



AUSTIN HATCHER  
FOUNDATION  
*for pediatric cancer*

2025

# Monday After the Masters

**SPONSORSHIP** OPPORTUNITIES

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# The experience of childhood cancer goes beyond diagnosis and affects every family member differently.

The Austin Hatcher Foundation is here to help erase the effects of pediatric cancer, for the entire family **at completely no cost.**

During and after treatment, AHF is here to provide comprehensive coordinated care and unique solutions through every step of a family's recovery journey. Services provide children and families with the tools to cope in the present and thrive in the future after childhood cancer.

The Austin Hatcher Foundation addresses the unmet need of mental health and well-being for the entire family at the onset of pediatric cancer and throughout survivorship of the whole family. The Foundation's Education Advancement Center is the region's only psychosocial center, offering evidence-based mental health services and supportive care to not only children affected by childhood cancer, but their parents and siblings too. All programs/ services are provided at NO cost and insurance is not collected, fulfilling the disparities of healthcare for families who cannot afford these types of invaluable services. AHF is a 501(c)(3) nonprofit funded entirely through donations, sponsorships, grant writing, fundraising events, corporate partners, and community support.

## Our Impact

Over the last 18 years, the Foundation has provided over...

**\$30M** in valued services and support to



**90,000+**  
Individuals



**23**  
States



**42**  
Children's Hospitals





# Monday After the Masters

## EXECUTIVE SUMMARY

The Austin Hatcher Foundation for Pediatric Cancer is hosting its fourth annual “Monday After the Masters” Golf Tournament. **The tournament is a celebration of joy and hope as golfers raise funds to provide a brighter future for families faced with pediatric cancer.**

**This event will take place on September 8th, 2025 at The Farm Golf Course in Dalton, GA.**

Teams are welcome to register in groups of four. A catered lunch will be provided at 11:00 a.m., and the event will then begin with a shotgun start at 1:00 pm. Afterwards a light reception will be provided for those in attendance.

Funds raised through the golf tournament directly impact and provide services and support to children faced with pediatric cancer, as well as their entire family, both regionally and nationally. All services are provided at no cost whatsoever to patients and families.



**September 8, 2025**



**The Farm Golf Course**

187 S Goose Hill Rd, Rocky Face, GA 30740



**Visit our Website!**

*MONDAY*  
AFTER THE  
*MASTERS*



# Monday After the Masters

## SPONSORSHIP BREAKDOWN

 **HOLE SIGNS**

 **WEBSITE**

 **SPONSOR BOARDS**

 **PRINT ADS**

 **GOLF CARTS**

 **TEE SIGNS**

 **NEWSLETTER**  
SENT TO 3000+

 **SOCIAL MEDIA**

 **ONLINE ADS**

### \$25,000 Presenting Sponsor

- Two foursomes
- Participant gift bag (per player)
- Visual & verbal recognition at event
- Presenting logo placement on the following materials:



- All Tee + Hole Signs + Golf Carts
- Opportunity to display products or logo items at event or in gift bags
- Featured social media promotion highlighting your business's services
- Individual press release highlighting your sponsorship of event
- Included in 2025 annual impact report
- Exclusive mention in radio ads

### \$10,000 Gold Sponsor

- One foursome
- Participant gift bag (per player)
- Visual & verbal recognition at event
- Logo placement on the following materials:



- One Tee + Hole Sign + Golf Carts
- Opportunity to display products or logo items at event or in gift bags
- Social media promotion highlighting your business's services
- Included in press release highlighting your sponsorship of event

### \$7,500 Silver Sponsor

- One foursome
- Participant gift bag (per player)
- Visual & verbal recognition at event
- Logo placement on the following materials:



- One Hole Sign + Golf Carts
- Included in social media promotion highlighting your business
- Included in press release highlighting your sponsorship of event

### \$5,000 Eagle Sponsor

- One foursome
- Participant gift bag (per player)
- Visual & verbal recognition at event
- Logo placement on the following materials:



- One Hole Sign
- Included in social media promotion highlighting your business
- Included in press release highlighting your sponsorship of event

### \$4,000 Birdie Player Level

- One foursome
- Participant gift bag (per player)
- One hole sign

### \$3,500 Par Player Level

- One foursome
- Participant gift bag (per player)

### \$1,000 Bogey Sponsor

- Visual & verbal recognition at event
- Logo placement on the following materials:



- Included in social media promotion highlighting your business' services
- Mention in press release highlighting your sponsorship of event

### \$500 Support Sponsor

- Visual recognition at event
- Logo placement on the following materials:



### \$250 Tee Sponsor

- Company name on group tee signs at each hole

# Event Promotion

## MONDAY AFTER THE MASTERS 2025

 Impressions

 Value



### Radio Commercials

#### Brewer Media

94.3 WJTT FM  
100 Commercials

 11,000+

Listens per week

93.5 WMPZ FM  
100 Commercials

 7,000+

Listens per week

 \$3,250

#### Whitfield Media Group

On the Move Radio on 98.1 The Lake  
~120 Commercials

 23.7K+

Listens per week

 \$4,688



### Print Ads

#### CityScope + HealthScope Magazine

5 print ads and 3 online  
& print event listings

 2.5 Million

 \$6,000

#### Chattanooga City Lifestyle Magazine

 59,000 +

 \$2,000



### Online Ads

#### Boosted Social Ads on Facebook & Instagram

 55,000 +



### Social Media



8,200+

Total Followers across  
all platforms

 345,000+

Based on Quarterly  
Impressions

# Sponsorship Agreement

MONDAY AFTER THE MASTERS 2025

CLICK HERE TO FILL OUT  
AND SUBMIT SPONSORSHIP  
[hatcherfoundation.org/golf](https://hatcherfoundation.org/golf)

## SPONSOR LEVEL

☐ Yes, I would like to be a sponsor of the 2025 Monday After the Masters

☐ **\$25,000**

Presenting Sponsor

☐ **\$10,000**

Gold Sponsor

☐ **\$7,500**

Silver Sponsor

☐ **\$5,000**

Eagle Sponsor

☐ **\$4,000**

Birdie Player Level

☐ **\$3,500**

Par Player Level

☐ **\$1,000**

Bogey Sponsor

☐ **\$500**

Support Sponsor

☐ **\$250**

Tee Sponsor

## PAYMENT METHOD

☐ **Check**

I will mail a check payable to **Austin Hatcher Foundation for Pediatric Cancer**.

☐ **Online**

I will submit payment online with a credit card\* or ACH/E-Check by **clicking here**.

\*A 3.5% fee will be added to all credit card transactions

## LOGO INFORMATION

☐ I will submit a vector file (AI, EPS, SVG) or high resolution PDF, transparent PNG, or JPG **online here**.

☐ I will email a logo file to the Foundation's graphic designer, Morgan Brummel at **[morgan@hatcherfoundation.org](mailto:morgan@hatcherfoundation.org)**

☐ I have supported before, the Foundation already has the company/business logo.

## CONTACT INFORMATION

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_ Signature: \_\_\_\_\_

### Questions?

Contact Director of Development,  
Melanie Hammontree, at  
**[melanie@hatcherfoundation.org](mailto:melanie@hatcherfoundation.org)**

Contact Development  
Coordinator, Sofia Darras, at  
**[sofia@hatcherfoundation.org](mailto:sofia@hatcherfoundation.org)**

# Secure Your Sponsorship

By sponsoring the Monday after the Masters Golf Tournament, you're making a commitment to **make life better for childhood cancer families.**

Make it official by contacting Director of Development, Melanie Hammontree at [melanie@hatcherfoundation.org](mailto:melanie@hatcherfoundation.org) or Development Coordinator, Sofia Darras at [sofia@hatcherfoundation.org](mailto:sofia@hatcherfoundation.org). You can also call (423) 243-3470.

You can fill out the Sponsorship Agreement by clicking the button below and completing the online form.

Payments are processed securely through Neon CRM, or sponsors can make checks payable to **Austin Hatcher Foundation for Pediatric Cancer**, then mail to: **1705 S Holtzclaw Ave, Chattanooga, TN 37404.**

Austin Hatcher Foundation is a 501(c)3 nonprofit organization (Tax ID: 20-8065108).

**CLICK HERE TO FILL OUT AND SUBMIT SPONSORSHIP**

[hatcherfoundation.org/golf](http://hatcherfoundation.org/golf)



**Email:** [melanie@hatchefoundation.org](mailto:melanie@hatchefoundation.org) or [sofia@hatcherfoundation.org](mailto:sofia@hatcherfoundation.org)



**Make a check payable to:** Austin Hatcher Foundation

**Mail to:** 1705 S Holtzclaw Avenue, Chattanooga, TN 37404

## Other Ways to Give

### SILENT AUCTION ITEMS

Both leading up to and during the tournament, the Foundation will also be hosting a silent auction with items donated from area businesses. Any and all items are eligible to be selected for the event's silent auction. The categories below are just a few ideas of items that can be donated.

**GIFT CARDS**

**VACATION EXPERIENCES**

**FINE ART**

**SERVICE PACKAGES**

**WINE & SPIRITS**

**HOME DECOR**

**CLICK HERE TO DONATE AUCTION ITEMS**

Email [georgia@hatcherfoundation.org](mailto:georgia@hatcherfoundation.org)





**CONTACT INFORMATION:** AUSTIN HATCHER FOUNDATION

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**Melanie Hammontree**

**DIRECTOR OF DEVELOPMENT**

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SPONSORSHIPS



**Sofia Darras**

**DEVELOPMENT COORDINATOR**

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☎ 423.287.6459

SPONSORSHIPS





**AUSTIN HATCHER  
FOUNDATION**  
*for pediatric cancer*

**Making Life Better For  
Childhood Cancer Families.**

**HATCHERFOUNDATION.ORG**

