



Event Sponsorship

New! Cash FundRaising (CFR) Program:

We have updated our CFR program to allow partnered events to earn cash support towards their custom disc order. Events that meet the partnership guidelines outlined below will earn cash support of \$3 per disc, up to the allocated number of discs based on the sanctioning tier of the event. You read that right; **any** disc model in the Innova custom lineup can now earn you CFR cash support. The models previously designated as CFR have been moved into the Tournament FundRaising (TFR) category. CFR discs do not earn Sponsorship Shopping Cart (SSC) Credits, as those discs are already price supported. Each new event or fundraising activity must generate new artwork to help preserve the distinctiveness of this program.

Tournament FundRaising (TFR) Program:

TFR discs are unique disc models and plastics reserved specifically for qualified events that place a hot-stamped custom disc order with Innova. These discs are offered at traditional custom prices and can be used for fundraising, player packs, prizes, etc. Qualified events that order TFR discs are eligible to earn SSC Credits.

Sponsorship Shopping Cart (SSC) Program:

Partnered events that place a custom hot stamp order are eligible to receive bonus event sponsorship through our SSC Credits. SSC credits may be used to select Innova merchandise and tournament supplies, including apparel, bags, and targets. Innova issues SSC Credits based on the value of the custom order (credit equivalent to 20% of the value of SSC eligible discs on your custom order*). SSC items are to be given away to the players at the event (not sold).

* SSC value is adjusted for retailer partners with dealer pricing.

CFR limits for partner-level events are as follows:

- PDGA Flex Start C-Tiers can earn CFR cash support towards a maximum of 20 discs (up to \$60 CFR support)
- PDGA C-Tiers can earn CFR cash support towards a maximum of 60 discs (up to \$180 CFR support), plus order up to 60 discs from TFR and 60 from specialty TFR Halo models.
- PDGA B-Tiers can earn CFR cash support towards a maximum of 100 discs (up to \$300 CFR support), plus order up to 100 discs from TFR and 100 from specialty TFR Halo models.
- PDGA A-Tiers can earn CFR cash support towards a maximum of 200 discs (up to \$600 CFR support), plus order up to 200 discs from TFR and 200 from specialty TFR Halo models.

Sponsorship Requirements:

PDGA-sanctioned events qualifying for partner-level support from Innova can access exclusive Player Pack offers, custom TFR, CFR, specialty Halo discs, and SSC sponsorship credit. Player Pack Requirements:

- Add 'Presented By' or 'Supported By,' along with the Innova logo at 1.25" minimum size, and your specific event info (event name and date) to custom disc art, event merchandise, and all promotional material.
- Add 'Presented By Innova' or 'Supported By Innova' to the event title on the PDGA listing, Disc Golf Scene event registration pages, all social media posts, and all event websites.
- Innova promotion through social media and event websites leading up to, during, and post-event.
- Innova banners displayed onsite at the event. We can provide a 2'x4' nylon banner upon request.
- Player Pack items will be given away to the players at the event (not sold).

Notes:

- CFR support can be applied towards discs from the TFR category.
- CFR Pricing Discount will be applied towards the disc models at the highest price point (up to the allotted quantity).
- Since a C-tier event can earn CFR support of \$3/disc towards the first 60 discs on the order, for example, an order of 100 discs would net you \$180 of CFR support and then you will earn SSC credit on the remaining 40 discs.