

Dear Golf Enthusiast and Sponsor,

The **41st Upstate Towsley Pro-Am** to benefit Upstate University Hospital will tee-off on **Monday, June 23** at the prestigious **Turning Stone Resort Casino**.

A long-standing partnership with IBEW Local 43/NECA Finger Lakes Chapter and the CNY Professional Golf Association (PGA) is what makes the Upstate Towsley Pro-Am special and enduring. The tournament, named in honor of Bill Towsley, former IBEW Local 43 business manager and devoted hospital volunteer, serves as a lasting tribute to Bill's service to others.

**This year we are excited to offer TWO premier Turning Stone golf experiences!**

Following tradition, Shenendoah will host the Pro-Am, a one-of-a-kind tournament experience that inspires sponsors to participate year after year. Sponsor foursomes are paired with PGA pro golfers and elite collegiate golfers. A morning and afternoon flight are offered where golf tips are shared and lasting memories are made!

**New in 2025**, we are also offering an elite golf experience teeing-off at Atunyote in the afternoon. The site of the 2006 PGA Professional National Championship and BC Open, Atunyote's luxurious amenities and stunning course featuring waterfalls, hills and lakes are what make the Atunyote golf experience exceptional.

Your sponsorship support makes a meaningful difference in patient care, research and education at Upstate University Hospital, a beacon of hope and healing in our community.

Sincerely,

Alan Marzullo, IBEW Local 43, 2025 Towsley Pro-Am Co-Chair  
Tom Fletcher, 2025 Towsley Pro-Am Co-Chair  
Julie Simms, Upstate Foundation, Towsley Pro-Am Director

Turning Stone  
RESORT | CASINO

## UPSTATE TOWSLEY PRO-AM | SPONSOR OPPORTUNITIES | June 23, 2025

### NEW IN 2025...TWO PREMIER GOLF EXPERIENCES

**Pro-Am Tournament at Shenendoah featuring pairings with CNY PGA Pros**

**Elite golf experience at the exclusive Atunyote**

Add \$600 per foursome to golf sponsor level | Limited availability | Afternoon flight only | No PGA Pro pairings

#### ■ COURSE SPONSOR - \$10,000

- Two foursomes paired with CNY PGA pros
- Logo featured on save-the-date announcement and invitation
- Recognition as Course Sponsor in event advertising, publicity materials and social media
- Recognition on Upstate Foundation website event page
- Logo featured on Course Sponsor flag
- Special recognition during lunch and dinner presentations
- Logo featured on event banner and in tournament program
- Logo featured on two tee signs
- Complimentary meal/beverage service and commemorative gift

#### ■ COCKTAIL RECEPTION AND DINNER SPONSOR - \$7,000

- One foursome paired with a CNY PGA pro
- Logo featured on reception and dinner signage
- Special recognition during dinner presentation
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Logo featured on two tee signs
- Complimentary meal/beverage service and commemorative gift

#### ■ CNY PGA SPONSOR - \$5,000

- One foursome paired with a CNY PGA pro
- Logo featured on signage at PGA registration and scoring tables
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Logo featured on one tee sign
- Complimentary meal/beverage service and commemorative gift

#### ■ GOLF CART SPONSOR - \$5,000

- One foursome paired with a CNY PGA pro
- Logo featured on all golf carts and cart GPS screens
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program

- Logo featured on one tee sign
- Complimentary meal/beverage service and commemorative gift

#### ■ GOLFER GIFT SPONSOR - \$5,000

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at gift distribution
- Logo featured on commemorative gifts presented to 300-400 golfers
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Logo featured on one tee sign
- Complimentary meal/beverage service and commemorative gift

#### ■ TOURNAMENT PRIZE SPONSOR - \$4,000

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at the prize table during lunch and dinner
- Special recognition during tournament award presentation
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

#### ■ LUNCH SPONSOR - \$3,500

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at lunch buffet
- Special recognition during lunch presentation
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

#### ■ REFRESHMENT CART SPONSOR - \$3,000

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed on refreshment carts
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

**BEVERAGE STATION SPONSOR - \$3,000**

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at four on-course beverage stations
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

**HOLE-IN-ONE SPONSOR - \$3,000**

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at Hole-in-One contest
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

**LONGEST DRIVE SPONSOR - \$3,000**

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at Longest Drive contest
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

**CLOSEST-TO-THE-PIN SPONSOR - \$3,000**

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at Closest-to-the-Pin contest
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

**BAG DROP SPONSOR - \$2,500**

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at bag drop
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

**PUTTING GREEN SPONSOR - \$2,500**

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at putting green
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

**DRIVING RANGE SPONSOR - \$2,500**

- One foursome paired with a CNY PGA pro
- Logo featured on signage displayed at driving range
- Recognition on Upstate Foundation website event page
- Logo featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

**FOURSOME SPONSOR - \$2,300**

- One foursome paired with a CNY PGA pro
- Name featured on event banner and in tournament program
- Complimentary meal/beverage service and commemorative gift

**BREAKFAST SPONSOR - \$1,500**

- Logo featured on signage displayed at breakfast buffet
- Name featured on event banner and in tournament program
- Two complimentary invitations to cocktail reception and dinner

**SCOREBOARD SPONSOR - \$1,500**

- Logo featured on signage displayed near scoreboard
- Name featured on event banner and in tournament program
- Two complimentary invitations to cocktail reception and dinner

**TEE OR GREEN SPONSOR - \$750**

- Logo featured on one tee or green sign
- Name featured on event banner and in tournament program

**Please complete and return form with entry fee by June 3.**

Captain contact information must be complete upon registration.

**Email** sponsor form to Julie Simms at [SimmsJ@upstate.edu](mailto:SimmsJ@upstate.edu) OR

**Register online** at [www.UpstateFoundation.org/TowsleyProAm](http://www.UpstateFoundation.org/TowsleyProAm)

Make checks payable to: The Upstate Foundation, Inc.

750 East Adams Street, Syracuse, NY 13210

**REGISTRATION FORM**

**Deadline: June 3, 2025**

*Please note that capacity is limited. For the Pro-Am, flight preferences and PGA & collegiate pairings will be awarded on a first-come, first-served basis.*

Contact name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Fax \_\_\_\_\_

**PRO-AM AT SHENENDOAH** (Pricing as shown)

Sponsor opportunity level: \_\_\_\_\_

Sponsor level amount: \$ \_\_\_\_\_

Preferred Flight: ☐ Morning: 7:30 am shotgun ☐ Afternoon: 1 pm shotgun  
Breakfast, lunch and dinner will be held at the Shenendoah banquet room.

**TOURNAMENT AT ATUNYOTE**

(Note: Atunyote foursomes will not be paired with PGA pro

**Add \$600 per foursome.** Example: Beverage Station Sponsor \$3,600

Sponsor opportunity level: \_\_\_\_\_

Sponsor level amount: \$ \_\_\_\_\_

Lunch will be held at Atunyote before flight tees off at 1 pm

Golfers from both courses will gather for cocktails, dinner and awards at the Shenendoah banquet room following play.

☐ **DONATION** I am unable to attend, but I would like to support Upstate Medical University. \$ \_\_\_\_\_

☐ **RAFFLE/AUCTION DONATION** I would like to donate an item(s) to be featured in the raffle/auction. Please contact me at \_\_\_\_\_

**PAYMENT**

☐ Check enclosed. Make payable to: **The Upstate Foundation, Inc.**

☐ Send invoice

☐ Please charge my ☐  ☐  ☐  ☐ 

Name on card \_\_\_\_\_

Card number \_\_\_\_\_ Exp. date \_\_\_\_\_

Signature \_\_\_\_\_

**PLAYER NAMES** (can be added when confirmed)

1 Captain's name (required) \_\_\_\_\_

Email (required) \_\_\_\_\_

Phone (required) \_\_\_\_\_

2 Name \_\_\_\_\_

Email \_\_\_\_\_

3 Name \_\_\_\_\_

Email \_\_\_\_\_

4 Name \_\_\_\_\_

Email \_\_\_\_\_