



MAY 12th – 13th, 2025

SPONSORSHIP OPPORTUNITIES

TEAM REGISTRATION

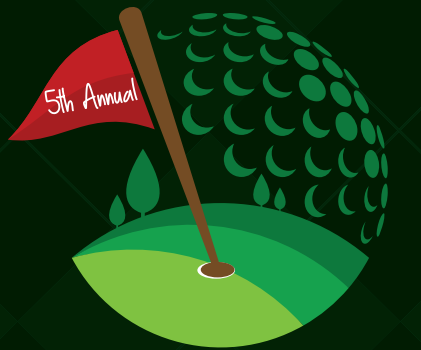
HOTEL ACCOMMODATIONS

SIP & SCRAMBLE

GOLF TOURNAMENT

NYS LIQUOR STORE
ASSOCIATION
WWW.NYLSA.ORG

LEATHERSTOCKING GOLF CLUB



SIP & SCRAMBLE

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WWW.NYSLSA.ORG

HOTEL INFORMATION:

DISCOUNTED RATE IS \$359/NIGHT

CALL 866-494-0085 and mention the NYS Liquor Store Association Sip & Scramble, or visit nyslsa.com for a direct booking link. DEADLINE TO BOOK: MONDAY, APRIL 14, 2025

Rooms Available Both Monday & Tuesday Night, Come In The Night Before For Extra Fun!

the
OTESAGA

5TH ANNUAL NYSLSA SIP & SCRAMBLE

May 12th – 13th, 2025

NYSLSA is excited to announce our 5th Annual NYSLSA Sip & Scramble, taking place Tuesday, May 13th, at the scenic Leatherstocking Golf Club at the historic Otesaga Resort in beautiful Cooperstown, NY!

For our milestone 5th year, we're introducing an exciting new timeline for the event (*outlined below*), and we're thrilled to bring back tasting tables on the course! The tournament format will remain a scramble, but with two flights to accommodate all players. **Suppliers will have the opportunity to showcase their products before, during, and after the tournament.** Here's an overview of the event schedule:

MONDAY, MAY 12th:

- 6:00 PM – 8:00 PM: OPENING COCKTAIL PARTY ON THE GREAT LAWN

TUESDAY, MAY 13th:

- 6:30 AM: REGISTRATION & BREAKFAST BEGIN
- 8:00 AM: MORNING FLIGHT – SHOTGUN START
- 12:00 PM: LUNCH BEGINS
- 12:00 PM – 1:30 PM: CHARITY PUTTING CONTEST
- 1:30 PM: AFTERNOON FLIGHT – SHOTGUN START
- 5:30 PM: DINNER, AWARDS & COCKTAILS



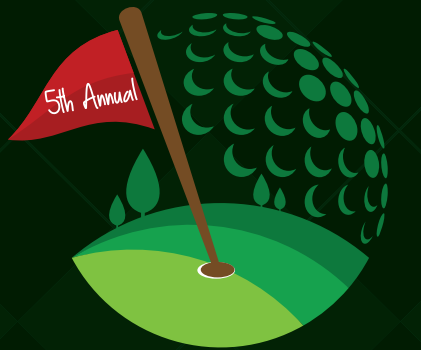
FOR MORE DETAILS, PLEASE VISIT THE NYSLSA WEBSITE!

SPONSORSHIP PACKAGES AVAILABLE

We're proud to accommodate 288 golfers (*72 foursomes*) with two tournament flights. **Spaces are limited – don't miss your chance to participate! This event will sell out quickly.** All liquor store owners, employees, restaurant owners, tavern owners, managers, and staff are invited to attend.

A limited room block is available at a special rate of \$359.00/night. To reserve your room, please call 866-494-0085 and mention the NYS Liquor Store Association Sip & Scramble, or visit nyslsa.com for a direct booking link.

For any questions, please contact NYSLSA Operations Director, Ali Bullis, at nyslsa@caphill.com. We can't wait to see you there!



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SPONSORSHIP OPPORTUNITIES

PREMIER TOURNAMENT SPONSORS: \$17,500.00 (2 AVAILABLE)

STEP INTO THE SPOTLIGHT AS A PREMIER TOURNAMENT SPONSOR AND ELEVATE YOUR BRAND AT THE 2025 SIP & SCRAMBLE! AS A KEY PARTNER, YOU'LL ENJOY EXCLUSIVE VISIBILITY AND VIP ACCESS.

- **TASTING TABLE ON THE COURSE** – SHOWCASE YOUR PRODUCT TO PLAYERS ON THE GREEN
- **FOURSOME** – TREAT YOUR TEAM TO A PREMIER GOLFING EXPERIENCE
- **(2) OVERNIGHT ROOMS** – ENJOY LUXURIOUS ACCOMMODATIONS DURING THE EVENT
- **OPENING INTRODUCTION** – RECEIVE A WARM WELCOME AT THE START OF THE TOURNAMENT
- **ON-SITE SIGNAGE & LOGO DISPLAY** – MAXIMUM BRAND VISIBILITY THROUGHOUT THE EVENT
- **FEATURED RECOGNITION** – PROMINENTLY HIGHLIGHTED AS A MAJOR SPONSOR ACROSS ALL MARKETING MATERIALS, INCLUDING MAILERS AND THE NYSLSA WEBSITE

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

BRING YOUR BRAND'S EXPERIENCE TO LIFE IN AN EXCLUSIVE WAY BY PARTNERING WITH ROCKY'S CIGARS, WHO WILL BE ON-SITE ROLLING CIGARS DURING LUNCH. PERFECT FOR BRANDS WHOSE PRODUCTS PAIR SEAMLESSLY WITH CIGARS!

- **FOURSOME** – PLAY IN THE TOURNAMENT
- **TASTING TABLE ADJACENT TO CIGAR ROLLER** – PRIME PLACEMENT NEXT TO ROCKY'S CIGAR STATION
- **ON-SITE SIGNAGE & LOGO DISPLAY** – YOUR BRAND IN THE SPOTLIGHT
- **RECOGNITION AS CIGAR ROLLING SPONSOR** – SHOWCASED ACROSS MARKETING MATERIALS, INCLUDING MAILERS AND THE NYSLSA WEBSITE

LUNCH SPONSOR: \$3,500.00 (3 AVAILABLE)

TAKE CENTER STAGE DURING THE LUNCH BREAK AND NETWORK WITH ATTENDEES FROM BOTH THE MORNING AND AFTERNOON FLIGHTS.

- **FOURSOME** – PLAY IN THE TOURNAMENT WITH YOUR TEAM
- **TASTING TABLE DURING LUNCH** – ENGAGE PARTICIPANTS WITH A CURATED EXPERIENCE
- **ON-SITE SIGNAGE & LOGO DISPLAY** – MAKE YOUR BRAND KNOWN THROUGHOUT THE DAY
- **RECOGNITION AS LUNCH SPONSOR** – HIGHLIGHTED ACROSS ALL MARKETING MATERIALS, INCLUDING MAILERS AND THE NYSLSA WEBSITE

MONDAY COCKTAIL PARTY SPONSOR (\$3,500) (4 AVAILABLE):

MAKE YOUR MARK EARLY DURING THE LIVELY OPENING COCKTAIL PARTY, THE PERFECT SETTING FOR MINGLING AND CONNECTING WITH FELLOW SPONSORS AND GUESTS.

- **FOURSOME** – ENJOY A DAY OF GOLF WITH YOUR TEAM
- **TASTING TABLE DURING COCKTAIL PARTY** – OFFER YOUR PRODUCT TO PARTY-GOERS
- **ON-SITE SIGNAGE & LOGO DISPLAY** – YOUR BRAND PROMINENTLY FEATURED THROUGHOUT
- **RECOGNITION AS COCKTAIL PARTY SPONSOR** – SHOWCASED IN ALL MARKETING MATERIALS, INCLUDING MAILERS AND THE NYSLSA WEBSITE

TUESDAY COCKTAIL PARTY SPONSOR (\$3,500) (4 AVAILABLE):

KEEP THE ENERGY GOING WITH ANOTHER FANTASTIC EVENING AT THE TUESDAY COCKTAIL PARTY, WHERE NETWORKING, ENJOYMENT, AND RELAXATION TAKE CENTER STAGE.

- **FOURSOME** – A COMPLETE GOLFING EXPERIENCE
- **TASTING TABLE DURING COCKTAIL PARTY** – INTRODUCE YOUR PRODUCT TO ATTENDEES
- **ON-SITE SIGNAGE & LOGO DISPLAY** – MAXIMUM VISIBILITY FOR YOUR BRAND
- **RECOGNITION AS COCKTAIL PARTY SPONSOR** – HIGHLIGHTED IN ALL MARKETING MATERIALS, INCLUDING MAILERS AND THE NYSLSA WEBSITE



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TASTING TABLE SPONSOR (\$2,500) (10 AVAILABLE):

SHOWCASE YOUR BRAND IN THE HEART OF THE ACTION WITH A TASTING TABLE ON THE COURSE.

- TASTING TABLE ON THE COURSE – PLACE YOUR PRODUCT DIRECTLY IN FRONT OF PARTICIPANTS
- FOURSOME – ENJOY A ROUND OF GOLF WITH YOUR TEAM
- ON-SITE SIGNAGE & LOGO DISPLAY – YOUR BRAND FRONT AND CENTER
- RECOGNITION AS TASTING TABLE SPONSOR – FEATURED IN ALL EVENT MARKETING MATERIALS

NOTE: TASTING TABLES WILL CHANGE BETWEEN MORNING AND AFTERNOON FLIGHTS. CHOOSE YOUR PREFERRED FLIGHT (FIRST-COME, FIRST-SERVED)!

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

HIT THE MARK AS THE EXCLUSIVE HOLE-IN-ONE SPONSOR AND GET FRONT-AND-CENTER EXPOSURE AT THIS EXCITING CONTEST.

- SIGNAGE AT GOLF REGISTRATION, MEALS & COURSE – WIDE-RANGING VISIBILITY
- BRANDED PRIZES FOR CONTEST WINNERS – SHOWCASE YOUR PRODUCT TO ALL PARTICIPANTS
- RECOGNITION AS HOLE-IN-ONE SPONSOR – FEATURED PROMINENTLY ON ALL MARKETING MATERIALS

CLOSEST TO THE PIN SPONSOR - \$1,000

GET IN THE GAME WITH A SPONSORSHIP FOR THIS POPULAR CONTEST, REWARDING PRECISION AND SKILL. IDEAL FOR BRANDS WHO CANNOT ACTIVELY ATTEND THE SIP & SCRAMBLE, BUT WOULD LIKE TO SUPPORT NYLSAS YEAR ROUND EFFORTS TO ADVOCATE FOR THE WINE & SPIRITS INDUSTRY.

- SIGNAGE AT GOLF REGISTRATION, COCKTAIL HOUR & COURSE – CONSISTENT BRAND VISIBILITY
- BRANDED PRIZES FOR CONTEST WINNERS – DISPLAY YOUR PRODUCT FOR ALL TO SEE
- RECOGNITION AS CONTEST SPONSOR – SHOWCASED ACROSS MARKETING MATERIALS

LONGEST DRIVE SPONSOR - \$1,000

SUPPORT THIS EXCITING CHALLENGE WITH A SPONSORSHIP THAT REWARDS DISTANCE AND POWER. IDEAL FOR BRANDS WHO CANNOT ACTIVELY ATTEND THE SIP & SCRAMBLE, BUT WOULD LIKE TO SUPPORT NYLSAS YEAR ROUND EFFORTS TO ADVOCATE FOR THE WINE & SPIRITS INDUSTRY.

- SIGNAGE AT GOLF REGISTRATION, COCKTAIL HOUR & COURSE – YOUR BRAND IN THE LIMELIGHT
- BRANDED PRIZES FOR CONTEST WINNERS – HIGHLIGHT YOUR PRODUCT WITH WINNING PRIZES
- RECOGNITION AS CONTEST SPONSOR – FEATURED IN ALL EVENT MARKETING MATERIALS

STRAIGHTEST DRIVE SPONSOR - \$1,000

ALIGN YOUR BRAND WITH THIS PRECISION-BASED CONTEST, WHERE ACCURACY IS KEY! IDEAL FOR BRANDS WHO CANNOT ACTIVELY ATTEND THE SIP & SCRAMBLE, BUT WOULD LIKE TO SUPPORT NYLSAS YEAR ROUND EFFORTS TO ADVOCATE FOR THE WINE & SPIRITS INDUSTRY.

- SIGNAGE AT GOLF REGISTRATION, COCKTAIL HOUR & COURSE – VISIBILITY THROUGHOUT THE EVENT
- BRANDED PRIZES FOR CONTEST WINNERS – DISPLAY YOUR PRODUCTS FOR ALL PARTICIPANTS
- RECOGNITION AS CONTEST SPONSOR – HIGHLIGHTED IN ALL MARKETING MATERIALS

TEE SIGN SPONSOR - \$250

A PERFECT OPPORTUNITY FOR SMALLER BRANDS TO GET INVOLVED AND SHOW THEIR SUPPORT!

- SIGNAGE AT TEE – YOUR BRAND FEATURED AT ONE OF THE COURSE'S ICONIC TEES
- RECOGNITION ON EVENT MATERIALS – A GREAT WAY TO CONNECT WITH OUR AUDIENCE

Let's make this event unforgettable! Your support is key to helping us continue advocating for the wine and spirits industry year-round. Be a part of the action, and let your brand shine!



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



SPONSOR/GOLF REGISTRATION

CHECK-IN BEGINS AT 6:30 AM

MORNING FLIGHT: SHOTGUN START AT 8:00 AM

AFTERNOON FLIGHT: SHOTGUN START AT 1:30 PM

NAME:

BUSINESS:

ADDRESS:

PHONE:

E-MAIL:

SPONSORSHIPS

- PREMIER TOURNAMENT SPONSOR: \$17,500
- TUESDAY COCKTAIL PARTY SPONSOR: \$3,500
- CLOSEST TO THE PIN: \$1,000
- LUNCH SPONSOR: \$3,500
- TASTING TABLE SPONSOR: \$2,500
- LONGEST DRIVE: \$1,000
- CIGAR ROLLING SPONSOR: \$4,000
- MORNING FLIGHT AFTERNOON FLIGHT
- STRAIGHTEST DRIVE: \$1,000
- MONDAY COCKTAIL PARTY SPONSOR: \$3,500
- HOLE IN ONE SPONSOR: \$1,500
- TEE SPONSOR: \$250

GOLF ONLY

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

GOLF FOUR FOUR • TWO DRINK TICKETS PER GOLFER • SAMPLING AT TASTING TABLES • OPENING COCKTAIL PARTY • BREAKFAST • LUNCH • COCKTAILS, DINNER & OPEN BAR

PAYMENT

PLEASE MAKE CHECKS PAYABLE TO: NYLSA • 230 WASHINGTON AVE. EXT., SUITE 101 • ALBANY, NY 12203

CREDIT CARD PAYMENT: VISA MASTERCARD AMEX

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.



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TEAM INFORMATION

TEAM NAME _____

BILLING: (BILL TO SUPPLIER, IF SO SUPPLIER:) _____ (PAY DIRECT)

FLIGHT PREFERENCE: (MORNING) (AFTERNOON)

FLIGHT PLACEMENTS ARE FIRST COME-FIRST SERVE. NYLSA RESERVES THE RIGHT TO ASSIGN FINAL FLIGHT PLACEMENTS

GOLFER 1: _____

PHONE: _____

EMAIL : _____

PLEASE MARK IF YOU WILL BE ATTENDING THE MONDAY COCKTAIL PARTY AND/OR THE TUESDAY DINNER:

MONDAY COCKTAIL PARTY TUESDAY DINNER DIETARY RESTRICTIONS _____

GOLFER 2: _____

PHONE: _____

EMAIL : _____

PLEASE MARK IF YOU WILL BE ATTENDING THE MONDAY COCKTAIL PARTY AND/OR THE TUESDAY DINNER:

MONDAY COCKTAIL PARTY TUESDAY DINNER DIETARY RESTRICTIONS _____

GOLFER 3: _____

PHONE: _____

EMAIL : _____

PLEASE MARK IF YOU WILL BE ATTENDING THE MONDAY COCKTAIL PARTY AND/OR THE TUESDAY DINNER:

MONDAY COCKTAIL PARTY TUESDAY DINNER DIETARY RESTRICTIONS _____

GOLFER 4: _____

PHONE: _____

EMAIL : _____

PLEASE MARK IF YOU WILL BE ATTENDING THE MONDAY COCKTAIL PARTY AND/OR THE TUESDAY DINNER:

MONDAY COCKTAIL PARTY TUESDAY DINNER DIETARY RESTRICTIONS _____