



## **CHAPTER 391**

*Tuolumne County, California*

**VIETNAM VETERANS OF AMERICA**

### **MEDIA RELEASE**

*For more information: #0509-2*

**John Marrs**

**(209) 532-2052**

**J.Marrs@ATT.net**

### **FOR IMMEDIATE RELEASE**

## **First sponsors for the VVA Golf Tournament signed up**

Two Jamestown business are the first to sign-up as Bronze-level Sponsors for the 8<sup>th</sup> Annual Vietnam Veterans Golf Tournament scheduled for August 21 at Mountain Springs Golf Course. The Bronze level sponsor the tees and greens. The committee is still seeking a Gold Sponsor and several Silver Sponsors.

Woods Creek Café on Highway 108 was the first to sign up with Chip's Chevron also signing up last week. Three other Jamestown businesses signed up with John Marrs, chairman of the committee. The Tournament has a raffle and a silent auction at the dinner following the tournament. The National Hotel on Main Street gave a room and dinner for two which will be used in the silent auction. Kamps Propane on Highway 180 gave a two-burner gas stove worth \$79 to the tournament's silent auction. B-Bar-Y Traders gave a \$25 gift certificate to the raffle.

According to Marrs, "Some may think it's too early to sign up, but with our marketing program, the sooner our sponsors sign on, the more recognition they will receive through our

*-MORE-*

Golf tournament 2-2-2-2-2-2-2-2-2-2

publicity outlets.” One of the major recognition the sponsors get is with advertising of their business on the VVA-391’s web site ([www.VietnamVeterans391.org/golf-spon.html](http://www.VietnamVeterans391.org/golf-spon.html)). “We’re also having a program this year and all sponsors get to have an ad in the program.”

The Silver Level is at \$1,000 and includes two tee or green signs and sponsorship includes a banner ad on the web site, golf and dinner for a team of four, and a half-page ad in the program.

There will be only one Gold Sponsor and Marrs reports that they should have that sponsor next week. The Gold is \$2,000 and the sponsor will have the tournament named in their honor plus a full page in the program and all the perks which the Silver Sponsor receives.

All the sponsors receive recognition at the check-in table which is usually a banner or flyer. The committee plans to also put out a press release announcing sponsors. The Gold Level will, of course, be in every release as their name will be at the top.\

The Vietnam Veterans of America, Inc., Chapter 391, is also putting out a newsletter with the first issue published May 1. The Golf Committee is also offering an advertising package to go along with the sponsorship. The Gold will be offered a 12-month full page insertion contract for a reduced price of \$200 with the 13<sup>th</sup> ad free. The Silver gets a half-page 12-month contract for a reduced price of \$70 with the 13<sup>th</sup> ad free. The Bronze will be offered a Business Card for \$40 or a Economy size for a reduced price of \$20 with the 13<sup>th</sup> ad free. This newsletter is being professionally done.

Last year, they only had 57 players. This year, they want a minimum of 100 players and to help that happen, the committee plans to award the 100<sup>th</sup> player and his team a \$100 gift certificate at a premium restaurant.

They are also doing away with the standard trophies. They feel everyone has enough of those. They will be giving away gift certificates to the Pro Shop. Depending on the total number of players they receive, the prizes for 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> will be \$250, \$150, and \$100. The Committee is hoping that this will be incentive for more people to sign up early.

-MORE-

Golf tournament 3-3-3-3-3-3

According to Marris, they hope to have all their sponsors in place by the first of July. “The sooner they sign up, the more advertising they will receive before the event,” he said.

To sign up as a sponsor or player, you may contact Marris at 532-2052 or by email at [J.Marris@ATT.com](mailto:J.Marris@ATT.com), or Dick Southern at [Southern@Lodelink.com](mailto:Southern@Lodelink.com), George Eldridge at [George@Eldridge.net](mailto:George@Eldridge.net), Bob Law at [Gransur@AOL.net](mailto:Gransur@AOL.net), John Mendiola ([YardsByJohn@Yahoo.com](mailto:YardsByJohn@Yahoo.com)), Bob Walker ([SusieQ@Mlode.com](mailto:SusieQ@Mlode.com)), Rick Peters ([RoseW@Mlode.com](mailto:RoseW@Mlode.com)), Bill Dorffi ([Dorffi@Mlode.com](mailto:Dorffi@Mlode.com)), and Joe Garcia at [JoeLottaPuttz@ATT.net](mailto:JoeLottaPuttz@ATT.net). You can also sign up on their web site at [www.VietnamVeterans391.org/golf-home.html](http://www.VietnamVeterans391.org/golf-home.html).