



Register online with a credit card or check

To register, go to
www.smpswisconsin.org/golf.html
before June 2, 2010.

If you would like to request to golf with others, please provide their names when you register. If not, we will match you with other golfers. Foursomes cannot be held without complete payment. You will receive additional information about scheduling your tee time and who your foursome is at a later date.

All golf rosters must be submitted no later than June 2. Substitutions made after June 2 may not be reflected on event day materials (name tags, cart listings, etc).

Payment must be received by June 2. Failure to do so will result in a forfeit of your reservation. Invoicing or late payment are not options.

All sponsorships and foursomes are limited, and will be filled on a first-come, first-served basis. SMPS Wisconsin reserves the right to offer Members priority registration and sponsorship opportunities.

There is no charge for cancellations as long as SMPS Wisconsin is notified by email before June 2. Refunds will not be made after that date.

If you wish to pay by check, please send a check payable to SMPS Wisconsin to: Tony LaShay, Core Development Group, P.O. Box 313, East Troy, WI 53120. Checks must be received by June 2.

Questions about registration? Contact Barbara Jahncke, SMPS Director of Logistics at bjahncke@kahlerslater.com or 414.290.3747.

New Berlin Hills, formerly known as Woodmont County Club, a private club beginning in 1907, was built according to the typical design for its day. It's not long by today's standards, but is very challenging around the greens. Now the 20th oldest course in the State of Wisconsin, the greens are sloped heavily from back to front and are known to be some of the quickest greens in the Milwaukee area.

The Root River runs through 7 holes adding a challenge off the tee. Just when you have grown accustomed to navigating around the Root River on the Front Nine, the course counters on the Back Nine with two of the most challenging par-three holes in the state. Overall yardage varies from 5,346 to 6,517 with three sets of tees from which to choose based on your experience level. New Berlin Hills Golf Course both exhibits a layout that requires skillful play and exudes a natural beauty unique to the area. All this makes New Berlin Hills a course you won't forget and will want to come back and play again.

Directions to the course

www.newberlinhills.com

**Good friends and business partners.
A warm, sunny Friday in June.
An 18-hole round of golf.
A traditional Wisconsin fish fry.**

What could be better?

Winning!

Nike Victory Red Irons
42-inch LCD TV
Foursome at Whistling Straights
and more!

Join SMPS Wisconsin
Friday, June 11
for golf and dinner at
New Berlin Hills Golf Course



SMPS

**Society for Marketing
Professional Services
Wisconsin**

Prizes

Hole-in-One Grand Prizes

Hole 7 (min. 150 yards)

Nike Victory Red Irons (\$799 value)

Hole 12 (min. 170 yards)

Phillips 42" LCD HD TV (\$1,200 value)

Hole 15 (min. 170 yards)

Foursome at Whistling Straights (\$1,600 value)

Free Registration to SMPS Breakfast Program

Six holes will offer contests like longest putt, closest to the pin, etc. Winners will receive free registration to an SMPS breakfast program (\$60 value).

Other prizes include gift certificates to the New Berlin Pro Shop and SMPS logo items.

Event details

The 2010 SMPS Golf Outing held at the prestigious New Berlin Golf Club is the much anticipated event of the year. This is your opportunity to enjoy great golf and the company of the state's leading AEC industry marketing and business development professionals.

New Berlin Golf Club
13175 West Graham St. New Berlin, WI 53151

Friday, June 11

Driving range opens12:30 p.m.

Tee times begin1:30 p.m.

Networking and cocktails4:30 p.m.

Dinner and awards7:15 p.m.

Package opportunities

SMPS member

Golf and dinner \$50

Dinner only \$20

Non-member

Golf and dinner \$75

Dinner only \$25

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Golf and dinner

- Begin the event with a visit to the driving range
- 18-holes of golf with cart
- Networking, cocktails, and buffet appetizers
- Fish fry buffet with cookies and coffee for dessert

Just dinner, thanks!

- Networking, cocktails, and buffet appetizers
- Fish fry buffet with cookies and coffee for dessert

If you have special dietary concerns or just don't like fish, there are other options – let us know when you register.

Sponsor opportunities

Hole sponsor

There are six holes with associated contests. Sponsoring a hole is \$50. You or your company may sponsor more than one hole.

"I'll buy a round" sponsor

Attendees will be offered drink tickets. So for \$100, you could buy a round of drink tickets for everyone.

"Dessert's on me" sponsor

Attendees will enjoy cookies and coffee after dinner. To defray costs, we are looking for \$100 to treat everyone to dessert.

Sponsor benefits

All sponsors will receive the following in return for their support of SMPS and the golf event:

- Signage at the event indicating what they sponsored, this will include signage at the hole, on the drink cart, and at the clubhouse
- Verbal recognition during the awarding of prizes
- Opportunity to donate marketing materials, corporate identity pieces, and other golf related gifts to attendee goodie bags
- Recognition on the golf event page of the SMPS Wisconsin Web site
- Recognition in SMPS Wisconsin e-newsletter, *InTouch*

Interested in learning more?

Contact Amber Burke, SMPS Director of Sponsorship, at amber.burke@symbiontonline.com or 414.291.8840.

Want to become a sponsor?

It's as easy as 1-2, 3 online, just have your credit card ready www.smpswisconsin.org/golf.html

Register online!

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