

CMCC 22nd annual

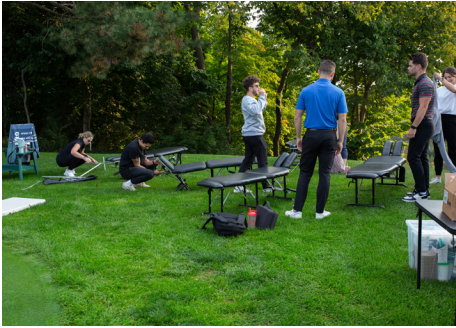
BackSwing '26

Thursday, September 24, 2026
Richmond Hill Golf Club

Sponsorship



About CMCC



The Canadian Memorial Chiropractic College (CMCC) is a global leader in chiropractic education and research. As Canada's only English-speaking chiropractic educational institution, CMCC graduates make up the majority of chiropractors across the country. A not-for-profit, charitable organization, CMCC receives no direct government funding and relies on tuition, donations, and special events for support. Through its degree program, research, and partnerships across North America and beyond, CMCC continues to advance the profession worldwide.



Why join us?

CMCC's 22nd Annual BackSwing Golf Tournament – A Premier Sponsorship Opportunity!

On Thursday, September 24, CMCC will host its premier fundraising event at Richmond Hill Golf Club - just minutes from campus. The Richmond Hill Golf Club is a scenic championship course, with a fantastic 18 hole, par 70 layout.

This is more than just a tournament - it's a chance to connect with a vibrant community of chiropractors, industry professionals, and supporters. As a sponsor, your brand will be showcased to players on the course and to thousands more through CMCC's marketing and social media channels.



Our Reach

- Social Media Platforms - 10,000+
- PC Magazine - 9,300+
- CMCC Events Website - 2,000+
- BackSwing Registration Eblast to Ontario - 4,040
- BackSwing Online Auction Eblast (Worldwide) - 6,100
- CMCC Internal Eblast - 1,050+

Support a great cause, enjoy fantastic exposure, and align your brand with excellence - we invite you to be part of this unforgettable day!



The Eagle - \$5,000

- Four golfer registrations with Cocktail Networking Hour & Dinner tickets
- Signage at two holes
- Logo Recognition in event program
- Logo Recognition at dinner slide show
- Logo Recognition on online auction website
- Logo Recognition on CMCC's social media accounts
- Logo Recognition on CMCC's BackSwing web page
- Opportunity to place products in carts*
- Opportunity to have a table at registration to provide golfers with an experience of your products and/or services



*To be supplied by sponsor. All terms conditional to availability and will be formalized at time of agreement

The Drive & Dinner - \$4,000

(Exclusive)

- Four golfer registrations with Cocktail Networking Hour & Dinner tickets
- Signage at one hole
- Signage will be placed on every dinner table
- Logo Recognition in event program
- Logo Recognition on first slide at dinner slide show
- Logo Recognition on online auction website
- Logo Recognition on CMCC's social media accounts
- Logo Recognition on CMCC's BackSwing web page
- Opportunity to place products in carts*
- Opportunity to have a table at the dinner to provide golfers with an experience of your products and/or services



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The 19th Hole - \$3,000

(Exclusive)

- Two golfer registration with Cocktail Networking Hour & Dinner ticket
- Signage at one hole
- Signage will be placed at the halfway house and bar inside the club house
- Signage will be placed at the Cocktail & Networking Hour
- Logo Recognition in event program
- Logo Recognition at dinner slide show
- Logo Recognition on online auction website
- Logo Recognition on CMCC's social media accounts
- Logo Recognition on CMCC's BackSwing web page
- Opportunity to place products in carts**
- Opportunity to have a table at the Cocktail & Networking Hour, to provide golfers with an experience of your product and/or services



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The Birdie - \$2,500

- Two golfer registrations with Cocktail Networking Hour & Dinner tickets
- Signage at one hole
- Logo Recognition in event program
- Logo Recognition at dinner slide show
- Logo Recognition on online auction website
- Logo Recognition on CMCC's social media accounts
- Logo Recognition on CMCC's BackSwing web page
- Opportunity to place product in carts*



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Contest Hole - \$2,000

(Exclusive at one contest hole: Hole-in-One, Beat Dr. Kim, or Putting Green)

- One golfer registration with Cocktail Networking Hour & Dinner ticket
- Signage at the sponsors choice of contest hole
- Logo Recognition in event program
- Logo Recognition at dinner slide show
- Logo Recognition on online auction website
- Logo Recognition on CMCC's social media accounts
- Logo Recognition on CMCC's BackSwing web page
- Opportunity to place product in carts**
- Opportunity to have a table at the contest hole, to provide golfers with an experience of your product and/or services



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Online Auction Platform - \$2,000 (Exclusive) **SOLD**

- Main banner on the CMCC online auction will say “CMCC’s BackSwing Online Auction powered by YOUR NAME”
- All mentions of the online auction will include your company’s name; this includes but is not limited to: emails, social media, program, website, etc.
- Signage at one hole
- Logo Recognition in event program
- Logo Recognition at dinner slide show
- Logo Recognition on CMCC’s social media accounts
- Logo Recognition on CMCC’s BackSwing web page
- Opportunity to place product in carts*



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The Par - \$1,500

- One golfer registration with Cocktail Networking Hour & Dinner ticket
- Signage at one hole
- Recognition in event program
- Recognition at dinner slide show
- Recognition on online auction website
- Recognition on CMCC's social media accounts
- Recognition on CMCC's BackSwing web page



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The Tee & Other Opportunities

Signage will be placed at each contest hole:

- Closest to Pin Prize Sponsor - \$600
- Longest Drive Prize Sponsor - \$600
- All Prize Sponsors receive: Recognition in the event program, dinner slide show, & on CMCC's BackSwing web page
- Don't see a sponsorship that's the perfect fit? We'd be thrilled to create a customized opportunity tailor made just for you! Connect with Kristin Earle at events@cmcc.ca to start building a sponsorship that aligns with your goals.



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Contact us

For sponsorship opportunities & event questions, please contact:

Kristin Earle, Manager, Alumni Engagement & Special Events
events@cmcc.ca or 647 265 4186

www.cmcc.ca/backswing



CMCC

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