



**All About the  
BIRDS & BIRDIES  
MINNESOTA'S BEST  
GREEN GOLF TOURNAMENT**

**BENEFITTING The City of Richfield's WOOD  
LAKE NATURE CENTER  
SPONSORED BY THE FRIENDS OF WOOD  
LAKE( FOWL)**

**Becoming a sponsor of the Birds & Birdies Green Golf Tournament provides businesses with a unique opportunity to make an investment that will produce strong and significant returns.**

## **Sponsorship Benefits of the Birds & Birdies Green Golf Tournament**

### **SUPPORT OF A GOOD CAUSE**

**The Birds & Birdies Green Golf Tournament is an event sponsored by FOWL, the Friends of Wood Lake, which is a function of the City of Richfield's Community Services Commission. FOWL's mission is to support and fundraise for Wood Lake's programs and facilities to help the nature center to meet the high demand for this dynamic resource in the midst of the city.**

### **INEXPENSIVE ADVERTISING**

**Sponsorship of the Birds & Birdies Green Golf Tournament is inexpensive when compared to most other advertising formats and will produce a more meaningful result, as your sponsorship will be affiliated with being a support of nature, education and going green.**

### **GREAT AUDIENCE**

**Golfers love nature and the environment as well as this challenging game. To support a green golf tournament is to reach out to a new audience with a message of environmental health that can be associated with this sport. This event will result in the host course, Olympic Hills becoming certified as a cooperative sanctuary with Audubon International.**

### **LONG-LASTING EXPOSURE**

**The golfers will take with them the memories of a well run green tournament. They will have the experience of a great event for a long time to come. Also all prizes and awards as well as giveaways will be green!**

### **NEW AUDIENCE**

**Although there are many tournaments in the area and many which benefit great causes, none are going green and that makes this event unique. As a sponsor you can take credit for launching a whole new way to approach the game by having less impact on the planet's limited resources.**

## EXPOSURE TO DIFFERENT BUSINESSES

Events like the Birds & Birdie tournament have great sponsorship appeal to many types of businesses, many of whom may not have been involved in the Richfield community before. Those who have green products and services to promote will find this to be a great way to advertise. Others will like being viewed as green with their sponsorship.

## Wood Lake Nature Center Serving the Community Since 1971

Wood Lake opened its doors in 1971 as the first municipal nature center in the upper Midwest. It partnered with the Richfield Public Schools to provide naturalist-led environmental education curriculum to the students of Richfield Public Schools in grades k-6. It is the longest lasting and most extensive program of its kind in the area.

In addition to teaching Richfield public schools, Wood Lake's four naturalists: teach the students of Blessed Trinity, a local Catholic school, a graduated curriculum from k-8, teach a comprehensive 5-year rotation curriculum to homeschool associations, teach non-Richfield school groups, scout groups, run multiple weekly birthday parties and Sunday specials and put on several special events during the year.

The small staff of Wood Lake staff, which includes only one full time maintenance person, manage the three habitats of cattail marsh, bottomland hardwood forest and restored prairie of its 150 acres and three miles of trails year round. Ski and snow shoe rental and lessons are available in season.

## Who are the Friends of Wood Lake?

The Friends of Wood Lake formed in 1990. Its board members work hard year-round to keep the money flowing toward the many programs and facilities of the nature center. When city funds can't be stretched to accommodate the needs of a nature center with aging facilities and the desire to be a top-notch organization, FOWL steps in to provide the necessary funds through its membership programs and fundraisers.

## What is the Birds & Birdies tournament?

This event is designed to replace the long standing the 9-hole FOWL Ball goofy golf classic. Birds and Birdies is a full 18 hole tournament designed to attract the more serious golfer, dinner with a great day of golf and an opportunity to help support Wood Lake. This tournament opens a challenging private course to the public.

## What is a “Green” golf tournament?

Golf has a reputation for being harsh on the environment, but courses are often the only open space with low usage in an urban area, offering an oasis for wildlife. Audubon International, a non-profit organization out of New York, encourages golf courses to enroll in its Cooperative Sanctuary program. Through this comprehensive program, golf course managers become more aware of what they can do to reduce chemical use, encourage wildlife, conserve water and develop comprehensive ways on how to educate their users about the benefits of greener practices.

The Birds & Birdies tournament is going green with the idea that all decisions made in organizing the event will be as green as possible. This means that all prizes, event signs, and give-aways will be made from recyclable materials and/or will be reusable. There will be a concerted effort made to reduce waste at the event and to source the food from as many local, sustainable sources as possible.

Olympic Hills golf course in Eden Prairie is a private course using this green event as their special project for qualification as a certified course with Audubon International.

## Birds and Birdies

### Benefits to the Community

The Birds and Birdies event reaches deep into our community, its watersheds and ecology to provide long lasting examples of how golf tournaments can be executed while reducing environmental impact.

### SUPPORT OF LOCAL SCHOOLS,

Proceeds from this tournament will help fund the Wood Lake Nature Friends of Wood Lake which contributes to the staffing and programs of Wood Lake so that the schools are well served with the graduation standard curriculum they receive from Wood Lake’s professional staff.

## COST:

**COST OF A DAY OF GOLF, DRIVING RANGE, DINNER, GOODY BAG AND CHANCE FOR GREAT PRIZES:**

**\$150/Single golfer ( if current FOWL member) \*PERSON**

**Otherwise \$170 FOR SINGLE GOLFER**

**FOURSOME \$650.00/**

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**IF ALL MEMBERS OF FOURSOME ARE CURRENT FOWL MEMBERS.**

**\* FOWL membership is only \*35.00/year**

## SPONSORSHIP OPPORTUNITIES

### Birds & Birdies

### Minnesota's Best Green Golf Tournament

### Sponsorship Options/ Awards and Prizes

**A variety of sponsorship opportunities, at many different price points, are available for the Birds and Birdies Green Golf Tournament**

**Platinum Level \$7,500 includes:**

**Two foursomes/or name/logo on stainless steel water bottle**

**Name/logo on micro-fiber recycled wood golf towel**

**Company promotion and signage at 1<sup>st</sup> and 10<sup>th</sup> hole**

**Primary logo on sponsor banner at tournament**

**Point of Sale to all participants in goody bags**

**Mention in all media promotions leading up to and after the event**

**Including social media and FOWL newsletter**

**Gold Level \$3,000 includes:**

**One foursome or driving range sponsorship**

**Company promotion and signage on one choice hole**

**Point of Sale to all participants in goody bags**

**Logo on sponsor banner at tournament**

**Mention in all media promotions leading up to and after the event**

**Including social media and FOWL newsletter**

**Silver Level \$1,500.00 includes:**

One foursome or driving range sponsorship  
Point of Sale to all participants in goody bags  
Large Logo on sponsor banner at tournament  
Tee signage on one hole  
Mention in social media promotions

**Bronze Sponsors \$500.00**

Tee signage on one hole  
Logo on sponsor banner at tournament

**Prize sponsors ( \$250.00) each ( all are eco-friendly )**

Longest Drive Men ( 2)  
Longest Drive Women ( 2)  
Closest to Pin ( 4)  
Straightest drive

( available) Individual sponsorship opportunities

(2) Logo on Dixon EARTH environmentally friendly golf ball sleeve:  
\$1,000.00/sleeve

(2) Logo on stainless steel water bottle \$1,000 small logo, \$1,500.00 large logo

( 1) Logo on matchbook golf eco-friendly golf tees \$1,000.00

( 2) Logo on golf towel, \$1500.00 for ½ towel

**Awards**

(1)- \$1,000 first place

(1) - \$800 2<sup>nd</sup> place

(2) \$500 all other awards

(9) Tee markers \$500.00 ( made of wood )

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