

An aerial photograph of a lush green golf course. A large, dark pond with a fountain in the center is a prominent feature. The course is surrounded by dense trees, and a road with some buildings is visible in the background. The overall scene is bright and sunny, with shadows cast by the trees.

ROM CLASSIC GOLF TOURNAMENT

Cedar Brae Golf Club
Thursday, September 25, 2025

SPONSORSHIP OPPORTUNITIES

ROM
Governors

ROM CLASSIC GOLF TOURNAMENT

The ROM Classic Golf Tournament is an annual signature fundraising event in support of ROM's ongoing curatorial and community programming.

This year, we will tee off at the prestigious Cedar Brae Golf Club, nestled in the scenic Rouge Valley. Complete with museum-themed contests, on-course artifacts, and one-of-a-kind prizes inspired by our world-class collections, this is a day of golf unlike any other – all in support of ROM.

TOURNAMENT AT A GLANCE

7:30 a.m. / Registration and breakfast*

9 a.m. / Remarks and call to player carts*

9:30 a.m. / Shotgun start, scramble format

11 a.m. / Gourmet fare stations at Holes 6 & 16*

2 p.m. / Cocktail reception*

2:30 p.m. / Lunch service*, followed by prize and trophy presentation

*Sponsorship opportunity

ABOUT THE TOURNAMENT

In this 18-hole tournament, participants will compete for one-of-a-kind trophies inspired by the collections at ROM – works of art on their own.

Gourmet fare and beverages will be served throughout the tournament, and golfers will enjoy on-course sponsor activations, interact with artifacts from our mobile museum, and compete in contests to test golf skills and ROM knowledge.

The event will conclude with a cocktail reception, awards presentation, and lunch at Cedar Brae's new state-of-the-art club house.



SUPPORTING ROM

ROM is an indispensable resource for building community by nurturing discovery and inspiring wonder.

Opened in 1914, ROM is Canada's largest and most comprehensive museum with a world-class collection of 18 million artworks, cultural objects, and natural history specimens, featured across 40 gallery and exhibition spaces.

ROM welcomes over one million visitors each year.

By sponsoring the ROM Classic Golf

Tournament, you are helping care for collections, develop engaging exhibitions, further ground-breaking research, expand accessibility initiatives, and supporting one of Canada's largest extracurricular education programs. And you are aligning your brand with a trusted national institution and a network of philanthropic and business leaders.

PRESENTING SPONSOR

\$25,000 / ONLY 1 AVAILABLE

Brand Recognition

- Exclusivity as Presenting Sponsor of the 9th Annual ROM Golf Classic Tournament, with text or colour logo recognition
- Verbal recognition as Presenting Sponsor in opening remarks
- Colour logo placement on onsite tournament signage and tournament promotional materials
- Colour logo placement on exclusive signage at Hole 1
- Logo or text recognition on tournament trophies
- Prominent display of your company banner at the tournament
- Colour logo recognition included in the Thank You ad featured in the Fall issue of ROM Magazine and other select publications
- Colour logo recognition on the tournament website, linking to your company website

Brand Activation

- Prominent display of your corporate logo on all player golf carts
- Recognition as Player Cart Sponsor during call to golf carts
- Opportunity to provide a branded product in player gift bags

Hosting & Engagement

- 2 complimentary foursomes (8 golfers total)
- Speaking opportunity during the tournament's opening remarks
- Behind-the-scenes tour at ROM
- Personalized discount code for the purchase of 50 ROM admission tickets

Plus

- Business receipt or charitable tax receipt for the maximum allowable amount



BREAKFAST/LUNCH SPONSOR

\$20,000 / 2 AVAILABLE: BREAKFAST (1), LUNCH (1)

Brand Recognition

- Verbal recognition as Breakfast/Lunch Sponsor in opening remarks
- Logo recognition in tournament promotional materials
- Recognition as Breakfast/Lunch Sponsor on onsite signage
- Logo recognition on the tournament website, linking to your company website

Brand Activation

- Opportunity to provide a branded product in player gift bags

Hosting & Engagement

- 1 complimentary foursome (4 golfers)
- Personalized discount code for the purchase of 30 ROM admission tickets

Plus

- Business receipt or charitable tax receipt for the maximum allowable amount



19TH HOLE SPONSOR

\$20,000 / ONLY 1 AVAILABLE

Brand Recognition

- Verbal recognition as 19th Hole Sponsor in opening remarks
- Logo recognition in tournament promotional materials
- Recognition as 19th Hole Sponsor on onsite signage
- Logo recognition on the tournament website, linking to your company website

Brand Activation

- Placement of your company logo on the golf balls provided to all participants
- Opportunity to provide a branded product in player gift bags

Hosting & Engagement

- 1 complimentary foursome (4 golfers)
- Personalized discount code for the purchase of 30 ROM admission tickets

Plus

- Business receipt or charitable tax receipt for the maximum allowable amount



EAGLE SPONSOR

**\$15,000 EACH / 3 AVAILABLE: ARTIFACT (3),
PLAYER GIFT (SOLD)**

Brand Recognition

- Verbal recognition as an Eagle Sponsor in opening remarks
- Logo recognition in tournament promotional materials
- Recognition as an Eagle Sponsor on onsite signage
- Logo recognition on the tournament website, linking to your company website

Brand Activation

- Opportunity to provide a branded product in player gift bags

Hosting & Engagement

- 1 complimentary foursome (4 golfers)

Plus

- Business receipt or charitable tax receipt for the maximum allowable amount

Personalized Benefits

Artifact

- Prominent display of sign featuring your company logo at applicable location on golf course aligning with the sponsored artifact experience
- Opportunity to provide a prize for the winner of the Artifact Trivia Contest on your sponsored hole

Player Gift (SOLD)

- Donation of a branded tote featuring your corporate logo for player gift bags and donation of a branded product in player gift bag



BIRDIE SPONSOR

\$10,000 EACH / 1 AVAILABLE: ENTERTAINMENT (1)
HOLE-IN-ONE (SOLD)

Brand Recognition

- Verbal recognition as a Birdie Sponsor in opening remarks
- Logo recognition in tournament promotional materials
- Recognition as a Birdie Sponsor on onsite signage
- Logo recognition on the tournament website, linking to your company website

Brand Activation

- Opportunity to provide a branded product in player gift bags

Hosting & Engagement

- 1 complimentary foursome (4 golfers)

Plus

- Business receipt or charitable tax receipt for the maximum allowable amount

Personalized Benefits

Hole-in-One (SOLD)

- Prominent display of signage featuring your company logo at applicable location on the golf course aligning with the hole-in-one experience

Entertainment

- Prominent display of signage featuring your company logo at applicable location on golf course aligning with the sponsored entertainment



PAR SPONSOR

\$5,000 EACH / 3 AVAILABLE: PUTTING GREEN (1),
DRIVING RANGE (1) REGISTRATION (1)
LONGEST DRIVE COMPETITION (SOLD)
CLOSEST TO THE PIN COMPETITION (SOLD)

Brand Recognition

- Prominent display of signage featuring your company logo on the golf course aligning with the experience you have sponsored
- Logo recognition in tournament promotional materials
- Logo recognition on the tournament website, linking to your company website

Plus

- Business receipt or charitable tax receipt for the maximum allowable amount



HOLE SPONSOR

\$2,500 EACH / 6 AVAILABLE

Brand Recognition

- Prominent display of signage featuring your company logo at the hole you have sponsored
- Logo recognition on the tournament website, linking to your company website

Plus

- Business receipt or charitable tax receipt for the maximum allowable amount



IN-KIND SPONSOR

Not able to sponsor or attend the event? There are other ways you can still support ROM!

- Contest and raffle prizing donations
- Gift bag product donations
- Food product donations
- Beverage product donations such as water, wine, beer, or spirits

In appreciation of your support, we would be pleased to provide logo recognition in select tournament promotional materials, including on the tournament event website.



LIST OF SPONSORSHIP OPPORTUNITIES

Presenting Sponsor

Breakfast/Lunch Sponsor

19th Hole Sponsor

Eagle Sponsor

Birdie Sponsor

Par Sponsor

Hole Sponsor

In-Kind Sponsor

JENNIFER GREEN

Vice President / Corporate, Marketing, and Signature Events

jennifer.green@rom.on.ca

100 Queen's Park / Toronto, ON M5S 2C6 / 416.586.5530

