

GAME SPONSOR OPPORTUNITY (Community Influencer)



Putt-Putt in the Plaza – On Par for Community Prosperity

Becoming a Game Sponsor at Putt-Putt in the Plaza gives your business a unique opportunity to activate the event in a fun, interactive, and highly memorable way. Positioned between holes, your sponsored game becomes an unexpected moment of delight, drawing participants in, sparking laughter, and creating meaningful brand engagement beyond the traditional course experience.

Proceeds from this fundraiser directly support the programs and initiatives of the Royal Gorge Chamber Alliance & Foundation, making every putt a meaningful investment in local business success and long-term community prosperity.

What This Means for Your Business

This is more than a sponsorship; it is experiential brand activation.

As a **Game Sponsor**, your business creates a moment that participants *choose* to engage with.

You're not just part of the course, you enhance it.

- Your business hosts a custom game or interactive activation between holes
- You create a high-energy, memorable touchpoint that stands out from traditional sponsorships
- Participants engage with your brand in a relaxed, playful environment
- Your business is positioned as creative, engaging, and community-focused

This is grassroots marketing at its best, interactive, voluntary, and highly memorable.

What This Means for the Community

Your **Game Sponsorship** helps create:

- Additional layers of fun and creativity throughout the event experience
- Interactive moments that keep participants engaged between holes
- A more dynamic and festival-like atmosphere for both players and spectators
- Opportunities for businesses to showcase personality and innovation

These activations help transform the event from a tournament into a full community experience.

Most importantly, proceeds support the ongoing work of the Royal Gorge Chamber Alliance & Foundation, ensuring that every putt contributes to long-term economic vitality and community prosperity.

What This Means for the Royal Gorge Chamber Alliance (RGCA)

Game Sponsors enhance both the experience and the energy of the event.

Your participation helps RGCA:

- Deliver a more engaging and interactive signature event
- Increase participant satisfaction and dwell time
- Create additional sponsor touchpoints beyond the course itself
- Strengthen the Chamber's reputation for innovative, experience-driven programming

Your investment helps elevate the event from fun to unforgettable.



Game Sponsor Benefits & Collateral

On-Site Activation

- Designated space between holes to set up your custom game or activation (*sponsor provides setup*)
- Opportunity to create an interactive experience that reflects your brand personality
- Ability to incorporate props, signage, giveaways, or challenges

Direct Engagement

- Voluntary, high-quality interaction with participants as they move through the course
- Opportunity to:
 - Run mini-games or challenges
 - Offer prizes or incentives
 - Create photo-worthy or social media-friendly moments

Marketing & Recognition

- Recognition on event signage as a Game Sponsor
- Inclusion in sponsor listings and event materials
- Opportunity for social media mention or feature as part of event storytelling

Participant Enhancement

- One (1) complimentary “Gimmie Upgrade” applied to a registered team
- Adds value and fun to your team’s experience while reinforcing your presence in the event



Why This Investment Matters

Game Sponsorship is about creating moments people remember.

It positions your business as:

- Fun
- Creative
- Engaged
- Community-minded

Because in an event built around experience, the businesses that stand out are the ones that *participate in the fun*, not just sponsor it.

And just as importantly, it aligns your brand with something people will remember:

A day of laughter, creativity, and connection where business meets community in a way that is both meaningful and fun.

