

OTRF Annual Platinum Partnership

**“Market your
company while
supporting
turfgrass
research!”**



For more information, please contact Cedar Nisbet, Fundraising Chair of the Ontario Turfgrass Research Foundation
416-840-9277, cnisbet@ngcoa.ca

Ontario Turfgrass Research Foundation:

Directing and promoting research for the benefit of the Turfgrass Industry and the general public.

The Ontario Turfgrass Research Foundation (OTRF) is excited to announce the launch of our Annual Platinum Partnerships. This designation will provide turfgrass industry suppliers with increased recognition for the support they give to turfgrass research in Ontario.

Management of turfgrass in all sectors has evolved and continues to be faced with environmental, social and urbanization challenges. Research is urgently needed in the development of management techniques, pest control alternatives and new plant varieties adaptable in Ontario green spaces. The OTRF is committed to fulfill its mandate of raising funds for immediate disbursement for quality turf research projects.

In addition to supporting meaningful and crucial research for our industry, we believe that the OTRF Annual Platinum Partnership designation will become a key part of the your company's marketing mix. The OTRF communicates with golf course superintendents, golf course owners, municipal parks and recreation directors, lawn care operators, sod growers, sports field managers, etc. These are the key purchasing decision makers for your company's products and services.

The Annual OTRF Platinum Partnership designation provides your company with benefits that will help you deliver your company's unique marketing message to a large group of hyper qualified buyers. At the same time, you'll be helping to fund key research for the future health of our industry.

Ontario Turfgrass Research Foundation

Guelph Turfgrass Institute, G.M. Frost Research & Information Centre
328 Victoria Road South, R.R. 2, Guelph, ON N1L 0H2 Telephone: 519-824-4120 X56149 Fax: 519-766-1704

OTRF Annual Platinum Partnership

1.75 Billion

“The amount of money the Ontario Turfgrass Industry spends on operation and equipment expenses annually!”



For more information, please contact Cedar Nisbet, Fundraising Chair of the Ontario Turfgrass Research Foundation
866-626-4262, cnisbet@ngcoa

Annual Platinum Partner Benefits

- Charitable tax receipt for a donation according to CRA Charities
- The opportunity to participate in a review panel that sets research priorities for future foundation funding.
- Premium Gold level hole sponsorship at the Annual OTRF Golf Tournament including exclusive signage and rights to display product
- Complimentary foursome in the Annual OTRF Golf Tournament.
- Acknowledgement as a contributor to research in media publications and the foundation website www.otrf.ca
- Recognition on the Annual Platinum Partnership sign displayed at Guelph Turfgrass Institute
- Use of the OTRF Annual Platinum Partner(s) logo and phraseology in your own marketing material
- Logo representation on OTRF marketing materials, website, and eNewsletter
- One feature article per year in OTRF e-newsletter
- Press release to media to announce the partnership

Annual investment
\$6500.00

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