

**AIM for Aids Golf Tournament**  
**May 16<sup>th</sup>, 2004 at Swan-e-set Golf & Country Club, Maple Ridge, BC**

The Association of Interactive Marketers (AIM) is a collegiate chapter of the British Columbia Direct Marketing Association. We are a student-run, non-profit organization devoted to adding value to the education of BCIT marketing students through exposure to the direct marketing industry.

On May 16<sup>th</sup>, 2004 AIM will host the 1<sup>st</sup> Annual "AIM to Aid" Charity Golf Tournament at Swan-e-set Resort and Country Club. All proceeds from the tournament will benefit the Dr. Peter Aids Centre. The event marks the beginning of what promises to be a long and mutually beneficial relationship between our association and a very worthy charitable organization.

This should be a great event to:

- Swing at a few golf balls (naturally)
- Network with industry representatives
- Win enticing prizes - Hole in One prize is a 2004 Lexus!
- Eat a gourmet catered lunch
- Give to a very worthy cause while playing golf with your friends

We are looking for both players and sponsors of this event. The cost to play is \$150 per player (until May 1<sup>st</sup>). This includes the cost of the green fee, your gifts for participating, lunch in the clubhouse, and a guaranteed good time. If you would like to register yourself or your foursome, please contact Jason Schlackl, AIM President, at 778-773-3655 or [jschlackl@aimbcit.com](mailto:jschlackl@aimbcit.com).

Corporate and individual sponsorship is also needed to help pay for the fabulous course and amenities. Sponsorship levels are very reasonable. For example, Gold sponsorships are a \$1000 value, and include two free registration fees for the event. Donations of prizing are also needed for the many giveaways taking place throughout the tournament. If you would like more information on sponsoring this event, please contact Carly Handel at (604) 453-4099 or [chandel@my.bcit.ca](mailto:chandel@my.bcit.ca).

With your support, we can make the 1<sup>st</sup> Annual AIM for Aids Golf Tournament make a difference to those living with HIV/AIDS.

Sincerely,

Jason Schlackl  
President  
AIM BCIT  
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