



John Abbass Sr. Memorial Golf Tournament

Sept. 21, 2018

1:00 pm – 6:00 pm

Links at Montague, Loon Lake

Sponsorship Opportunities



Join the conversation...

REACH FAMILY BUSINESS LEADERS

Family Business Atlantic helps multi-generational family businesses succeed by bringing them together to share knowledge and experiences, along with offering peer support. Through our services, business families learn best practices to meet the unique challenges and dynamics of owning and operating a family business. By becoming a sponsor of Family Business Atlantic's John Abbass Sr. Memorial Golf Tournament, you become a friend of the family and position your brand with influential family business leaders in our region.

OUR MEMBERS

Family businesses are one of the oldest forms of commercial enterprises and are vital economic drivers, constituting 80 per cent of all business worldwide and creating an estimated 70-90 per cent of global GDP. Members of Family Business Atlantic own and operate family businesses and are passionate about their families, their business and the contributions they make to their local community and regional economy.

ABOUT THE ASSOCIATION

Family Business Atlantic is a not-for-profit organization with the mandate to promote the well-being, understanding and success of families in business. Family Business Atlantic offers families in business opportunities to connect with peers and provides resources for their generational success and continued long-term economic prosperity.

WHAT WE DO

At Family Business Atlantic, our focus is on facilitating peer support and knowledge sharing to assist business families. We do this through our Peer to Peer groups, workshops, seminars, networking events and educational tools. Through its membership and partners, the association provides forums for the meaningful exchange of ideas between individuals involved in family enterprise at all generation levels. We strive to build a network of acquaintanceship and information sharing between participants in family business throughout Atlantic Canada. As a sponsor of Family Business Atlantic, your corporate brand will be carried forward to our business families through our communications, programs and services.

JOHN ABBASS SR. MEMORIAL GOLF TOURNAMENT

John Abbass (1922-2007) was a shining example of entrepreneurial spirit. He was a long-time supporter of Atlantic family business and built a legacy for his family in Cape Breton and beyond. John was an iconic figure within the Nova Scotia business and political community and was a strong proponent of the value of family enterprises. Among his many accomplishments, John founded Abbass Studios in 1946 and was a contract photographer for the Cape Breton Post. He was involved in the Progressive Conservative party, serving as provincial party president from 1985 to 1988. In 2006, the provincial party named him honorary president. The prominent Sydney, Nova Scotia businessman became a household name as owner of Abbass Studios, a business that is carried on today by members of his family. John is described by his family as “a man who believed foremost in his wife and his kids and then his community.”

The John Abbass Scholarship Fund was established in the memory of John Abbass Sr. This annual \$2,000 Scholarship is awarded to children, grandchildren, nieces and nephews of Family Business Atlantic members, or family business owners in Nova Scotia, and promotes post-secondary business education pursuits. Applications are reviewed by the John Abbass Scholarship Committee, with the award disbursed to the winning candidate’s post-secondary educational institution.

MAKE AN IMPACT ON BUSINESS FAMILIES

Family Business Atlantic is embarking on an aggressive new strategic plan with a focus on building and expanding our community of business families within the Atlantic region. By becoming a sponsor, you’ll be joining our family business community and helping connect even more Atlantic Canadian business families together for success. Through our many programs and services, you’ll be positioning your corporate brand as a leader and supporter of family business in Canada.

CONNECT WITH US

Family Business Atlantic recognizes budget cycles may not correspond with the timing of this event and would be pleased to discuss financial arrangements that best suit your company.

We are looking to secure sponsors by mid-June, allowing ample lead-time for promotion of the golf tournament and its supporters. Your consideration of this sponsorship opportunity is greatly appreciated – we look forward to discussing your involvement and support for family businesses in our region.

CONTACT:

Michelle LaVigne,
Executive Director
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SPONSORSHIP OPPORTUNITIES

The John Abbass Sr. Memorial Golf Tournament has grown in both size and attendance, thanks to our sponsors and the many teams participating each year. The event has become well established, supported and promoted over the past seven years and we would be honoured to have your company as a sponsor.

Our goal is to build a long-term relationship with your company and we are open to discussing how we can customize your sponsorship experience to deliver ROI and achieve your strategic objectives. We invite you to consider becoming a supporter of Family Business Atlantic with the following sponsorship benefits:

Sponsor investment

9-holes \$500.00

SPONSORSHIP BENEFITS	BANNER
<ul style="list-style-type: none"> • Opportunity to place signage at a designated hole • Opportunity to announce tournament winners • Opportunity to host an activity at a designated hole (i.e. game for prizes, business card draw for prize, or providing refreshments) 	Preferred size & position
Name & logo recognition within marketing and promotion related to our golf tournament inclusive of: <ul style="list-style-type: none"> • Minimum of 10 electronic notices to membership database of over 500 direct contacts • Onsite event signage with a pop up display in the clubhouse • Podium acknowledgement by MC at opening & closing of dinner 	Positioned in and around the dinner area
Logo and website link within sponsor page on Family Business Atlantic website	
Opportunity to meet and engage with Family Business Atlantic members and other key family business members during the tournament and dinner	

Your sponsorship helps support the educational pursuits of students through the John Abbass Sr. Scholarship Fund and connects them and their families with success.

Sponsorship Agreement Form

SPONSORSHIP AGREEMENT BETWEEN FAMILY BUSINESS ATLANTIC AND THE UNDERSIGNED ORGANIZATION

SPONSOR:

Company: _____

Contact:

Name: _____

Address: _____

Address 2: _____

Prov/Postal: _____

Phone #: _____

Email: _____

SPONSORSHIP LEVEL:

Hole Sponsor for the John Abbass Sr. Memorial Golf Tournament

SPONSORSHIP TERM:

The term of the Hole sponsorship agreement is one fiscal year.

SPONSORSHIP PAYMENT TERMS:

Family Business Atlantic will invoice the amount of \$500 within three months of the event date. Payment is due upon receipt.

The undersigned is authorized to bind the Sponsor to the terms and conditions of this agreement.

The undersigned, on behalf of the Sponsor, acknowledges and agrees that he/she has read and agrees to the terms and conditions contained within this agreement.

Accepted and agreed upon by: _____

Alan Streach, President, Family Business Atlantic

Acceptance (please sign): _____

Name, title, company

Date: _____

TERMS AND CONDITIONS OF THE SPONSORSHIP AGREEMENT

1. The Sponsorship package sets out the benefits of your selected sponsorship level. Subject to receipt of sponsorship fees, Family Business Atlantic agrees to provide the benefits for the sponsorship selected until the conclusion of term of the agreement.
2. Family Business Atlantic reserves the right, at its sole discretion, to change the date or dates upon which its events are held, and/or to cancel the events and shall not be liable for any damages or otherwise by reason of any such changes or cancellations other than for return of the sponsorship fees.
3. The Sponsor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters in connection with its sponsorship.
4. The Sponsor is responsible for providing all information, digital artwork, and materials to meet Family Business Atlantic specifications.
5. The Sponsor is responsible for meeting all Family Business Atlantic deadlines for promotional materials.
6. The contact for the Family Business Atlantic for this agreement will be Michelle LaVigne, Executive Director, 902-465-2535.
7. This agreement will be construed and governed by the laws of the Province of Nova Scotia and the federal laws of Canada applicable therein.
8. This Agreement constitutes the entire understanding between the Family Business Atlantic and the Sponsor in respect of the matters herein and supersedes all prior oral and written understandings, agreements and commitments.