



A Sponsorship Proposal for the 27th Annual Kansas City Disc Golf Ice Bowl Rosedale Park • KC, KS • January 25-26, 2014

The Ice Bowl® is a series of disc golf events that are held each year in January and February with an overall mission of raising funds to fight hunger. Related goals include having fun and connecting the disc golf community in a positive way to the community at large. In 2013, there were 241 Ice Bowl events in North America and Europe that raised over \$311,000 for charity. The Kansas City Ice Bowl, under the direction of the non-profit Kansas City Flying Disc Club (KCFDC), raised over \$6000 for two local charities that help provide meals to the hungry in Kansas City: Bishop Sullivan Center/St James Place and Harvesters: the Community Food Network. Since 1997, the KCFDC has donated over \$40K through Ice Bowl.

The 27th Annual Kansas City Ice Bowl will be played on January 25-26, 2014, when we hope to draw the support of over 400 players and sponsors. Our goal this year is to raise \$10,000, which would break our single-year record of \$8,000 that we donated in 2012. In that year, the largest percentage of our donations came from the 443 participants. Other funding came from players who collected donations from friends and family, from the sale of licensed Ice Bowl merchandise, the sale of mulligans, closest-to-the-pin contest ticket sales, and donations associated with the distribution of sponsored beer. To help us reach our goal in 2014, the KCFDC is redoubling its efforts to engage the Kansas City business community. Please check out the sponsorship options to see how you can help the Kansas City Ice Bowl reach its ambitious goal.

Please address questions to this year's Kansas City Ice Bowl Producer, Rick Rothstein, at 816.471.3472, 816.914.0094 (cell) or icebowl@discgolfworld.com.

Thank you for your consideration.

Sponsorship Levels

Glacier Sponsor: \$600 or \$900 value in goods and/or services

- Display three sponsored-supplied banners
- Display three tee signs acknowledging your support
- One Ice Bowl sweatshirt
- Three commemorative Ice Bowl discs and one commemorative mini disc set
- Logo on the scorecards
- Acknowledgement at kcfdc.org including a link to your Web site
- Acknowledgement on the Tournament Sponsor Board
- Option to insert (up to 500) coupons, ad copy, or product samples into the player packages



Iceberg Sponsor: \$400 or \$600 value in goods and/or services

- Display two-sponsored supplied banners
- Display two tee signs acknowledging your support
- One Ice Bowl long sleeve shirt
- Two commemorative Ice Bowl discs and one commemorative Ice Bowl mini disc set
- Acknowledgement at kcfdc.org including a link to your Web site
- Acknowledgement on the Tournament Sponsor Board
- Option to insert (up to 500) coupons, ad copy, or product samples into the player packages



Icicle Sponsor: \$200 or \$300 value in goods and/or services

- Display one sponsored-supplied banner
- Display one tee sign acknowledging your support
- One Ice Bowl tee shirt
- One commemorative Ice Bowl discs and one commemorative Ice Bowl mini disc set
- Acknowledgement at kcfdc.org including a link to your Web site
- Acknowledgement on the Tournament Sponsor Board
- Option to insert (up to 500) coupons, ad copy, or product samples into the player packages

Snowball Sponsor: \$100 or \$200 value in goods or services

Sponsor benefits :

- Display one tee sign acknowledging your support
- One commemorative Ice Bowl disc and one commemorative Ice Bowl mini disc set
- Acknowledgement at kcfdc.org including a link to your Web site
- Acknowledgement on the Tournament Sponsor Board

Snowflake Sponsor: \$50 or \$100 value in goods and/or services

- One commemorative Ice Bowl mini set
- Acknowledgement at kcfdc.org including a link to your Web site
- Acknowledgement on the Tournament Sponsor Board

Goods and Services Sponsorship

Below are some examples of the types of goods and services that we can utilize to either defray operating expenses or to raise more money for our charities. On the Sunday of Ice Bowl Weekend, the KC Ice Bowl features a potluck chili feast and contest. Our chili contest usually brings about 30 to 40 entrants, which, in turn feeds the participants. We also encourage players to bring side dishes, chips, desserts, veggies, etc. to fill out the menu. The KCFDC bears the cost of supplying utensils and paper goods, a generator, and condiments.

Printing Sponsor: We will be printing entry forms, sponsorship forms, pledge sheets, tee signs, signs for the Sponsor Board, scoreboard cards, and scorecards.

Power Sponsor: A generator that can power up to 40 crockpots and a PA system

Heat Sponsor: One of the Ice Bowl's mottos is "No wimps – No Whiners," because the Ice Bowl will not be postponed because of the weather. The last two years have been rather mild, But if was cold, it would be great to have a large tent with heaters.

Grocery Sponsor: Chili fixings, crackers, chips, cheese, fruit, vegetables, bowls, utensils, napkins, coffee, cocoa, water, soda, energy drinks

Non-Alcoholic Beverage Sponsor: Water, energy drinks, soft drinks for lunch; cocoa and coffee for keeping warm.

Chili Contest Prize Sponsor: A cool prize with a value of at least \$100 is preferred. Also, runners-up prizes of lesser value.

Beer Sponsor: We ask for donations to enhance the charitable donation.

Silent Auction / Raffle / Closest-to-The Pin Sponsor:

This is catch-all category that give us an opportunity to transform donated prizes into charitable bucks through the ongoing closest to the pin contest, a raffle (especially for a high-value prizes) and/or a silent auction.

Sound system sponsor: Providing music and a public address system.

27th Annual Kansas City Ice Bowl Sponsor Information

Name of Company/Organization — Print EXACTLY as it should appear for public use

Website Address

BILLING INFORMATION

Address

Contact Name & Title

Phone

Email Address

Shirt Size(s)

Choose Sponsor Level

___ *Glacier*

___ Option 1: \$600 ___ Option 2: \$900 value of goods/services. Please list:

___ *Iceberg*

___ Option 1: \$400 ___ Option 2: \$600 value of goods/services. Please list:

___ *Icicle*

___ Option 1: \$200 ___ Option 2: \$300 value of goods/services. Please list:

___ *Snowball*

___ Option 1: \$100 ___ Option 2: \$200 value of goods/services. Please list:

___ *Snowflake*

___ Option 1: \$50 ___ Option 2: \$100 value of goods/services. Please list:

___ Please do not send me any of the gifts associated with my sponsorship.

Please email a high-res version of your logo to: icebowl@discgolfworld.com

Checks payable to either Bishop Sullivan Center or Harvesters and mailed to KC Ice Bowl
509 E 18th St, Kansas City, MO 64108. Delivery of goods and services will be arranged.

Thanks for your support of the 2014 Kansas City Ice Bowl





About the Kansas City Flying Disc Club

The Kansas City Flying Disc Club was established in 1988 to help promote the sport of Disc Golf as well as other flying disc sports. The KCFDC, now nearly 400 members strong, works in cooperation with the area's Parks and Recreation Departments in maintaining and improving the many public courses in the metro area. Most club activities involve taking care of courses, running leagues and smaller local and regional events, and working with communities to get new courses installed. The KCFDC helps local parks departments because besides being a great sport, disc golf is an excellent low-cost, healthful, and fun recreation for people of all ages.

Members of the KCFDC have been involved, in varying capacities, with the installation of all of the free-to-play courses in the metro area. In 1998, the Club won nine new baskets for having the most paid players (508) at the World's Biggest Disc Golf Weekend. Working with the Olathe Parks and Recreation Department, the Club redesigned and replaced all 18 holes to bring this course up to par with the area's other courses.

The Club continues to work with the various Parks Departments to enhance all the courses, including planting trees and shrubs, building stairs and helping to mitigate erosion, and funding other improvements. Besides taking care of courses and running weeklies, the KCFDC runs or promotes special events, such as the Kansas City Wide Open, Kansas City Disc Golf Day, and Ice Bowl. The KCFDC is currently a registered not-for-profit corporation in Missouri and will be filing for federal 501-C3 status in early 2014.

About Disc Golf.

Disc golf is similar to golf (disc golfers often call it "ball" or "stick" or "traditional" golf) in procedure, pace, and psychology. Instead of clubs and balls, disc golfers used golf discs (smaller, heavier, and aerodynamically superior to the Frisbees used for playing catch). Instead of a cup, disc golfers "hole out" in a disc golf basket or target. Usually made of steel, it features a basket that is attached to a pole about two feet above the ground and has chain assemblies above the basket which acts as a backboard that stops the disc's forward motion, causing it to drop into the basket. Disc golfers play the throw from where it lies, and count each throw until the disc lands in the basket or within the chains.

Disc golf shares the same joys and frustrations of traditional golf, whether it's sinking a long putt or hitting a tree halfway down the fairway. There are a few differences, though. Disc golf rarely requires a greens fee, you probably won't need to rent a cart, and you never get stuck with a bad "tee time." It is designed to be enjoyed by people of all ages, male and female, regardless of economic status. Disc golf is a lot of fun, quite challenging and relatively inexpensive to play.

