

EVENT OVERVIEW

HEROES GOLF CLASSIC

TOURNAMENT



CARLTON OAKS GOLF CLUB

9200 Inwood Drive, Santee, CA 92071



THURSDAY, FEBRUARY 13, 2025

8:00 AM CHECK-IN, 9:00 AM SHOTGUN START

Rain or shine



250 PLAYERS + GENERAL ATTENDEES

Participation of both members of the public and active-duty military from the City's Adopted Military Unit.

EVENT SCOPE

This fundraising event is a day for the public and active-duty military to mingle and enjoy a beautiful day at the golf course. Guests can engage in a golf tournament, mini contests, enter in an opportunity drawing and interact with resource booths. Participants will also have the opportunity to enjoy breakfast on the patio and lunch. The tournament winner receives a free foursome of golf at Carlton Oaks County Club.

SPECIFIC ACTIVITIES

- Golf tournament: shotgun scramble
- Opportunity drawing
- Contests
- Food/drink vendor(s)

SPONSORSHIP LEVELS*

Presenting Sponsor - \$5,000
Semper Fi Hole Sponsor- \$750
Brigade Hole Sponsor - \$300
Dog Tags Hole Sponsor - \$125
Fairway Fun (non golfer)- \$50
Customized Sponsorship - Available upon request



*See sponsorship table for a detailed list with benefits available.

"The proceeds from this event go to the Birthday Ball Committee. The Federal government, including the Department of Defense and Marine Corps, does not endorse any company, sponsor, or private organization or its products and services."





HEROES GOLF CLASSIC TOURNAMENT SPONSORSHIP BREAKDOWN

Sponsorship Levels (customizable options are available upon request)		Presenting	Semper Fi	Brigade	Dog Tags
Sponsorship Amounts		\$5,000	\$750	\$300	\$125
Company recognition on the following*:	Estimated Impressions	Items below are included in your sponsorship*:			
Online					
City of Santee Website (company logo hyperlinked to company website)	~800 visits daily	Large Logo & "Presented By"	Large Logo	Medium Logo	Small Logo
Outside Agency Websites (on average the event is promoted by at least 3 websites)	Varies	Yes	Yes	Yes	Yes
Logo on SanteeTV during Recap Video	Airs 200+ times live	Large Logo & "Presented By"	Large Logo	Medium Logo	Small Logo
Social Media					
Facebook Posts - City of Santee Official Page	9.6k followers	Tag + Logo	Tag + Logo	Logo + Mention	Mention
Facebook Event - Business Name Listed	9.6k followers	Yes	Yes	Yes	Yes
Instagram Posts - City of Santee	4.1k followers	Tag + Logo	Tag + Logo	Logo + Mention	Mention
X Posts - City of Santee	2.9k followers	Tag + Logo	Tag + Logo	Logo + Mention	Mention
Logo on Recap Video on Youtube	244 Subscribers	Large Logo & "Presented By"	Large Logo	Medium Logo	Small Logo
Collaboration Videos	Varies	Yes	No	No	No
Onsite Elements**					
Recognition at Opening Ceremony	~134 attendees	Yes	Yes	Yes	Yes
10' x 10' Exhibit (no sales permitted)	~134 attendees	Yes	Yes	Yes	Yes
Lawn Signs Displayed in Prominent Location	~134 attendees	Logo	Logo	Name	Name
Sponsor Thank You Signage (24"x36")	~134 attendees	Large Logo & "Presented By"	Large Logo	Medium Logo	Small Logo
Logo on Grab Bag Flyers	~134 attendees	Large Logo & "Presented By"	Large Logo	Medium Logo	Small Logo
Merch Within Grab Bag (Sponsor provides)	~134 attendees	Yes	Yes	Yes	Yes
Reserved parking		Yes (2)	Yes (1)	Yes (1)	No
Company Presents ... Heroes Golf Classic	~134 attendees	Yes	No	No	No
Golf Cart Signs	~134 attendees	Yes	No	No	No
Golf Cart Reservation		Yes	No	No	No
Print					
Promotional Flyers	2,500	Large Logo & "Presented By"	Large Logo	Medium Logo	Small Logo
Chamber Bulletin	500	Large Logo & "Presented By"	Large Logo	Medium Logo	Small Logo
News Release / Media Advisory	All media outlets	Varies depending on the media source			
Additional Presenting Sponsor Perks					
Annual Birthday Ball Tickets (2)		Yes			
Hangar Tour		Yes	Yes		

We are happy to build customized packages and will work to meet your marketing goals and budget

*Benefits are not guaranteed & subject to availability / deadlines

** Lunch will be provided for a maximum of 2 staff per sponsoring group.



HEROES GOLF CLASSIC TOURNAMENT

SPONSORSHIP TABLE

Presenting - \$5,000 (Exclusivity - 1 Sponsorship Available)

The presenting sponsor is an overall event sponsor that will be featured on the patio and corresponding company recognition locations.

Semper Fi - \$750 (5 Holes to Choose From)

Tee Box	Benefits
13	<ul style="list-style-type: none"> • Great long drive hole • 12th green, 11th tee or 14th green access • Visible from 11 holes
14	<ul style="list-style-type: none"> • Great for food and drink vendors • Access to 13th green, 14th tee, and 15th green • Close to the bathrooms
1	<ul style="list-style-type: none"> • Located at the crossroads and will have the most traffic • Near food vendor location
10	<ul style="list-style-type: none"> • Located at the crossroads and will have the most traffic • Near food vendor location
12	<ul style="list-style-type: none"> • Par 3 • Good for hole-in-one contest • Large area to set up vendor tents or vehicle • Highly visible



Brigade - \$300 (8 Holes to Choose From)

Tee Box	Benefits
11	<ul style="list-style-type: none"> • Proximity to holes 10, 14 green, and 15 • Highly visible
2	<ul style="list-style-type: none"> • Large space for vendors to set up
3	<ul style="list-style-type: none"> • Great long drive hole
4	<ul style="list-style-type: none"> • Located at the crossroads and will have the most traffic • Near food vendor location
5	<ul style="list-style-type: none"> • Par 3 • Great for hole-in-one contest • Large area to set up vendor tents or vehicle • Highly visible
15	<ul style="list-style-type: none"> • Great for food and drink vendors • Proximity to 10th green, 11th tee, and 14th green
17	<ul style="list-style-type: none"> • Par 3 • Large tee box area
18	<ul style="list-style-type: none"> • Great for food and drink vendors. • Visible from patio and most of back nine holes

Dog Tag - \$125 (5 Holes to Choose From)

Tee Box	Benefits
6	<ul style="list-style-type: none"> • Located near edge of golf course, better for quiet sponsors
7	<ul style="list-style-type: none"> • Located near edge of golf course, better for quiet sponsors
8	<ul style="list-style-type: none"> • Located near edge of golf course, better for quiet sponsors
9	<ul style="list-style-type: none"> • Located near edge of golf course, better for quiet sponsors
16	<ul style="list-style-type: none"> • Shaded • Located near edge of golf course, better for quiet sponsors