



*A new chapter begins.
Two meaningful stories come together.*

CALI'S COURAGE & JOHNNY P. SIMS MEMORIAL INAUGURAL GOLF CLASSIC



MONDAY, JANUARY 25, 2027



CARROLLWOOD COUNTRY CLUB

The Johnny P. Sims Memorial Tournament is joining forces with the Cali's Courage Foundation, carrying forward the generosity and spirit at the heart of this beloved event while creating greater hope and support for children and families affected by Williams syndrome.

SPONSORSHIP PACKET



**CALI'S
COURAGE**
FOUNDATION



Remembering Johnny P. Sims

Throughout his life, Johnny P. Sims had a remarkable way of bringing people together. Whether serving in the U.S. Air Force, working as an air traffic controller, building businesses, contributing to his community, or enjoying a round of golf, Johnny formed friendships wherever he went and became well known throughout Tampa Bay. To those closest to him, however, he was best known for his humor, generosity, and larger-than-life spirit. He loved entertaining family and friends and lived every day fully and without regret.

The Johnny P. Sims Memorial Tournament was created to keep that spirit alive. Over the years, it has brought together the people and community Johnny loved while carrying forward the joy and generosity that defined him.

This partnership with Cali's Courage is deeply personal. Johnny's son, Eric, and Cali's father, Clete, met through their shared love of soccer and have been great friends ever since. Over the years, their families have grown incredibly close, and Eric has developed a special bond with Cali. Eric knows his father would be proud to see the tournament carrying his name support a cause that means so much to all of them.

As the tournament moves forward, Johnny's legacy will continue through friendship, generosity, and a shared commitment to helping others. Every round played in his honor will now help create greater hope, resources, and possibilities for children with Williams syndrome and the families who love them.



**CALI'S
COURAGE**
FOUNDATION

THE **COURAGE** BEHIND THE CLASSIC

Williams syndrome is a rare genetic condition that occurs when a small portion of chromosome 7 is missing. It is a random genetic occurrence affecting approximately 1 in 7,500 to 10,000 births. Individuals with Williams syndrome often face challenges related to heart and blood vessel health, development, learning, behavior, growth, and everyday independence.

Cali is the heart behind Cali's Courage. Born with Williams syndrome, she has shown us that courage can look like joy, determination, resilience, and a smile that continues to shine through every challenge.

The Inaugural Golf Classic was created in her honor, but its purpose reaches far beyond her story. It is a way to stand beside families navigating a Williams syndrome diagnosis, provide meaningful support, and help create a future filled with greater hope, resources, and possibilities.



PROCEEDS SUPPORT

-  *Family Medical & Travel Grants*
-  *Williams Syndrome Research*
-  *Therapy & Developmental Support*
-  *Family Education & Williams Syndrome Programs*





**CALI'S
COURAGE**
FOUNDATION

A DAY AT A GLANCE

-  **MONDAY, JANUARY 25, 2027**
-  **CARROLLWOOD COUNTRY CLUB**
-  **REGISTRATION BEGINS AT 8:30 AM**
-  **SHOTGUN START AT 10:00 AM**
-  **FORMAT: TWO-PERSON SCRAMBLE**

Individual golfers may be paired with another participant.

EVENT HIGHLIGHTS

- CLOSEST TO THE PIN
- LONGEST DRIVE
- PUTTING CONTEST
- HOLE-IN-ONE
- RAFFLE
- SILENT AUCTION
- LIVE AUCTION
- 50/50
- MULLIGANS
- ENTERTAINMENT
- AWARDS DINNER

WHY PLAY

When you play, you are doing far more than spending a day on the course. You are standing with children and families affected by Williams syndrome, a rare genetic condition that can impact the heart, development, learning, and everyday independence.

Every golfer helps fund critical family resources, advance research, expand access to support, and raise awareness for a condition many people have never heard of. By joining us, you help create more answers, more opportunities, and greater hope for individuals with Williams syndrome and the families who love them.





**CALI'S
COURAGE**
FOUNDATION

SIGNATURE SPONSORSHIPS

Lead the Classic. Advance the mission. Leave a lasting legacy.

PRESENTING PARTNER

\$8,000 / EXCLUSIVE, ONE (1) AVAILABLE

The Presenting Partner will receive the tournament's highest level of visibility and recognition. This exclusive partnership offers premier brand placement throughout the entire event experience, along with meaningful opportunities to engage directly with golfers, guests, and supporters.

Presenting Partner benefits include:

- Official recognition as the tournament's Presenting Partner
- Tournament entry for three (3) twosomes
- Top-tier logo placement across all pre-event, day-of, and post-event digital and print promotions
- Premier logo placement on the official tournament golf shirt or hat, selected by the Presenting Partner
- Premier logo placement on the tournament website, registration materials, main event banner, sponsor board, and step-and-repeat
- Dedicated Presenting Partner signage displayed throughout the tournament venue
- A featured role in welcoming guests and officially opening the tournament
- The opportunity to present the championship award to the winning twosome
- Priority selection of a hole for a branded experience or activation
- The opportunity to include a branded item in every golfer's swag bag
- A dedicated sponsor spotlight across tournament social media and email communications

PLATINUM SPONSOR

\$6,000 / EXCLUSIVE, ONE (1) AVAILABLE

The Platinum Sponsor will receive premier visibility throughout the tournament and a valuable opportunity to engage directly with golfers on the course.

Platinum Sponsor benefits include:

- Tournament entry for two (2) twosomes
- Premier logo placement on the tournament website, sponsor board, registration materials, social media, and select event signage
- Logo placement on the event step-and-repeat
- Select on-course brand visibility
- Special recognition during the tournament's opening remarks and awards dinner
- The opportunity to host a branded experience at a designated hole
- The opportunity to include a branded item in every golfer's swag bag



**CALI'S
COURAGE**
FOUNDATION

PREMIER SPONSORSHIPS

Elevate your presence. Make an impact that matters.

GOLD SPONSOR

\$5,000 / EXCLUSIVE, ONE (1) AVAILABLE

The Gold Sponsor will receive featured brand visibility across the tournament's primary promotional channels and throughout the event.

Gold Sponsor benefits include:

- Tournament entry for two twosomes
- Featured logo placement on the tournament website, sponsor board, registration materials, and select event signage
- Recognition across tournament social media
- On-course logo visibility
- Recognition during the tournament's opening remarks
- The opportunity to include a branded item in every golfer's swag bag

SILVER SPONSOR

\$3,500 / THREE (3) AVAILABLE

Silver Sponsors will receive elevated brand recognition throughout the tournament, along with opportunities to connect their organization to the mission and the golfer experience.

Silver Sponsor benefits include:

- Tournament entry for one twosome
- Logo placement on the tournament website, sponsor board, social media, and select registration materials
- Recognition during the awards dinner
- One branded hole sponsorship sign
- The opportunity to include a branded item in every golfer's swag bag

BRONZE SPONSOR

\$2,000 / FIVE (5) AVAILABLE

Bronze Sponsors will receive meaningful tournament visibility while supporting the mission and impact of the Cali's Courage & Johnny P. Sims Memorial Inaugural Golf Classic.

Bronze Sponsor benefits include:

- Tournament entry for one twosome
- Logo placement on the tournament website
- Logo recognition on the event sponsor board
- One branded hole sponsorship sign
- The opportunity to include a branded item in every golfer's swag bag





**CALI'S
COURAGE**
FOUNDATION

GOLF, COURSE & APPAREL SPONSORSHIPS

Elevate your brand. Help change the future of Williams syndrome.

OFFICIAL GOLF HAT SPONSOR

Exclusive

\$3,500

Feature your logo on the official tournament hat distributed to golfers and event participants. Includes one twosome.

OFFICIAL GOLF SHIRT SPONSOR

2 available

\$3,000

Feature your logo on the official tournament golf shirt in one of two premium locations: collar or sleeve. Includes one twosome.

PUTTING CONTEST SPONSOR

Exclusive

\$2,500

Serve as the sponsor of the tournament putting contest, with prominent signage and recognition throughout the competition. Includes one twosome.

PIN FLAG SPONSOR

Exclusive

\$2,000

Feature your logo on the official tournament pin flags displayed throughout the course.

LONGEST DRIVE SPONSOR

Exclusive

\$750

Receive exclusive branding and signage at the designated longest-drive contest hole.

CLOSEST TO THE PIN SPONSOR

Exclusive

\$750

Receive exclusive branding and signage at the designated closest-to-the-pin contest hole.

INDIVIDUAL HOLE SPONSOR

15 available

\$250

Feature your organization on a branded tee sign displayed at one tournament hole.





**CALI'S
COURAGE**
FOUNDATION

FOOD, BEVERAGE & EXPERIENCE SPONSORSHIPS

Fuel the day. Energize the experience. Make an impact.



AWARDS DINNER SPONSOR

\$3,000

Receive featured recognition and signage throughout the post-tournament dinner and awards celebration. Includes one twosome.



BEVERAGE CART SPONSOR

\$2,500

Keep golfers refreshed with prominent branding displayed on the tournament beverage carts throughout the course.



BREAKFAST SPONSOR

\$2,000

Welcome golfers with prominent branding throughout the breakfast and registration area. Includes one twosome.



TAG TEAM CHAMPIONSHIP SPONSOR

\$2,500

Help us crown the tournament's winning twosome with an unforgettable championship-style surprise. Receive prominent recognition during the awards presentation and branding on select event signage and materials.



MUSIC & ENTERTAINMENT SPONSOR

\$2,000

Help create an unforgettable tournament atmosphere with recognition and signage throughout the event's music and entertainment experience.



LUNCH SPONSOR

\$2,000

Sponsor the tournament lunch, with branding featured on lunch items and event signage. Includes one twosome.



PHOTOGRAPHY SPONSOR

\$2,000

Receive recognition as the official event photography sponsor, with branding associated with tournament photography, team photos, and the event photo backdrop.



BLOODY MARY BAR SPONSOR

\$1,500

Receive prominent branding at the tournament Bloody Mary bar, including customized signage and event recognition.



MIMOSA BAR SPONSOR

\$1,500

Receive prominent branding at the tournament mimosa bar, including customized signage and event recognition.



SIGNATURE COCKTAIL SPONSOR

\$1,250

Present the official Cali's Courage tournament cocktail, featuring your company name and branding at the bar and on select event materials.

Each sponsorship is exclusive to one sponsor.





**CALI'S
COURAGE
FOUNDATION**

REGISTRATION, RAFFLE & AUCTION DONATIONS

GOLF REGISTRATION

- 👤 Twosome — \$650
- 👤 Individual Golfer — \$325

Individual golfers may be paired with another participant.

CONTACT & PAYMENT INFORMATION

- 👤 Jessica Goddard
- 📁 President / Chair
- 📞 (314) 684-0800
- ✉️ jessica@caliscourage.com
- 🌐 www.caliscourage.com

- 👤 Clete Goddard
- 📁 VP / Treasurer
- 📞 (813) 442-1516
- ✉️ clete@caliscourage.com
- 🌐 www.caliscourage.com

Make checks payable to:
**Cali's Courage
Foundation, Inc.**

*Cali's Courage Foundation is a tax-exempt organization recognized under Section 501(c)(3) of the Internal Revenue Code. Contributions are tax-deductible to the extent permitted by law.
EIN: 42-4531796*

RAFFLE & AUCTION DONATION FORM

Name _____

Company _____

Email _____

Phone _____

Address _____

Donation Type _____

Description of Item or Experience _____

Estimated Value _____

Cash Donation _____

Examples include gift cards, experiences, merchandise, travel, sports tickets, baskets, or monetary support.

