



2023 PARTNERSHIP OPPORTUNITIES

About the Heart Tournament

Since **1978**, the Uplands Golf Club Heart Tournament has raised more than **\$3 million** for cardiac care on Vancouver Island.

This **two-day golf tournament** has helped bring leading-edge **cardiac equipment** to Royal Jubilee Hospital, helping ensure doctors and medical teams have the best tools to do their work and positively impact thousands of patients.

The Heart Health program has turned Royal Jubilee into a referral centre for cardiac patients throughout Vancouver Island and across British Columbia. As **Uplands Golf Club's signature philanthropic golfing event**, this tournament plays a role in making this unit a national leader in cardiac care.

The Heart Tournament is comprised of **women's and men's tournaments**, held on separate days. This year the women's and men's tournaments are being held on **Wednesday, July 19th** and **Sunday, July 23rd**, respectively.



The Cause

At some point, every one of us will face an urgent cardiac event. It could be you, your spouse, a family member, or a friend. Fortunately, **the best care possible is available right here** thanks to the care and **advanced equipment** at Royal Jubilee Hospital's Heart Health program.

This year, our golfers, donors, sponsors, committee members, and volunteers will be supporting the purchase of leading edge cardiac care.

Over the past 46 years, the Uplands Golf Club Heart Tournament has raised more than 3 million for cardiac equipment.

Some of the equipment funded includes:

- 2022: **\$125,000** for new beds for the Coronary Care Unit at RJH
- 2021: **\$167,000** for a Minimal Access Surgical Set for Mitral Valve Surgery
- 2020: **\$100,000** for an Echocardiography Ultrasound Machine
- 2019: **\$100,000** for an Echocardiography Ultrasound Machine
- 2018: **\$120,000** for a new C-arm for the Heart Catheterization Laboratory
- 2017: **\$160,000** for a new C-arm fluoroscopic x-ray system (pictured right)
- 2016: **\$145,000** for a new recording system
- 2015: **\$135,000** for External Pacemakers
- 2014: **\$135,000** for Telemetry System Monitors
- 2013: **\$140,000** for Telemetry Monitoring System

This history of success is a **tribute to the generous support** of donors like you who play, donate, and volunteer at the Heart Tournament year after year!



Available Partnership Opportunities

Partnering with the Uplands Golf Club Heart Tournament not only supports vital cardiac care equipment needs at Royal Jubilee Hospital but also provides strategic sponsorship benefits for your organization.

Below are highlights of the available opportunities with details on the following page.

Title Sponsor - \$20,000 (SOLD)

- Exclusive Title Sponsor of the entire event, included on all major collateral pieces and digital elements to promote the event.

Lottery Sponsor - \$10,000 (1 available)

- Exclusive sponsor of Heart Tournament Lottery reaching not only Uplands members but the general public across BC.
- Logo and name attached to the lottery which is expected to have 2,000+ individual ticket purchases

Presenting Sponsor - \$5,000

- Prime placement in tournament ads and promotional materials

Caddy Sponsor - \$2,500

- Prime placement in tournament ads and promotional materials
- Exclusive sponsorship of one golf hole

Hole Sponsor - \$1,000

- Exclusive sponsorship of one golf hole

Associate Sponsor - \$500



Partnership Opportunities

All partnership opportunities include promotion at both the Men's and Women's Tournaments.

CASH AND/OR GIK VALUE	TITLE \$20,000 +	Lottery \$10,000	PRESENTING \$5,000	CADDY \$2,500	HOLE \$1,000	ASSOCIATE \$500
COMPANY EXPOSURE						
Video placement on Heart Tournament website	•					
Large Banner	•					
Recognition in all member email publications	•	•	•			
Tournament Signage	Logo	Logo	Logo	Logo	Logo	Name
Lottery Website	Logo	Prominent Logo	Small Logo	Name		
Exclusivity	Tournament	Lottery	Men's or Women's	One golf hole	One golf hole	
RECOGNITION						
Logo/Name Placement on Heart Tournament website (hyperlinked to partner's website)	Logo & Hyperlink	Logo & Hyperlink	Logo	Logo	Logo	Name
Placement on tournament branded score card	Logo	Logo	Logo	Name	Name	Name
Logo/Name Placement on Pre and Post-event 'thank you' advertisement	Logo	Logo	Logo	Name	Name	Name
HOSPITAL ENGAGEMENT						
Cardiac Department Tour	•	•	•	•	•	

PARTNER WITH US

We hope that you join us as a partner at this year's
Uplands Golf Club Heart Tournament.

We are looking forward to working with you!



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