

FIRST OF ALL FOUNDATION

P.O. Box 10771 | Murfreesboro, TN 37129 | www.foafoundation.org

Kortne Gosha
Chair

Larry Colbert
Vice Chair



Chris Lilly
Secretary

Maurice Danner
Treasurer

Dear Business and Community Leader:

It is with great pride and excitement that we request your support of the First of All Foundation's A PHI A Open Golf Tournament to be held Saturday, August 4th, 2018 at Indian Hills Golf Club in Murfreesboro, Tennessee.

This event is designed to create a day of fun and excitement around the game of golf while generating capital funds to support the First of All Foundation's scholastic efforts. Through your support we are able to provide scholarships to a number of Middle Tennessee area High School students to fulfill the dream of going to college and achieving an education. Since the inception of this event in 2013 the Foundation has raised over \$30,000 towards this effort thanks to the support of individuals like you.

Specifically, these proceeds helped us to:

- Provide college scholarships to high school students graduating from Middle Tennessee area high schools.
- Send high school students from local high schools to our Leadership Development Institute program at Savannah State University.
- Provide school supplies to the needy students in targeted Rutherford county elementary schools.

While we currently award scholarships annually to "support" students attending college our ultimate goal is to raise enough funds to endow a scholarship that will support the full needs of multiple students throughout their entire collegiate experience. With your support we WILL make this a reality.

This year's golf tournament is going to be an exciting event and will include the following: a 4-person scramble tournament, hole-in-one competition, longest drive competition, closest to the pin competition, putting competition, a silent auction, complimentary meal, an enjoyable post event mixer, and a number of other great prizes and amenities. This is a great opportunity to market your product or business to a diverse group of potential clients.

We have designed a number of sponsor packages and are always glad to customize one to meet the needs of your business. Our goal is to ensure a quality event where you are able to market your business, product, or service to a large group of business professionals while supporting a noble cause. We thank you in advance for your consideration and support.

PARTICIPANT DEMOGRAPHIC SNAPSHOT	
2017 Tournament Data	
Median Household Income	\$90,000
EDUCATION	
Attended College	99%
Graduated College	92%
Post Graduate w/degree	63%
GEOGRAPHY	
Middle TN Area Residents	80%
Out of State Attendees	20%
DIVERSITY	
Male	95%
Female	5%
Minority (AA, Asian, Hispanic, Other)	61%
Median Age	38
SPONSOR SUPPORT	
Visited sponsor website via eblasts promos	71%
Reported visiting local sponsor store	82%
Purchased from sponsor in 2017	53%

Mission

Developing our youth through Mentorship, Leadership and Citizenship through education and scholarships.

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PACKAGE SPONSORSHIP LEVELS

TITLE SPONSOR

\$5,000.00

- Two teams (eight person) entry into tournament
- Exclusive Branding of Sponsor on website, in all tournament eblasts, all printed materials, tournament gifts (hats, vest, bags, etc.), and visibility of signage throughout tournament.
- Exclusive eblast promotions of sponsor to database of over 3000 individuals.
- Sponsor recognition in conjunction with scholarships awarded throughout the calendar year associated with this event.
- Sponsor provided one table at Annual Scholarship Awards Dinner and Founder's Day Celebration and given recognition as Event Title Sponsor and Scholarship Sponsor.
- Opportunity for additional promotion of Sponsor at other events during year.
- Company branding / logo on organizations website throughout the year.

PLATINUM LEVEL

\$1,000.00

- One team (four person) entry into tournament
- One hole sponsorship complimentary
- Company branding / logo on tournament paraphernalia (Banners, gift bags, printed material, eblasts, website)

GOLD LEVEL

\$750.00

- One team (four person) entry into tournament
- One hole sponsorship complimentary

INDIVIDUAL SPONSORSHIP OPTIONS

HYDRATION STATION (a total of six available)

\$500.00 each

- A refreshment station set at the tee box of every third hole where participants can get complimentary refreshments.
- Company logo / branding on all fluid dispensing devices at station and t-shirts worn by volunteer staff.
- Sponsor can customize station to their desired liking.

LONGEST DRIVE (ONE AVAILABLE)

\$500.00

- Sign recognition on green (pin flag or sign)
- One complimentary hole sponsorship
- Company branding / logo on tournament paraphernalia specific to Longest Drive
- Prize given to winner on behalf of sponsor

INDIVIDUAL HOLE SPONSOR

\$100.00 each

- Company will receive branding on signage that will be placed at each of the available holes advertising their business.

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REFRESHMENT CART (a total of two available)

\$500. 00 each

- All participants will have access to a roaming refreshment cart with fresh fruits, snacks, juices, and other items provided to them complimentary.
- One cart will cover front nine holes and one cart will cover back nine holes.
- Company will receive branding / logo options on cart and t-shirts worn by volunteer staff.
- Company branding / logo on tournament paraphernalia

CLOSEST TO PIN (ONE AVAILABLE)

\$500. 00

- Sign recognition on green (pin flag or sign)
- One complimentary hole sponsorship
- Company branding / logo on tournament paraphernalia specific to Closest to the Pin
- Prize given to winner on behalf of sponsor

HOLE IN ONE SPONSOR

\$500. 00

- Sign recognition on selected hole
- One complimentary hole sponsorship
- Company branding / logo on tournament paraphernalia specific to Hole in One
- Prize given to winner on behalf of sponsor

DRIVING RANGE (ONE AVAILABLE)

\$500. 00

- Sign recognition on driving range (pin flag or sign)
- Company branding / logo on tournament paraphernalia

NOTE IN KIND SUPPORT CAN BE SUBSTITUTED FOR DOLLAR AMOUNTS WHERE APPLICABLE

This tournament will be a full capacity event with 144 golfers / 36 teams and a number of volunteers. Once again the tournament will take place Saturday, August 4th, 2018 at Indian Hills Golf Club in Murfreesboro, Tennessee. Registration and check-in will begin at 10:00 am with the tournament commencing at 1:00pm. Immediately following the tournament we will have a reception and awards banquet for all participants.

For more information please contact either of the individuals listed below. We thank you again for your consideration.

Regards,

Alton Daniels, Sponsor Chairman
615-439-0214
altondaniels2012@comcast.net

Warren D. Isenhour, Tournament Chairman
615-394-7407
dub1906@yahoo.com

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