



26TH ANNUAL LH ICELANDIC OPEN GOLF TOURNAMENT

Presented by Thorvaldson Care Center
— *in honour of the legacy of Herman Thorvaldson* —

FRIDAY | JULY 31 | 2026

LINKS AT THE LAKE GOLF COURSE, THOMPSON DRIVE, GIMLI MB

SUPPORT

LÖGBERG-HEIMSKRINGLA

Celebrate 140 years of community impact

For nearly 140 years, *Lögberg-Heimskringla (LH)* has served as the communication link for the Icelandic cultural community in North America. Since the late 1880s, the newspaper has preserved and promoted Icelandic heritage while connecting generations of readers across Canada, the United States, Europe, and Iceland. On September 9, 2026, *Lögberg-Heimskringla* will celebrate its 140th anniversary, making it one of the longest continuously published ethnic newspapers in North America.

The Icelandic Open Golf Tournament in Gimli is *Lögberg-Heimskringla's* largest annual fundraising event, bringing together golfers, businesses, sponsors, and community supporters in celebration of Icelandic heritage and community spirit. One hundred percent of the funds raised from the tournament go directly toward LH's operations, enabling its continued mission of sharing "everything Icelandic in English."

Businesses and organizations can participate through sponsorship opportunities ranging from **\$250 to \$5,000**, by entering teams, or by donating silent auction and raffle prizes. Our valued sponsors are recognized during the tournament and through advertisements and coverage in the newspaper before and after the event.

While *LH* has an international reach, it also strengthens local businesses, particularly in Winnipeg and the Interlake, by providing opportunities to showcase products and services to a unique and engaged audience.

As *Lögberg-Heimskringla* celebrates its historic 140th anniversary, the Icelandic Open Golf Tournament represents both a celebration of the newspaper's remarkable legacy and an investment in its future. Through community support, the publication can continue informing, connecting, and inspiring readers for generations to come.



SPONSORSHIP

OPPORTUNITIES & LEVELS

The Legacy Sponsorship gives the sponsor naming rights to the tournament, with the opportunity to renew for additional year(s). Example: *The Lögberg-Heimskringla Icelandic Open Golf Tournament, presented by ABC Company/organization.*

There is valuable equity in having your or your company's name linked to a tournament that is held annually on the same day as the kick-off to the Icelandic Festival, which brings more than 50,000 visitors to Gimli. The Icelandic Open is in its 26th year.

The tournament can also be presented as a Legacy Sponsorship "In Memory" or "In Honour" of an individual or event. Example: *The Lögberg-Heimskringla Icelandic Open Golf Tournament, presented by the ABC Family in memory of ABC Individual.*



LEGACY/PRESENTING SPONSORSHIP BENEFITS

- Exclusive sponsor within your business, family, or organization category
- Four golfers entered in the tournament
- Opportunity to host activity or game at a hole
- Recognition in the tournament program and on tournament signage
- Opportunity to include promotional items in the golfer swag bag
- Recognition at the post-golf reception
- Front-page feature profile of your company or an individual in *Lögberg-Heimskringla*
- Two full-page ads or four half-page ads in *LH*
- Exposure through *LH*'s social media channels, which reach more than 6,000 followers and generate 16,000 monthly unique visits across all platforms
- Opportunity to distribute corporate literature at the post-golf reception
- Opportunity to speak for three to five minutes at the post-golf reception
- Opportunity to display additional signage at the tournament (signage provided by sponsor)



GOLD SPONSORSHIP BENEFITS

- Three golfers entered in the tournament
- Opportunity to host activity or game at a hole
- Recognition in tournament program and signage
- Post-golf reception
- Two half-page ads in *LH*
- Exposure through *LH's* social media channels, which reach more than 6,000 followers and generate 16,000 monthly unique visits
- Opportunity to distribute corporate literature at the post-golf reception
- Exclusive sponsorship of the hole
- Signage at the hole
- Table at the hole for advertising and promotion



SILVER SPONSORSHIP BENEFITS

- Two golfers entered in the tournament
- Opportunity to host activity or game at a hole
- Recognition in tournament program and signage
- Post-golf reception
- Two quarter-page ads in *LH*
- Exposure through *LH's* social media channels, which reach more than 6,000 followers and generate 16,000 monthly unique visits
- Exclusive sponsorship of the hole
- Signage at the hole
- Table at the hole for advertising and promotion



BRONZE SPONSORSHIP BENEFITS

- One golfer entered in the tournament
- Opportunity to host activity or game at a hole
- Recognition in tournament program and signage
- Post-golf reception
- One quarter-page ad in *LH*
- Exposure through *LH's* social media channels, which reach more than 6,000 followers and generate 16,000 monthly unique visits
- Exclusive sponsorship of the hole
- Signage at the hole
- Table at the hole for advertising and promotion



ADDITIONAL SPONSORSHIP OPPORTUNITIES

HOLE IN ONE / \$500+

- Minimum \$500 hole sponsorship
- Sponsorship benefits determined based on the value of the contribution
- Sponsor is responsible for insurance costs in addition to the sponsorship fee

HOLE SPONSOR / \$500

- Exclusive sponsorship of the hole
- Signage at the hole
- Table at the hole for advertising and promotion
- Opportunity to host activity or game at the hole
- Recognition in the tournament program
- Recognition in *Lögberg-Heimskringla*
- Post-golf reception

GREEN SPONSOR / \$250

- Shared sponsorship of a hole
- Table at the tee or the green for promotion
- Signage at the tee or green
- Recognition in the tournament program
- Recognition in *Lögberg-Heimskringla*

IN-KIND SUPPORTER

- Recognition in the tournament program
- Recognition in *Lögberg-Heimskringla*
- Other benefits to be determined based on the value of the contribution
- Individuals will receive a charitable receipt



Iceland faces Canada in friendly FIFA match



Bringing the sagas along for the journey
— Elisabeth Ida Ward connects Iceland's past to the present — one story at a time



JÓN SIGURDSSON
— A firsthand remembrance —

In his honor with the enthusiasm of youth... he also showed us experienced landowners and how to follow... and his hospitality to Icelanders was extraordinary... he had an open house, at a small... and I remember clearly... with Icelanders, especially the younger ones... "The usually arrived around 8 o'clock... he typically took a break from his work... and rarely worked after that... were excellent at welcoming guests... "The young men behaved in his completely full and...

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I AGREE TO THE FOLLOWING SPONSORSHIP LEVEL

- LEGACY/PRESENTING (\$5,000)
- GOLD (\$3,000) SILVER (\$2,000)
- BRONZE (\$1,000) HOLE IN ONE (\$500+)
- HOLE SPONSOR (\$500) GREEN SPONSOR (\$250)
- IN-KIND SUPPORTER (AMOUNT) \$ _____

Name (as to appear on signage) _____

Contact person _____

Address _____

Phone _____

E-mail _____

Cardholder name _____

Credit card # _____

EXP. _____ CVV (3 digit security code) _____

- Mastercard Visa
- Interac e-Transfer (sent to lh@lh-inc.ca)

We help you stay connected to Icelandic life, near and far