



NYS LIQUOR STORE ASSOCIATION  
WWW.NYSLSA.ORG

**May 22<sup>nd</sup> & 23<sup>rd</sup>**

**\*\*SPACE IS EXTREMELY LIMITED\*\***

NYSLSA is proud to announce the **4th Annual NYSLSA Sip & Scramble will take place on Thursday, May 23rd** at Turning Stone Resort & Casino! We are thrilled to host this fantastic event for the third year. The tournament will once again be a scramble format on the iconic Shenendoah and Kaluhyat courses with opportunities for suppliers to showcase their products before and after the shotgun start. Here is a brief outline of the event:

**Wednesday, May 22<sup>nd</sup>**

**6:00 PM – 8:00 PM** Crescent Courtyard/Turquoise Tiger

**Thursday, May 23<sup>rd</sup>**

**8:30 AM – 10:30 AM** Registration & Breakfast at the Clubhouse

**11:00 AM** Shotgun Start

**4:30 PM – 5:30 PM** Cocktail Hour on the Clubhouse Patio

**5:30 PM – 7:30 PM** Dinner, Awards, & Cocktails

**Please visit the NYSLSA website for additional details!**

**SPONSORSHIP PACKAGES ARE AVAILABLE.**

With the use of two courses, participation has opened up to 288 golfers (72 foursomes). **Do not wait to secure your spot – this will sell out!** All liquor retail store owners/employees, restaurant and tavern owners, managers, and employees are welcome to attend! A limited room block is available for \$253.00/night in the tower and \$356.00/night in the lodge. Call 1-800-771-7711 and mention the New York State Liquor Store Association by May 1st to reserve.

Please contact NYSLSA Operations Director, Ali Bullis, at nyslsa@caphill.com or by calling 518-694-0483 with any questions. We hope to see you there!

Regards,  
The NYSLSA Board of Directors

**TEAM REGISTRATION**

TEAM NAME \_\_\_\_\_

COURSE PREFERENCE  SHENENDOAH  KALUHYAT

GOLFER 1 \_\_\_\_\_ HCP \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

**BOXED LUNCH CHOICES:**

- SOUTHWESTERN VEGGIE WRAP
- HONEY TURKEY CLUB WRAP
- PEPPERED ROAST BEEF WRAP
- DIETARY RESTRICTIONS: \_\_\_\_\_

**PLEASE MARK IF YOU WILL BE ATTENDING THE WEDNESDAY COCKTAIL PARTY AND/OR THE THURSDAY DINNER**

- COCKTAIL PARTY
- THURSDAY DINNER

GOLFER 2 \_\_\_\_\_ HCP \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

**BOXED LUNCH CHOICES:**

- SOUTHWESTERN VEGGIE WRAP
- HONEY TURKEY CLUB WRAP
- PEPPERED ROAST BEEF WRAP
- DIETARY RESTRICTIONS: \_\_\_\_\_

**PLEASE MARK IF YOU WILL BE ATTENDING THE WEDNESDAY COCKTAIL PARTY AND/OR THE THURSDAY DINNER**

- COCKTAIL PARTY
- THURSDAY DINNER

GOLFER 3 \_\_\_\_\_ HCP \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

**BOXED LUNCH CHOICES:**

- SOUTHWESTERN VEGGIE WRAP
- HONEY TURKEY CLUB WRAP
- PEPPERED ROAST BEEF WRAP
- DIETARY RESTRICTIONS: \_\_\_\_\_

**PLEASE MARK IF YOU WILL BE ATTENDING THE WEDNESDAY COCKTAIL PARTY AND/OR THE THURSDAY DINNER**

- COCKTAIL PARTY
- THURSDAY DINNER

GOLFER 4 \_\_\_\_\_ HCP \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

**BOXED LUNCH CHOICES:**

- SOUTHWESTERN VEGGIE WRAP
- HONEY TURKEY CLUB WRAP
- PEPPERED ROAST BEEF WRAP
- DIETARY RESTRICTIONS: \_\_\_\_\_

**PLEASE MARK IF YOU WILL BE ATTENDING THE WEDNESDAY COCKTAIL PARTY AND/OR THE THURSDAY DINNER**

- COCKTAIL PARTY
- THURSDAY DINNER

# SPONSORSHIP OPPORTUNITIES

## • PREMIER TOURNAMENT SPONSORS: \$17,500 (2 AVAILABLE)

- FOURSOME • 2 COMPED OVERNIGHT ROOMS
- TASTING TABLE AT WEDNESDAY WELCOME RECEPTION (LIMITED TO 2 VARIETALS PER TABLE)
- INTRODUCTION AT THE BEGINNING OF THE TOURNAMENT
- SIGNAGE AT WELCOME RECEPTION, GOLF REGISTRATION AND GOLF COURSE
- RECOGNITION AS MAJOR TOURNAMENT SPONSOR ON ALL MARKETING MATERIALS

## • BREAKFAST SPONSOR: \$6,500 (2 AVAILABLE)

- FOURSOME • 1 COMPED OVERNIGHT ROOM
- BRANDED SIGNATURE DRINK AT BREAKFAST (BLOODY MARY OR MIMOSA)
- SIGNAGE AT GOLF REGISTRATION, AND THROUGHOUT THE GOLF COURSE
- RECOGNITION AS BREAKFAST SPONSOR ON ALL MARKETING MATERIALS

## • LUNCH SPONSOR: \$3,000 (4 AVAILABLE)

- FOURSOME
- COMPANY LOGO ON LUNCH BOXES, TO BE DISTRIBUTED ON THE COURSE DURING PLAY
- SIGNAGE AT GOLF REGISTRATION AND GOLF COURSE
- RECOGNITION AS LUNCH SPONSOR ON ALL MARKETING MATERIALS

## • WEDNESDAY WELCOME RECEPTION TASTING SPONSOR: \$3,500 (2 AVAILABLE)

- FOURSOME
- TASTING TABLE AT WELCOME RECEPTION (LIMITED TO 2 VARIETALS PER TABLE)
- SIGNAGE AT WELCOME RECEPTION AND COURSE
- RECOGNITION AS TASTING SPONSOR ON ALL MARKETING MATERIALS

## • THURSDAY COCKTAIL PARTY TASTING SPONSOR: \$4,000 (3 AVAILABLE)

- FOURSOME
- TASTING TABLE DURING COCKTAIL HOUR AND DINNER (LIMITED TO 2 VARIETALS PER TABLE)
- SIGNAGE AT COCKTAIL HOUR AND GOLF COURSE
- RECOGNITION AS TASTING SPONSOR ON ALL MARKETING MATERIALS

## • CIGAR ROLLING SPONSOR: \$4,000 (1 AVAILABLE)

- FOURSOME
- TASTING TABLE DURING COCKTAIL HOUR AND DINNER (LIMITED TO 2 VARIETALS PER TABLE)
- SIGNAGE AT COCKTAIL HOUR AND THROUGHOUT THE GOLF COURSE
- RECOGNITION AS CONTEST SPONSOR ON ALL MARKETING MATERIALS

## • BEVERAGE CART SPONSOR: \$3,500 (4 AVAILABLE)

- BRANDED DRINK TICKETS (EACH PLAYER WILL RECEIVE TWO AT REGISTRATION)
- PRODUCT EXCLUSIVITY ON THE CART (I.E. ONLY VODKA, SELTZER, ETC.)
- SIGNAGE AT GOLF REGISTRATION AND GOLF COURSE
- RECOGNITION AS BEVERAGE CART SPONSOR ON ALL MARKETING MATERIALS

## • HOLE IN ONE SPONSOR: \$1,500 (1 AVAILABLE)

- SIGNAGE AT GOLF REGISTRATION, COCKTAIL HOUR, AND GOLF COURSE
- OPPORTUNITY TO PROVIDE BRANDED PRIZES FOR CONTEST WINNERS (MALE & FEMALE) – ON DISPLAY ALL DAY
- RECOGNITION AS CONTEST SPONSOR ON ALL MARKETING MATERIALS

## • CLOSEST TO THE PIN: \$1,000

- SIGNAGE AT GOLF REGISTRATION, COCKTAIL HOUR, AND GOLF COURSE
- OPPORTUNITY TO PROVIDE BRANDED PRIZES FOR CONTEST WINNERS (MALE & FEMALE) – ON DISPLAY ALL DAY
- RECOGNITION AS CONTEST SPONSOR ON ALL MARKETING MATERIALS

## • LONGEST DRIVE: \$1,000

- SIGNAGE AT GOLF REGISTRATION, COCKTAIL HOUR, AND GOLF COURSE
- OPPORTUNITY TO PROVIDE BRANDED PRIZES FOR CONTEST WINNERS (MALE & FEMALE) – ON DISPLAY ALL DAY
- RECOGNITION AS CONTEST SPONSOR ON ALL MARKETING MATERIALS

## • STRAIGHTEST DRIVE: \$1,000

- SIGNAGE AT GOLF REGISTRATION, COCKTAIL HOUR, AND GOLF COURSE
- OPPORTUNITY TO PROVIDE BRANDED PRIZES FOR CONTEST WINNERS (MALE & FEMALE) – ON DISPLAY ALL DAY
- RECOGNITION AS CONTEST SPONSOR ON ALL MARKETING MATERIALS

## • TEE SIGN SPONSOR: \$250 (22 AVAILABLE)

REACH OUT FOR CUSTOM SPONSOR OPPORTUNITIES!

# CHECK-IN BEGINS AT 8:30 AM SHOTGUN START AT 11:00 AM SPONSOR/GOLF REGISTRATION

NAME:

BUSINESS:

ADDRESS:

PHONE:

E-MAIL:

- PREMIER TOURNAMENT SPONSOR: \$17,500     BREAKFAST SPONSOR \$6,500
- LUNCH SPONSOR: \$3,000     WEDNESDAY WELCOME RECEPTION TASTING SPONSOR: \$3,500
- THURSDAY COCKTAIL PARTY TASTING SPONSOR: \$4,000
- CIGAR ROLLING SPONSOR: \$4,000     BEVERAGE CART SPONSOR: \$3,500
- CLOSEST TO THE PIN: \$1,000     LONGEST DRIVE: \$1,000
- STRAIGHTEST DRIVE: \$1,000     TEE SPONSOR: \$250

### \*\*GOLF ONLY\*\*

- FOURSOMES ..... \$2,000.00
- TWOSOMES ..... \$1,000.00
- SINGLE ..... \$ 500.00

GOLF FOR FOUR • 2 DRINK TICKETS PER GOLFER • SAMPLING AT TASTING TABLES  
OPENING RECEPTION • BOXED LUNCH • COCKTAILS, DINNER & OPEN BAR

PLEASE MAKE CHECKS PAYABLE TO:

NYLSA • 230 WASHINGTON AVE. EXT., SUITE 101 • ALBANY, NY 12203

CREDIT CARD PAYMENT:

VISA     MASTERCARD     AMEX

THE NYLSA OFFICE WILL REACH OUT  
TO DISCUSS SPONSORSHIP DELIVERABLES

EXP DATE:

CREDIT CARD #

BILLING NAME:

3 DIGIT CODE:

BILLING ADDRESS:

CITY

STATE

ZIP

PHONE

PAYMENT MUST BE INCLUDED WITH REGISTRATION

AS MY COMPANY'S REPRESENTATIVE, I HEREBY ACKNOWLEDGE THAT EITHER MY COMPANY OR I WILL BE RESPONSIBLE TO PAY THE AMOUNT LISTED FOR TOTAL SERVICES SELECTED. I UNDERSTAND THAT ADDITIONAL INFORMATION WILL BE PROVIDED UPON RECEIPT OF MY PAYMENT. I HAVE READ AND AGREE TO ABIDE BY THE RULES AND REGULATIONS REGARDING EXHIBITORS SET FORTH IN THIS DOCUMENT.

QUESTIONS? CONTACT ALI BULLIS, NYLSA ADMINISTRATIVE DIRECTOR  
518.694.0483, NYLSA@CAPHILL.COM

## HOTEL INFORMATION

- DISCOUNTED RATE IS \$253.00 (TOWER), \$356.00 (LODGE) PLUS TAX
- CALL 1-800-771-7711 AND MENTION THE NEW YORK STATE LIQUOR STORE ASSOCIATION BY MAY 1<sup>ST</sup> TO RESERVE.
- ROOMS AVAILABLE FOR BOTH WEDNESDAY AND THURSDAY NIGHT. COME IN THE NIGHT BEFORE FOR EXTRA FUN!

Turning Stone  
RESORT | CASINO

\*\*\*\* EXTREMELY LIMITED!\*\*\*\*