playing, I'd be happy to send over tournament details and registration info.

Thank you for your time and consideration. Your partnership plays a vital role in making this event, and the opportunities it creates for our students, possible.

With Appreciation,

*Justin A. Cato*

Justin A. Cato

Director, WKU Campus Recreation & Wellness

# SPONSORSHIP LEVELS

## TITLE SPONSOR (1 AVAILABLE) ----- \$2,500

- Company name added to Tournament logo and referenced as "WKU Faculty/Staff & Friends Golf Tournament, presented by \_\_\_\_\_" in all communications after sponsorship secured.
- Sponsorship sign on Hole #1.
- **Provides eight player slots for the WKU Faculty/Staff Golf Tournament.**
- Tournament winners and contest winners picture taken with company logo signage.
- Listed on website and other promotional materials as title sponsor.
- Eligible to distribute promotional items to golfers at the event.
- Tax deductible amount only \$2,200.00 if golfing in the event.

## PREMIER EVENT PARTNER (1 AVAILABLE) ----- \$2,500

- Company logo displayed on participant golf carts throughout the event.
- **Provides eight player slots for the WKU Faculty/Staff Golf Tournament.**
- Event sponsor for the tournament putting contest, including signage at the putting green.
- Company logo on the Putting Contest winner certificate, recognition in winner photo.
- Listed on website and other promotional materials as premier event partner.
- Eligible to distribute promotional items to golfers at the event.
- Tax deductible amount only \$2,200.00 if golfing in the event.

## CONTEST SPONSOR (3 AVAILABLE) ----- \$1,000

- Sponsorship sign on closest to the pin hole, or one of two longest drive holes.
- **Provides four player slots for the WKU Faculty/Staff Golf Tournament.**
- Company logo on contest winner certificate.
- Company representative to announce winner of contest & picture with winner (if you choose).
- Listed on website and other promotional materials as a contest sponsor.
- Eligible to distribute promotional items to golfers at the event.
- Tax deductible amount only \$700.00 if golfing in the event.

## HOLE-in-ONE SPONSOR (3 AVAILABLE) ----- \$750

- Sponsorship sign on one of three Hole-in-One holes at tee box.
- **Provides three player slots for the WKU Faculty/Staff Golf Tournament.**
- Company logo on contest winner certificate.
- Company representative to announce winner of contest & picture with winner (if applicable).
- Listed on website and other promotional materials as a Hole-in-One Sponsor.
- Eligible to distribute promotional items to golfers at the event.
- Tax deductible amount only \$525.00 if golfing in the event.

## HOLE SPONSOR (8 AVAILABLE) ----- \$350

- Sponsorship sign on one hole at tee box (exclusive).
- **Provides two player slots for the WKU Faculty/Staff Golf Tournament.**
- Listed on website and other promotional materials as a hole sponsor.
- Eligible to distribute promotional items/materials to golfers at the event.
- Tax deductible amount only \$200.00 if golfing in the event.

## TOURNAMENT SPONSOR (8 AVAILABLE) ----- \$175

- Sponsorship sign on one hole at tee box (will share a hole with another sponsor).
- **Provides one player slot for the WKU Faculty/Staff Golf Tournament.**
- Listed on website and other promotional materials as a tournament sponsor.
- Eligible to distribute promotional items/materials to golfers at the event.
- Tax deductible amount only \$100.00 if golfing in the event.

# SPONSORSHIP SHEET

Thank you for your interest in sponsoring the 68<sup>th</sup> Annual WKU Faculty/Staff & Friends Golf Tournament presented by the Campus Recreation & Wellness Department.

Please indicate the sponsorship level at which you would like to be involved. Please note that there are limited opportunities at each level, if for some reason all spots for your selected sponsorship are full, we will contact you.

## Contact Information

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Title Sponsor (\$2,500)            n/a            Premier Event Partner (\$2,500)            n/a      

Contest Sponsor (\$1,000)            n/a            Hole-in-One Sponsor (\$750)      \_\_\_\_\_

Hole Sponsor (\$350)      \_\_\_\_\_      Tournament Sponsor (\$175)      \_\_\_\_\_

\*Would you like to provide promotional items for the golfer's gift bag (144 items)?      \_\_\_\_\_

**PLEASE SUBMIT BY FRIDAY, JUNE 19<sup>th</sup>, 2026**

## Payment Information

Please make checks payable to: **College Heights Foundation**

Please return form along with sponsorship payment to:

**Attn: Justin Cato  
Western Kentucky University  
Preston Center 54G  
1906 College Heights Blvd. #11097  
Bowling Green, KY 42101**

Card Type (Check One): Discover    \_\_\_\_\_    Master Card    \_\_\_\_\_    Visa    \_\_\_\_\_    American Express    \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_      Expiration Date: \_\_\_\_\_

Card Number: \_\_\_\_\_      Security Code: \_\_\_\_\_

**Questions? Please contact Justin Cato:  
Phone: 270-745-6800      Email: [justin.cato@wku.edu](mailto:justin.cato@wku.edu)**