

# EVENT OVERVIEW

# HEROES GOLF CLASSIC

# TOURNAMENT



## CARLTON OAKS GOLF COURSE

9200 Inwood Drive, Santee, CA 92071



**THURSDAY, FEBRUARY 13, 2025**

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



**134 ATTENDEES**

Participation of both members of the public and active-duty military from the City's Adopted Marine Unit, HMH-462.

## 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 also will have the opportunity to enjoy breakfast on the patio and a catered lunch.

## 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  
Pay for a Marine to Play - \$75  
Customized Sponsorship - Available upon request

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





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



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

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

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

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



# HEROES GOLF CLASSIC TOURNAMENT SPONSORSHIP BREAKDOWN

Sponsorship Levels (customizable options are available upon request)		Presenting	Semper Fi	Brigade	Dog Tags
<b>Sponsorship Amounts</b>		<b>\$5,000</b>	<b>\$750</b>	<b>\$300</b>	<b>\$125</b>
<b>Company recognition on the following*:</b>	<b>Estimated Impressions</b>	<b>Items below are included in your sponsorship*:</b>			
<b>Online</b>					
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
<b>Social Media</b>					
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
<b>Onsite Elements**</b>					
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	Yes	Yes	Yes	Yes
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	~134 attendees	Yes	Yes	Yes	Yes
Reserved parking		Yes (1)	Yes (1)	Yes (1)	Yes (1)
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
<b>Print</b>					
Promotional Flyers	2,500	Large Logo & "Presented By"	Large Logo	Medium Logo	Small Logo
Santee Magazine Promotional Ad	25,000	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			
<b>Additional Presenting Sponsor Perks</b>					
Annual Marine Corps Ball Tickets (2)		Yes			
Hangar Tour		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.