



**AUSTIN HATCHER
FOUNDATION**
for pediatric cancer

2023 GOLF TOURNAMENT PROPOSAL

EXECUTIVE SUMMARY:

AUSTIN HATCHER FOUNDATION FOR PEDIATRIC CANCER

The Austin Hatcher Foundation for Pediatric Cancer's mission is to erase the effects of pediatric cancer and optimize each child's quality of life through essential specialized intervention beginning at the time of diagnosis and continuing throughout survivorship.

Our vision is for every child diagnosed with cancer, and their family, to reach their full potential.

We share the values that guide our work: Integrity | Commitment | Compassion | Respect | Excellence

Since its inception in 2006, the Austin Hatcher Foundation for Pediatric Cancer has made great strides in restoring and maximizing the emotional, academic, and social development of the child, family members, and family unit facing the diagnosis of pediatric cancer. Services are provided to young cancer patients and their families via the Foundation's acclaimed Education Advancement Center.

The Education Advancement Center is a state-of-the-art facility that provides all services at no cost, funded through grant writing, special events, corporate partners and supporters. To accomplish its mission, the Foundation provides services to children with cancer as well as their families through its four major divisions: Industrial Arts Therapy, Diversionary Therapy, Psycho-Oncology, and Healthy Lifestyle Education. In the last eleven years, the foundation has provided service to more than 84,000 children and families in 23 states and 42 hospitals.



EXECUTIVE SUMMARY: GOLF TOURNAMENT

The Austin Hatcher Foundation for Pediatric Cancer is hosting the second annual “Monday Before the Masters” Golf Tournament. This event will be held on April 3, 2023 at Sweetens Cove Golf Club.

Teams are welcome to register in groups of 4, and the event will be run through a “shotgun start”. Those interested may also purchase a “walker ticket” to be a part of the fun without having to play.

Catered lunch and dinner will be provided for those in attendance. During the reception, awards will be given for 1st, 2nd, and 3rd place as well as any “hole-in-one” shooters. Prizes will be awarded for putting contests winners, longest drive, and closest to the hole drive. The foundation will also be hosting a silent auction with items donated from area businesses.



MEDIA AND MARKETING

CHATTANOOGA:

EPB Cable TV Commercials, WTVC Channel 9/The CW/FOX Chattanooga Broadcast TV Commercials, Entercom and Brewer Media Radio Ads

- Entercom and Brewer Media radio ads (5,000+) radio ads with a value of \$15,000
- CityScope and HealthScope Magazines (5 print ads and 3 online & print event listings) with 2.5 million impressions and a value of \$12,000
- WTVC broadcast television commercials with a value of \$10,000
- EPB cable television commercials with a value of \$5,000

MEDIA AND MARKETING

PRIMARY LOGO



LOGO VARIATIONS



SPONSORSHIP BREAKDOWN: GOLF TOURNAMENT

PRESENTING SPONSOR - \$20,000

- One complimentary foursome
- Prominent signage with logo at registration table
- Exclusive advertising on event merchandise
- Presenting logo placement on the following materials:
 - Print Ads
 - Website
 - Billboards
 - TV Commercials
- Award ceremony introduction and recognition
- Featured social media promotion
- Inclusion in press release as “presented by”
- Opportunity to have branded swag included in event goodie bags
- Signage/Logo included at every hole

GOLD SPONSOR - \$10,000

- One complimentary foursome
- Logo placement on the following materials:
 - Print Ads
 - Website
 - Billboards
 - TV Commercials
- Award ceremony introduction and recognition
- Inclusion in social media promotion
- Inclusion in press release
- Opportunity to have branded swag included in goodie bags

TEE SPONSOR - \$1,000

- Signage at the tee of one hole
- Logo placement on the following materials:
 - Print Ads
 - Website
- Inclusion in social media promotion

GOODIE BAG SPONSOR - \$15,000

- One complimentary foursome
- Exclusive advertising on goodie bags
- Opportunity to have branded swag included in event goodie bags
- Logo placement on the following materials:
 - Print Ads
 - Website
 - Billboards
 - TV Commercials
- Award ceremony introduction and recognition
- Inclusion in social media promotion
- Inclusion in press release

SILVER SPONSOR - \$5,000

- Logo placement on the following materials:
 - Print Ads
 - Website
 - Billboards
 - TV Commercials
- Inclusion in social media promotion
- Inclusion in press release

GOLF CART SPONSOR - \$500

- Signage of business logo on one golf cart
- Logo placement on the following materials:
 - Print Ads
 - Website
- Inclusion in social media promotion

EVENT BENEFIT

PRESENTING
\$20,000

GOODIE
\$15,000

GOLD
\$10,000

SILVER
\$5,000

TEE
\$1,000

GOLF CART
\$500

EVENT BENEFIT	PRESENTING \$20,000	GOODIE \$15,000	GOLD \$10,000	SILVER \$5,000	TEE \$1,000	GOLF CART \$500
Logo as “presented by” on all event materials	•					
Logo on event website	•	•	•	•	•	•
Included in social media posts	•	•	•	•	•	•
Logo included in print ads	•	•	•	•	•	•
Logo included in TV commercials	•	•	•	•	•	
Included in press releases	•	•	•	•		
Logo placement on billboards	•	•	•			
Visual recognition at the event	•	•	•			
Award Introduction	•	•	•			
Signage on the tee of one hole					•	
Exclusive signage on one golf cart						•
Opportunity to have branded swag in goodie bags	•	•	•			
Individual PSA airing on radio stations	•	•				
Exclusive signage at registration table	•					
Exclusive advertising on goodie bags		•				
Complimentary event entry	1	—	—	—	—	—

PLAYER LEVELS

	EAGLE \$5,000	BIRDIE \$4,000	PAR \$3,200
One four player team	•	•	•
\$100 Sweetens Cove Pro Shop gift card	•	•	•
A pack of Titleist golf balls	•	•	•
Logo display at one hole	•	•	
Signage on a golf cart	•		
Tent option at one hole	•		

COMPANIES OR INDIVIDUALS WISHING TO SPONSOR MAY PICK FROM AN EVENT PACKAGE OR PLAYER LEVEL. THE PLAYER LEVELS ALLOW YOU TO SUPPORT THE EVENT WHILE PARTICIPATING!

2023 SPONSORSHIP AGREEMENT

YES, I WOULD LIKE TO BE A SPONSOR OF THE **2ND ANNUAL MONDAY BEFORE THE MASTERS**

PRESENTING SPONSOR **\$20,000**

SILVER SPONSOR **\$5,000**

EAGLE SPONSOR **\$5,000**

GOODIE BAG SPONSOR **\$15,000**

TEE SPONSOR **\$1,000**

BIRDIE SPONSOR **\$4,000**

GOLD SPONSOR **\$10,000**

GOLF CART SPONSOR **\$500**

PAR SPONSOR **\$3,200**

CONTACT INFORMATION

CONTACT NAME: _____ COMPANY: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____ WEBSITE: _____

PAYMENT INFORMATION

CREDIT CARD (PLEASE SELECT) VISA MASTERCARD AMERICAN EXPRESS CHECK ENCLOSED

CREDIT CARD NUMBER: _____ EXPIRATION: _____ CVV: _____

PAY IN THE AMOUNT OF: _____ EMAIL: _____

NAME ON CARD: _____ SIGNATURE: _____

PLEASE FILL OUT THIS FORM IN ITS ENTIRETY BY PRINTING OR DOWNLOADING ONLINE.

SUBMIT BY **FAX:** 423.498.3581, **MAIL:** 1705 SOUTH HOLTZCLAW AVENUE CHATTANOOGA, TN 37404, OR **EMAIL:** MELANIE@HATCHERFOUNDATION.ORG

AUSTIN HATCHER FOUNDATION CONTACT INFORMATION

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