



The

*Sara
Holyoke*

Memorial



Golf Classic

Golfers, suppliers, partners and friends,

On Sunday, July 26th and Monday, July 27th, Delta Hotels by Marriott Fredericton will proudly host the Sara Holyoke Memorial Play Yellow Golf Classic, formerly known as the Delta Fredericton Golf Classic. This year marks a very special chapter in the tournament's history, as we honour and remember Sara Holyoke, our former General Manager, colleague, inspiration and dear friend.

More than a decade ago, Sara envisioned this tournament as a way to bring our community together in support of exceptional pediatric and oncology care. Her passion for people, her deep commitment to the Fredericton community, and her unwavering belief in giving back shaped this event into what it is today. Sara led with heart, championed every detail, and inspired all of us with her dedication to helping children and families facing medical challenges.

This year's tournament, held once again at the Fredericton Golf Club, will continue Sara's legacy by supporting vital care for those battling cancer and for children in need. 100% of proceeds will be directed to the IWK Foundation, Feed the Lions Student Hunger Program and the Chalmers Foundation, ensuring Sara's vision of meaningful, local impact lives on.

We invite you to join us—whether through sponsorship or active participation—as we celebrate Sara's legacy and continue the work she cared for so deeply.

Sincerely,

Greg Godfrey

Chair of the Sara Holyoke Memorial Play Yellow Golf Classic

Delta Hotels by Marriott Fredericton



GOLFER REGISTRATION

SUNDAY, JULY 26TH 2026 • KICK-OFF CELEBRATION AT THE DELTA FREDERICTON
MONDAY, JULY 27TH 2026 • FREDERICTON GOLF CLUB
SHOTGUN START AT 1:00 PM

Player's Name: _____

Phone: _____ Email: _____

\$350 per person • \$1,250 team of 4

Sign up as an individual or as a foursome. Fee includes ticket(s) to the Kick-off Celebration and auction event at Delta Fredericton on Sunday the 26th, green fee, cart as well as a special thank you gift and a tax receipt. All proceeds go to the IWK, Leo Hayes Feed the Lions and the Chalmers Foundations. Max 30 teams.

Complete with (X) where applicable

Enclosed is my cheque in the amount of: \$.00

Please make cheques payable to Delta Fredericton

Please bill my credit card:

Name on card: _____

Mastercard Visa American Express

Credit Card #: _____ Expiry: _____ CVV#: _____

Signature: _____

Players List

Player names:

Player e-mails:

Please email the completed registration form to Christopher.J.Taylor@deltahotels.com, call 506-457-7000 or mail to:
Delta Fredericton Golf Classic c/o Delta Fredericton, 225 Woodstock Road, Fredericton, NB E3B 2H8



TOURNAMENT SPONSORSHIP

SUNDAY, JULY 26TH, 2026 • DELTA FREDERICTON • KICK-OFF CELEBRATION AND AUCTION

MONDAY, JULY 27TH, 2026 • FREDERICTON GOLF CLUB • SHOTGUN START AT 1:00 PM

Contact's Name: _____

Company's Name: _____

Address: _____

City: _____ Prov: _____ Postal Code: _____

Phone: _____ E-mail: _____

Presenting Title Sponsor (\$7,500)

As our Presenting Title Sponsor, your organization will be recognized as a premier partner of our largest charity event of the year. This exclusive sponsorship level provides exceptional visibility and engagement opportunities, including:

- Four (4) complimentary golfers, including cart rentals
- Eight (8) complimentary invitations to the Kick-off Celebration and Auction event
- Packed lunches provided on each golf cart prior to the tournament start
- Top-tier brand visibility, including inclusion in all event-produced marketing and promotional materials
- Featured business spotlight across our social media platforms
- On-course activation opportunity with signage and sales team presence at the popular Delta Dog Hole
- Verbal acknowledgment during the shotgun start and throughout the Kick-off Celebration event

This sponsorship offers a powerful platform to demonstrate your commitment to community impact while directly connecting with participants, partners, and supporters in a high-profile setting.

CMN Play Yellow Ambassador (\$5,000)

As a CMN Play Yellow Ambassador Sponsor, your organization will be recognized as a key partner at our premier charity event of the year.

This sponsorship level includes the following benefits and recognition opportunities:

- Four (4) complimentary golfers, including golf carts
- Eight (8) complimentary tickets to the Kick-off Celebration and Auction event on Sunday, July 26th
- Business name and/or logo recognition immediately prior to the Play Yellow video presentation at the Kick-off celebration

During the Golf event, the Play Yellow Sponsor will receive:

- Business name and/or logo placement on the designated IWK Play Yellow Hole
- Play Yellow branded hats and golf balls
- Inclusion in all event-produced media, including social media, print materials, and on-screen recognition during the dinner program
- Business name and/or logo recognition immediately prior to the Play Yellow video presentation



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☐ Feed the Lions Student Hunger Ambassador (\$5,000)

We are proud to introduce our first-ever Student Hunger: Feed the Lions Sponsor, a partnership dedicated to making a direct impact on food security for students in our local community. Our Feed the Lions sponsor will receive the following benefits and recognition:

- Four (4) complimentary golfers, including carts
- Eight (8) complimentary tickets to the Kick-off Celebration and Auction Event on the Sunday, July 26th

During the gala, the Feed the Lions Sponsor will receive:

- recognition at our Kick-off Celebration and Auction event the night before the tournament
- Visibility throughout the auction portion of the evening
- Opportunities to showcase your business to attendees, donors, and community leaders
- Acknowledgement of your role in supporting student hunger initiative

Your involvement doesn't just support an event – it fuels a cause. Funds raised through this sponsorship help address student hunger and ensure young people have access to the nutrition they need to thrive.

By stepping into this inaugural role, your business becomes a founding partner in

☐ Platinum Sponsor (\$3,750)

As our Platinum Sponsor, you will be recognized as a premier partner at our biggest charity event of the year. Your sponsorship includes prominent recognition at the Kick-off Celebration and Auction Event on the Sunday July 26th, where you will be highlighted as the Official Auction Sponsor throughout the evening.

Platinum Sponsors will receive the following benefits and recognition:

- Four (4) complimentary golfers, including carts
- Eight (8) complimentary tickets to the Kick-off Celebration and Auction Event on the Sunday, July 26th
- Cart card branding displayed during the tournament
- Inclusion on all event-produced media, including social media, print materials, and on-screen recognition during the gala
- Verbal recognition during the Kick-off Celebration and Auction, highlighting your business throughout the evening

This Platinum sponsorship delivers exceptional exposure and positions your business at the forefront of one of the most impactful events of the year.

☐ Gold Sponsor (\$2,500)

As our Gold Sponsor, you will be recognized as a valued partner at our biggest charity event of the year.

Gold Sponsors receive recognition during the Kick-off Celebration and Auction Event on the 26th.

Gold Sponsors will receive the following benefits and recognition:

- Four (4) complimentary golfers, including carts
- Four (4) complimentary tickets to the Kick-off Celebration and Auction Event on Sunday, July 26th
- Inclusion on event-produced media during the Kick-off Celebration and Auction

This sponsorship offers strong exposure while supporting a signature event that brings together community leaders, supporters, and partners.

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☐ Longest Drive Competition Sponsor (\$2,000)

All Longest Drive Sponsors will be recognized during our biggest charity event of the year, with awards presented at the closing reception at the Fredericton Golf Course.

Longest Drive Sponsorship includes:

- Two (2) complimentary golfers, including carts
- Two (2) complimentary tickets to the Kick-off Celebration and Auction on Sunday, July 26th
- Inclusion on event-produced media during the Kick-off Celebration and Auction

This sponsorship offers on-course visibility paired with recognition during the evening's celebrations, making it a great opportunity to support the event while gaining meaningful exposure.

☐ Closest to the Pin Sponsor (\$2,000)

All Closest to the Pin Sponsors will be recognized as part of our biggest charity event of the year, with awards presented at the closing reception at the Fredericton Golf Course.

Closest to the Pin Sponsorships include:

- Two (2) complimentary golfers, including carts
- Two (2) complimentary tickets to the Kick-off Celebration and Auction Event on Sunday, July 26th
- Inclusion on event-produced media during the Kick-off Celebration and Auction

This sponsorship combines on-course presence with evening recognition, offering strong visibility and engagement opportunities.

☐ Hole Sponsor (\$550)

All Hole Sponsors will receive on-course exposure and the opportunity to actively engage with golfers throughout the tournament. Hole Sponsorships include:

- On-course hole activation to promote your company and engage participants
- Company name and logo signage displayed at the sponsored hole
- Equipment provided, including tables and chairs

This sponsorship offers a hands-on opportunity to connect with participants while increasing brand visibility on the course.

Donations of silent or live auction items welcomed and appreciated from all players, sponsors, suppliers, and partners for this awesome cause!

