

LARRY FITZGERALD
PRESENTS
**FROM THE
GRIDIRON...**



FRIDAY | APRIL 22 | 2016

TO THE GREENS

Renowned as one of football's most electrifying players, Larry Fitzgerald is stacking up pro football records year after year, he does have one handicap though and that is in his golf game. The inaugural Larry Fitzgerald Charity Classic being held on Thursday the 21st and Friday the 22nd of April, 2016 will encompass his love for golf and philanthropy as it is his community involvement and passion to support those less fortunate that drive him to succeed all the way from the Gridiron to the Greens!

Larry's goal is to lead the fundraising industry in the development of an annual world class celebrity charity tournament. This private tournament will provide golf enthusiasts and charitable supporters alike with the opportunity to host their most influential partners and clients while giving them an experience unlike any other. On Thursday evening, Larry will host a Draft Party and on Friday, golfers will take on the greens at Talking Stick Golf Club with its tranquil desert surroundings this course provides a serene yet challenging day of golf for all.

Through the First Down Fund Larry has, with his friends, family and partners, been able to assist tens of thousands of kids and their families with significant gifts of time, money and special resources both locally and globally. The funds raised at this event will support children in the most challenging situations with a hand up by levelling the playing field providing them a real opportunity for a bright future.

END ZONE

The area at each end of the field between the goal line and the end line, you score a touchdown when you enter the end zone in control of the football

PRESENTING SPONSOR | \$50,000

Benefits:

- Designated presenting sponsor
- Logo on media wall (step and repeat)
- Corporate recognition throughout the golf course
- Logo on all printed materials
- Logo on event website with link to company website
- Logo on multi-media presentation
- Introduction of company representative by Larry Fitzgerald during event program
- Two (2) foursomes plus celebrity golfer
- Twenty (20) VIP tickets for Draft Party
- Center two-page ad in event program
- Exclusive gift for each golfer
- Opportunity for on-site promotional marketing including product placement
- Six (6) social media mentions, pre, during and post event

RED ZONE

The unofficial area from the 20-yard line to the opponent's goal line, when in this zone you hope to score a touchdown

RECEPTION SPONSOR | \$35,000

Benefits:

- Designated cocktail reception sponsor
- Logo on select printed materials
- Logo on event website with link to company website
- Logo on multi-media presentation
- Acknowledgement by emcee
- One (1) foursome plus celebrity golfer
- Sixteen (16) VIP tickets for Draft Party
- Full-page ad in event program
- Exclusive gift for each golfer
- Opportunity for on-site promotional marketing including product placement
- Four (4) social media mentions, pre, during or post event

LINE OF SCRIMMAGE

An imaginary line that extends from where the football is placed at the end of a play to both sides of the field

REGISTRATION SPONSOR | \$25,000

Benefits:

- Designated registration sponsor
- Logo on select printed materials
- Logo on event website with link to company website
- Logo on multi-media presentation
- Acknowledgement by emcee
- One (1) foursome plus celebrity golfer
- Ten (10) VIP tickets for Draft Party
- Full-page ad in event program
- Exclusive gift for each golfer
- Three (3) social media mentions, pre, during or post event

HASH MARKS

The lines on the center of the field that signify 1 yard on the field

BEVERAGE CART SPONSOR | \$15,000

Benefits:

- Designated beverage cart sponsor
- Logo on select print materials
- Logo on event website with link to company website
- Logo on multi-media presentation
- Acknowledgement by emcee
- One (1) foursome plus celebrity golfer
- Eight (8) VIP tickets for Draft Party
- Half-page ad in event program
- Exclusive gift for each golfer
- Two (2) social media mentions, pre, during or post event

ACE

This is a term used when a golfer makes a hole in 1!

DRIVING RANGE SPONSOR | \$10,000

Benefits:

- Designated driving range sponsor
- Logo on select print materials
- Logo on event website with link to company website
- Logo on multi-media presentation
- Acknowledgement by emcee
- One (1) foursome plus celebrity golfer
- Eight (8) tickets for Draft Party
- Half-page ad in event program
- Exclusive gift for each golfer
- One (1) social media mention pre, during or post event

FORE

This is the term yelled when one hits a shot toward another person on the golf course to alert him/her of impending doom from being hit by the ball

TOURNAMENT FOURSOME | \$5,000

Benefits:

- One (1) foursome plus celebrity golfer
- Four (4) tickets for Draft Party
- Company name on recognition signage
- Exclusive gift for each golfer

BIRDIE

A score of 1 under par for a hole

HOLE SPONSOR | \$3,500

Per hole | course buyout available

Benefits:

- Corporate recognition on green
- Two (2) tickets for Draft Party and awards reception
- Opportunity for activation on hole

HACKER

A golfer who is not very skilled also known as a duffer

\$1,250

Benefits:

- Individual position to play
- Individual ticket to Draft Party



LARRYFITZGERALD.COM

Contact Natasha Borota at 416.516.9898 ext. 100
or natasha@itfactor.biz for more information

