



John Abbass Sr. Memorial Golf Tournament

Sept. 22, 2017

1:00 pm – 6:00 pm

Links at Montague, Loon Lake

Sponsorship Opportunities



Join the Conversation... Connecting Families with Success

REACH FAMILY BUSINESS LEADERS

Family Business Association – Atlantic helps multi-generational family businesses succeed by bringing them together to share knowledge and experiences and offer 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 FBA – 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. FBA – Atlantic members 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 FBA – ATLANTIC

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

WHAT WE DO

At FBA – 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, conferences and educational tools. Through its membership and partners, FBA – Atlantic provides forums for 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 FBA – Atlantic sponsor, your corporate brand will be carried forward to our business families through FBA-Atlantic’s communications, programs and services.

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FBA – ATLANTIC’S 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 businesses and built a legacy for his family and their business 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. John Abbass is synonymous with photography and as a champion for Cape Breton. 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 FBA – 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.

FBA – ATLANTIC PEER TO PEER GROUPS

The cornerstone of the FBA – Atlantic experience is participation in Peer to Peer groups. Peer groups consist of 8 - 12 FBA – Atlantic family members that meet monthly, following a confidential forum to help and support each other in addressing the unique challenges of owning and operating a family business. FBA – Atlantic’s five P-P groups regularly attend our events and are aware of the long-standing support our sponsors have extended to our association.

FBA – ATLANTIC NEW WEBSITE

We are excited about our new re-branding of FBA – Atlantic and have recently launched a highly interactive and informative website. This serves as an information hub for FBA – Atlantic members, offering regular news updates, events, articles, publications, research, videos and directories, as well as feeds from our family business-focused social media groups. As a sponsor and partner, your company will be well positioned within our FBA – Atlantic web pages.

SPONSORSHIP OPPORTUNITIES

The John Abbass Sr. Memorial Golf Tournament has grown in both size and attendance, thanks to our sponsors and the many teams that participate 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 FBA – 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 15 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 FBA – Atlantic website	
Opportunity to meet and engage with FBA – 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 helps connect them and their families with success.

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MAKE AN IMPACT ON BUSINESS FAMILIES

FBA – 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 FBA – Atlantic 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 - in short, you'll be helping family businesses succeed.

CONNECT WITH US

FBA – Atlantic recognize that budget cycles may not correspond with the timing of this event and would be pleased to discuss financial arrangements that best suit your company's budget.

We are looking to secure sponsors by mid-June and this will allow ample lead-time to promote our sponsors and their support for the golf tournament. Your consideration of this sponsorship opportunity is greatly appreciated and we look forward to discussing your continued involvement and support for family businesses in our region.

CONTACT:

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