



**MCA**  
DETROIT

MECHANICAL CONTRACTORS ASSOCIATION OF DETROIT  
36200 SCHOOLCRAFT RD.  
LIVONIA, MI 48150  
(313) 341-7661

# 2026 KAROLAK CUP SPONSORSHIP TIERS

DON'T JUST GOLF - GET RECGONIZED AND GET INVOLVED

## EVENT

### TIER - 1

**\$10,000**

**Positioning:** The premier presenting sponsor(s) of the entire outing.

#### Visibility & Branding

Naming rights: "2026 MCA Detroit Karolak Cup Golf Outing presented by [YOU]"

#### Largest Logo Placement:

- Welcome banners
- Dinner signage on Golf Carts
- Digital promotions, website, and all outbound communications
- Logo on scorecards or rules sheets (clean, high-visibility placement)



#### Engagement & Access

- Opportunity to provide brief welcome remarks at dinner
- Premier signage at the clubhouse entrance or practice range
- Ability to distribute branded items to all golfers (towels, balls, tees, etc.)



#### Hospitality

- One complimentary foursomes (4 golfers)
- VIP check-in and reserved seating at dinner



#### Recognition

- Verbal recognition at lunch and dinner
- Spotlight in post-event recap
- First right of refusal for next year



## CART

### TIER - 1

**\$6,000**

**Positioning:** High-visibility, mobile branding seen by every golfer all day.

#### Visibility & Branding

- Logo on every golf cart (front placard or steering column card)
- Logo included on sponsor board and event program
- Recognition during awards ceremony



#### Engagement

- Ability to include a small, branded item in golfer bags (tees, ball markers, etc.)





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## LUNCH

TIER - 2

\$5,000

**Positioning:** Owns the midday gathering where every golfer passes through.

### Visibility & Branding

- Prominent signage at lunch area
- Logo on lunch buffet cards or boxed lunch labels
- Logo included on sponsor board and event program



### Engagement

- Opportunity to greet golfers as they come through lunch
- Ability to provide branded napkins or small giveaway



## DINNER

TIER - 2

\$5,000

**Positioning:** High-visibility during the most captive audience moment — awards and closing remarks.

### Visibility & Branding

- Signage at dinner and awards stage
- Logo on dinner table cards
- Logo included on sponsor board and event program



### Engagement

- Verbal recognition during awards
- Option to provide a branded raffle prize



## BAR CART

TIER - 2

\$5,000

**Positioning:** Fun, high-traffic visibility throughout the course.

### Visibility & Branding

- Logo on bar cart(s)
- Signage at beverage stations
- Logo included on sponsor board and event program



### Engagement

- Ability to provide branded koozies or drink tickets





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## SWAG

### TIER - 3

**\$4,000**

**Positioning:** Your brand in every golfer's hands.

#### Visibility & Branding

- Logo on the official gift item (e.g., towel, hat, water bottle)
- Logo included on sponsor board and event program

#### Engagement

- Opportunity to include a company brochure with item



## SNACKS

### TIER - 3

**\$2,500**

**Positioning:** Light, fun visibility throughout the course.

#### Visibility & Branding

- Logo on snack stations or snack cart
- Logo included on sponsor board and event program

#### Engagement

- Ability to include a small, branded item in snack bags



## BALLS

### TIER - 3

**\$2,500**

**Positioning:** High-touch branding on items golfers actually use.

#### Visibility & Branding

- Logo on sleeves of balls or tee packs (co-branded with MCA Detroit)
- Logo included on sponsor board and event program

#### Engagement

- Option to include a small card or QR code with the ball/tee pack



## TEE

### TIER - 3

**\$1,000**

**Positioning:** The most accessible, high-interaction sponsorship.

#### Visibility & Branding

- Logo included on sponsor board and event program

#### Engagement (High ROI)

- Full tee-box activation: table setup, company swag distribution, greet every foursome, light networking throughout the day

