



THE
HEROES
CUP [®]



BIG CEDAR LODGE
• AMERICA'S PREMIER WILDERNESS RESORT •

12 MILITARY HEROES. 12 LEGENDS. 1 GREAT CAUSE.



GOLF
CHANNEL



EVENT OVERVIEW

The Heroes Cup is an exclusive weekend of events, offering 5-star accommodations, a celebrity pro-am, a gala and concert, plus made for tv golf matches.

EVENT LOCATIONS & DATE

City: *Ridgedale, Missouri*

Date: *September 10-13, 2023*

Golf Course: *Payne's Valley – Tiger Woods Design*

Host Hotel & Resort: *Big Cedar Lodge*

PRIMETIME BROADCAST

12 skilled golfers from the Armed Forces will be paired with 12 skilled Legends to form two teams - **The Stars & The Stripes**, competing in a Ryder Cup format. The Golf Channel telecast will be aired in a primetime program in November of 2023.



GOLF
CHANNEL



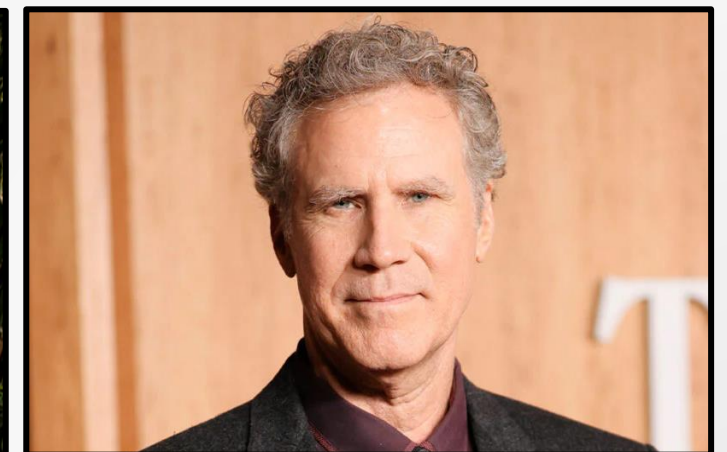
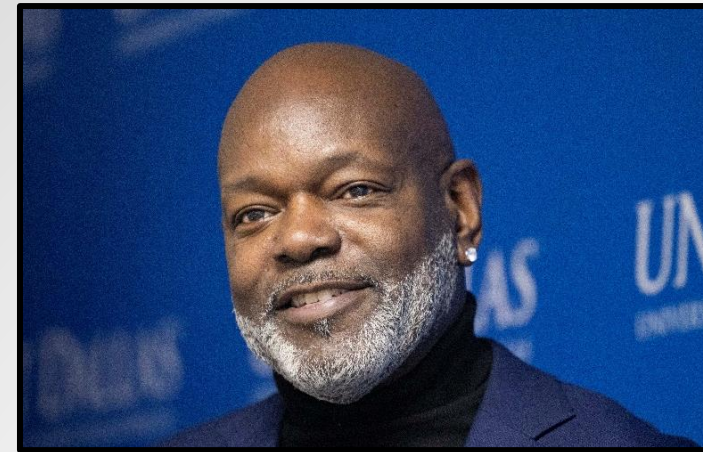
THE STARS & STRIPES TEAMS



LEGENDS

12 LEGENDS FROM SPORTS, MUSIC, HOLLYWOOD & ENTERTAINMENT

The Legends will be represented by the world's most decorated athletes, actors, musicians & other entertainers. These Legends will get a chance to showcase their talents on the links.



*The above celebrities are on The Heroes Cup official Legends invitation list.



HEROES

12 OF THE MILITARY'S TOP GOLFERS FROM THE ARMY, NAVY, AIR FORCE AND MARINE CORPS

The Heroes will be represented by a select group of the finest golfers from all four branches of the military. From the battlefield to the greens, they are as good on the links as they are in service to our country.



"As a child, I dreamed of becoming a professional athlete, and while my dreams morphed into service to our Nation, for one weekend I get to live out my childhood dreams. It is such a great privilege to be a part of The Heroes Cup, an event honoring our Nation's military."

**Lieutenant Colonel Colin Cremin
US Army Hero – Silver Star & Purple Heart recipient**



SCHEDULE



SEPTEMBER 10, 2023

Arrival of Heroes Cup participants and guests to Big Cedar Lodge - Ridgedale, MO

VIP Sponsor Reception with Stars and Stripes Team at the Wine Cellar Event Room, Top of the Rock - Big Cedar Lodge

SEPTEMBER 11, 2023

Welcome Breakfast

Par 3 Challenge at Top of the Rock and On-Course Lunch

Welcome Reception / Pro-Am Pairings Cocktail Party at the Buffalo Bar

SEPTEMBER 12, 2023

Welcome Breakfast and Pro-Am check-in

Pro-Am Golf Tournament at Payne's Valley and On-Course Lunch

The Heroes Cup Gala: Dinner & Auction, followed by live music with a nationally recognized artist on the Grandview Ballroom Lawn

SEPTEMBER 13, 2023

The Heroes Cup - Team Matches at Payne's Valley / Televised

Post round Heroes Cup awards ceremony



THE HEROES CUP GALA

AN EVENING CELEBRATING OUR HEROES



THE HEROES CUP at PAYNE'S VALLEY
PRO-AM & RYDER CUP MATCHES



SPONSORSHIP



GENERAL'S PACKAGE

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Receptions & Golf :

- 4 Foursomes with a celebrity pairing in the Heroes Cup Pro-Am & Par 3 Challenge
- Accommodations for 16 guests for 3 nights
- 16 Invitations to the VIP Sponsor Reception with Heroes and Legends
- 32 Invitations to the Welcome Reception / Pairings Cocktail Party
- 16 Invitations to the Butch Harmon Clinic
- 16 Heroes Cup Gift Bags (one per player)
- Complimentary daily breakfast and lunch for all players on Pro-Am day
- 16 Signed photo folios with celebrity pairing (one per player)
- 16 Official Tournament Flags signed by all Heroes and Legends

Gala & Dinner :

- 32 Invitations to the Cocktail Reception
- 32 Invitations to the Gala-Dinner (VIP Seating)
- 32 Invitations to the Concert (VIP Seating)
- 6 Invitations to Private Meet and Greet with featured entertainer

Media Exposure & Corporate Brand Recognition:

- (3) 30-second commercial spots during The Heroes Cup telecast
- Recognition in all media as presenting sponsor
- Logo and corporate recognition on all event signage
- Inclusion in press release as signature sponsor
- Brand integration in all digital assets
- Product placement opportunities throughout the weekend of events and in digital assets
- Industry exclusivity



COLONEL PACKAGE

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Receptions & Golf :

- 3 Foursomes with a celebrity pairing in the Heroes Cup Pro-Am & Par 3 Challenge
- Accommodations for 12 guests for 3 nights
- 12 Invitations to the VIP Sponsor Reception with Heroes and Legends
- 24 Invitations to the Welcome Reception / Pairings Cocktail Party
- 12 Invitations to the Butch Harmon Clinic
- 12 Heroes Cup Gift Bags (one per player)
- Complimentary daily breakfast and lunch for all players on Pro-Am day
- 12 Signed photo folios with celebrity pairing (one per player)
- 12 Official Tournament Flags signed by all Heroes and Legends

Gala & Dinner :

- 24 Invitations to the Cocktail Reception
- 24 Invitations to the Gala-Dinner (VIP Seating)
- 24 Invitations to the Concert (VIP Seating)
- 4 Invitations to Private Meet and Greet with featured entertainer

Media Exposure & Corporate Brand Recognition:

- (2) 30-second commercial spots during The Heroes Cup telecast
- Logo and corporate recognition on all event signage
- Inclusion in press release as signature sponsor
- Brand integration in all select digital assets
- Product placement opportunities throughout the weekend of events and in digital assets
- Industry exclusivity



M A J O R

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Receptions & Golf :

- 2 Foursomes with a celebrity pairing in the Heroes Cup Pro-Am & Par 3 Challenge
- Accommodations for 8 guests for 3 nights
- 8 Invitations to the VIP Sponsor Reception with Heroes and Legends
- 16 Invitations to the Welcome Reception / Pairings Cocktail Party
- 8 Invitations to the Butch Harmon Clinic
- 8 Heroes Cup Gift Bags (one per player)
- Complimentary daily breakfast and lunch for all players on Pro-Am day
- 8 Signed photo folios with celebrity pairing (one per player)
- 8 Official Tournament Flags signed by all Heroes and Legends

Gala & Dinner :

- 16 Invitations to the Cocktail Reception
- 16 Invitations to the Gala-Dinner (VIP Seating)
- 16 Invitations to the Concert (VIP Seating)
- 2 Invitations to Private Meet and Greet with featured entertainer

Media Exposure & Corporate Brand Recognition:

- (1) 30-second commercial spot during The Heroes Cup telecast
- Logo and corporate recognition on select signage
- Inclusion in press release as signature sponsor
- Brand integration in all digital assets
- Select product placement opportunities throughout the weekend of events and in digital assets
- Industry exclusivity



CAPTAIN

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Receptions & Golf :

- 1 Foursome with a celebrity pairing in the Heroes Cup Pro-Am & Par 3 Challenge
- Accommodations for 4 guests for 3 nights
- 4 Invitations to the VIP Sponsor Reception with Heroes and Legends
- 8 Invitations to the Welcome Reception / Pairings Cocktail Party
- 4 Invitations to the Butch Harmon Clinic
- 4 Heroes Cup Gift Bags (one per player)
- Complimentary daily breakfast and lunch for all players on Pro-Am day
- 4 Signed photo folios with celebrity pairing (one per player)
- 4 Official Tournament Flags signed by all Heroes and Legends

Gala & Dinner :

- 8 Invitations to the Cocktail Reception
- 8 Invitations to the Gala-Dinner (VIP Seating)
- 8 Invitations to the Concert (VIP Seating)
- 2 Invitations to Private Meet and Greet with featured entertainer

Media Exposure & Corporate Brand Recognition:

- Inclusion in press release as signature sponsor
- Brand integration in all digital assets
- Select product placement opportunities throughout the weekend of events and in digital assets



F O U R S O M E

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Receptions & Golf :

- 1 Foursome with a celebrity pairing in the Heroes Cup Pro-Am & Par 3 Challenge
- Hotel Accommodations for 4 guests for 3 nights
- 4 Invitations to the VIP Sponsor Reception with Heroes and Legends
- 8 Invitations to the Welcome Reception / Pairings Cocktail Party
- 4 Heroes Cup Gift Bags (one per player)
- Complimentary daily breakfast and lunch for all players on Pro-Am day
- 4 Signed photo folios with celebrity pairing (one per player)

Gala & Dinner :

- 8 Invitations to the Cocktail Reception
- 8 Invitations to the Gala-Dinner (VIP Seating)
- 8 Invitations to the Concert (VIP Seating)



CHARITY



NATIONAL
MEDAL *of* HONOR
MUSEUM

HELPING AMERICA'S MILITARY HEROES



The charitable proceeds of The Heroes Cup will directly support our nation's military heroes & the National Medal of Honor Museum Foundation