



2020

Sponsorship Opportunities

The First Tee of North
Florida's 15th Annual



Pivot Technology Solutions
& Cisco Systems
AT TPC SAWGRASS

THURSDAY, JUNE 4, 2020 | TPC SAWGRASS CLUBHOUSE
FEATURING THE BAND: HIT PARADE

TASTE OF GOLF IS THE CULINARY EVENT OF THE YEAR SHOWCASING THE VERY BEST CHEFS FROM THE TOP PRIVATE CLUBS AND RESORTS IN NORTH FLORIDA.

Each year the top private club and resort chefs come together to celebrate The First Tee of North Florida for an evening of fellowship, live music, a silent auction...and of course, great food!

The event is extremely popular with golf lovers and foodies alike and typically draws an excess of 600 people. This makes it a prime opportunity for exposure for yourself or your business. Our guests include friends of the professional golf community, media, local celebrities, and loyal supporters of The First Tee of North Florida.

PAST PARTICIPATING CHEFS

- › TPC Sawgrass
- › Ponte Vedra Inn & Club / The Lodge & Club
- › Epping Forest Yacht & Country Club / The River Club
- › San Jose Country Club
- › Jacksonville Golf & Country Club
- › World Golf Village
- › Deerwood Country Club
- › 3 Palms Grille at The Oak Bridge Club at Sawgrass
- › Marsh Landing Country Club
- › Hidden Hills Country Club
- › Atlantic Beach Country Club
- › Sawgrass Country Club

Your support of Taste of Golf helps deliver The First Tee of North Florida's youth development programs to all corners of our region.



ABOUT THE CHARITY

The First Tee is an international youth development initiative of the World Golf Foundation and is supported by the leading organizations in golf. The First Tee of North Florida, a 501(c)3 organization, is one of nearly 150 chapters located throughout the country and in multiple international locations dedicated to impacting the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf.

Last year alone, our chapter impacted over 140,000 children in our seven county service area which includes Clay, Duval, Flagler, Nassau, Putnam, St. Johns, and Volusia. These children were inspired through The First Tee curriculum which is delivered through these essential avenues:

National School Program - This was delivered to more than 90,000 children at 150 participating elementary schools.

TARGET Outreach Program - Over 50,000 children were reached via other youth serving organizations.

Life Skills Experience Program - Over 1,500 children received essential character foundation values life skills, and healthy habits at 17 program sites.



We take great pride in our mission and our accomplishments, and with your help we can continue to influence the lives of youth in North Florida.

For more information about The First Tee of North Florida please visit: www.thefirstteenorthflorida.org or call (904) 810-2231.



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The First Tee of North Florida's mission is "To impact the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf."



2020 SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR	\$25,000	SOLD
VIP RECEPTION SPONSOR	\$10,000	AVAILABLE
MORE THAN A GAME SPONSOR	\$5,000	AVAILABLE
FORE THE KIDS SPONSOR	\$2,500	AVAILABLE
CORE VALUES SPONSOR	\$1,250	AVAILABLE

ADDITIONAL SPONSORSHIP PACKAGES CAN BE CREATED AS NEEDED



SPONSORSHIP HAS ITS PRIVILEGES ...

This signature event is an ideal networking opportunity with a substantial, sophisticated audience who are passionate about the game of golf and the intrinsic values associated with the game.

Our sponsors will join our board members and special guests one hour before the main event for a private pre-party VIP reception that is exclusive to sponsors.

Taste of Golf also provides the Presenting Sponsor with the exclusive opportunity to reward clients and employees with a private meeting room the day of the event, foursomes on TPC Sawgrass Stadium Course, and rooms at the Sawgrass Marriott.

PAST EVENT SPONSORS





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ATTENDEE DEMOGRAPHICS

MEDIA EXPOSURE

In past years, the event has received wide exposure through a variety of media outlets including :

RADIO: Commercials on iHeart Radio Jacksonville stations, commercials and spotlight segments on 1010XL Jax Sports radio

TELEVISION: Featured on Action News Jax

EMAIL: Email Blast to over 100,000 subscribers

SOCIAL MEDIA: Facebook, Instagram and Twitter reaching over 250,000 people

PRINT:

-2,500 Printed invitations sent / 150 posters distributed locally

-Event signage banners throughout TPC Sawgrass during the event



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2020 PARTICIPATION LEVELS

PRESENTING SPONSOR - \$25,000 (SOLD)

- Incorporation of name/logo into event name (15th Annual Taste of Golf Presented by ____)
- Opportunity to deliver welcome message during the event
- Use of event logo by Presenting Sponsor
- Presenting Sponsor Logo on event collateral (advertising, program, signage, website)
- Link from event website to Presenting Sponsor website
- Twenty Four (24) Taste of Golf Tickets, including pre-event VIP Reception invitations
- Inclusion in social media campaigns as Presenting Sponsor. Logo integrated into event social media cover photos. (Text content provided by Sponsor's Marketing team)
- Inclusion in up to 300 radio ads promoting the (Taste of Golf Presented by ____)
- Three foursomes on TPC Sawgrass Stadium Course the morning of the event
- Four Rooms booked for two nights at The Sawgrass Marriott
- Access to the Sunset Room in TPC Sawgrass Clubhouse for a corporate function the morning of the event.
- Your gift provides over eighty (80) youth a full year of Golf and Life Skills Programming**

VIP RECEPTION SPONSOR - \$10,000

- Incorporation of name/logo into reception name (The ____ VIP Lounge)
- Use of event logo by VIP Reception Sponsor
- Exclusive branding of designated VIP Lounge area within TPC Sawgrass Clubhouse
- Logo on event collateral (advertising, program, signage, website)
- Link from event website to Sponsor website
- Sixteen (16) Taste of Golf Tickets , including pre-event VIP Reception invitations
- One foursome on TPC Sawgrass Stadium Course the morning of the event
- Two Rooms booked for two nights at The Sawgrass Marriott
- Inclusion in social media campaigns as VIP Reception Sponsor. (Text content provided by Sponsor's Marketing team)
- Your gift provides over thirty (30) youth a full year of Golf and Life Skills Programming**

MORE THAN A GAME - \$5,000

There are six levels of the More than a Game Sponsor. Levels are first come first serve with different branding opportunities at each level.

All levels of More than a Game Sponsors will receive the following:

- Logo on event collateral (advertising, program, signage, website)
- Eight (8) Taste of Golf Tickets, including pre-event VIP Reception invitations
- Inclusion in social media campaigns. (Text content to be provided by Sponsor's Marketing team)
- Your gift provides over fifteen (15) youth a full year of Golf and Life Skills Programming**



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MORE THAN A GAME SPONSOR LEVELS:

WINE PULL SPONSOR

- Incorporation of name/logo into name (The ____ Wine Pull)
- Use of event logo by Wine Pull Sponsor
- Exclusive branding of designated Wine Pull area within TPC Sawgrass Clubhouse
- Ability to place logo on wine bottle take home bags
 - Inserts can be placed in the bags and /or bags can be created with your logo for an additional \$250.00
- Ability to place marketing materials in Wine Pull take home bags
- *All marketing materials must be produced by sponsor and certain restrictions may apply.

VALET SPONSOR

- Incorporation of name/logo into name (The ____ Valet Sponsor)
- Use of event logo by Valet Sponsor
- Exclusive branding next to the valet at the front of TPC Sawgrass Clubhouse
- Ability to place marketing materials in cars at the end of the night
- *All marketing materials must be produced by sponsor and certain restrictions may apply.

AUCTION SPONSOR

- Incorporation of name/logo into name (The ____ Auction Sponsor)
- Use of logo on mobile bidding site
- Use of logo throughout the auction display

BAR SPONSOR (3 available)

- Logo displayed prominently on the bar.
- Logo printed on cocktail napkins at designated bar
- Ability to place marketing materials on designated bar

FORE THE KIDS SPONSOR - \$2,500

- Incorporation of name/logo into name (The ____ Fore the Kids Sponsor)
- Logo on event collateral (advertising, program, signage, website)
- Four (4) Taste of Golf Tickets, including pre-event VIP Reception invitations
- Inclusion in social media campaigns as "Fore the Kids" Sponsor. (Text content provided by Sponsor's Marketing team)
- Your gift provides over eight (8) youth a full year of Golf and Life Skills Programming**

CORE VALUES SPONSOR - \$1,250

- Logo on event collateral including: advertising, program, signage, and website
- Two (2) Taste of Golf Tickets, including pre-event VIP Reception invitations
- Inclusion in social media campaigns. (Text content provided by Sponsor's marketing team)
- Your gift provides over three (3) youth a full year of Golf and Life Skills Programming**



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2020 PARTICIPATION CARD

PLEASE SELECT ONE OF THE FOLLOWING:

☐ PRESENTING SPONSOR -\$25,000 (SOLD)

☐ VIP RECEPTION SPONSOR-\$10,000

☐ MORE THAN A GAME SPONSOR- \$5,000

☐ WINE PULL SPONSOR

☐ VALET SPONSOR

☐ AUCTION SPONSOR

☐ BAR SPONSOR

☐ FORE THE KIDS SPONSOR - \$2,500

☐ CORE VALUES SPONSOR - \$1,250

PLEASE COMPLETE THE FOLLOWING:

NAME

COMPANY

ADDRESS

CITY, STATE , ZIP

EMAIL

PHONE

SIGNATURE

DATE

*PLEASE SEND A PNG OR JPEG VERSION OF YOUR COMPANY LOGO TO
BROOKE@THEFIRSTTEENORTHFLORIDA.ORG

FOR MORE INFORMATION CONTACT :

Brooke Smith - Community Relations & Event Coordinator

brooke@thefirstteenorthflorida.org | Office: (904)810-2231 | Direct : (904) 924-9470

MAKE CHECKS PAYABLE TO : The First Tee of North Florida
475 West Town Place, Suite 115, St. Augustine, FL 32092

The First Tee of North Florida is a 501(c)3 charitable corporation.
All contributions are tax deductible to the extent allowed by law.

