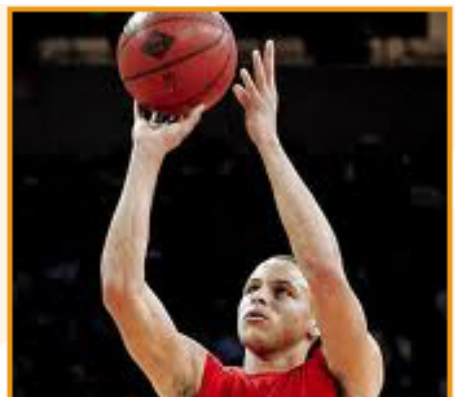




## Sponsorship Package

### 2012 Curry Celebrity Classic Golf Tournament Benefiting The Ada Jenkins Center



2012 CURRY CELEBRITY CLASSIC | RIVER RUN COUNTRY CLUB | JUNE 18, 2012

[www.CurryClassic.com](http://www.CurryClassic.com)



**June 18, 2012**

**The Currys are combining their passion for golf and love of the community with the Curry Celebrity Classic. Proceeds from this event will benefit the Ada Jenkins Center.**

**Each team will be comprised of 3 amateur golfers and one celebrity, at the beautiful River Run Country Club in Davidson.**

**Registration will begin at 10:00am with a 12:00pm shotgun start. Boxed lunch will be provided on the golf carts. Following play, dinner and the awards reception will be in the ballroom. Each participant will receive a gift package.**

**There will be NBA, NFL and NASCAR sports celebrities playing in the tournament. 2011 celebrities included: The Currys, Donnell Woolford, Victor Jones, Eugene Robinson, Tony Womack, Leonard Wheeler, Brian Stablein, Rodney Monroe, Muhsin Muhammad, Jim Szoke and Greg Bailey, to name a few.**



## ABOUT THE ADA JENKINS CENTER

The mission of the Ada Jenkins Center is to improve the quality of life for the residents of our communities by delivering integrated HEALTH, EDUCATION, and HUMAN SERVICES.

At the Center, we have experienced firsthand that circumstances can place people from all walks of life at risk. Whether facing an illness, job loss or other unexpected situation, we believe everyone has the ability to improve their life...sometimes they just need a little help. Working together to provide our neighbors the tools to build a better life is what the Ada Jenkins Center is all about.

Last year, the weak economy resulted in another significant increase in demand for the Ada Jenkins Center's services:

- We served 19,474 neighbors in need
- More than 17,000 people didn't go hungry because of the Loaves & Fishes pantry
- Our LEARN Works program served 60 students by providing effective tutoring and enrichment...an additional 150 students could be helped if we had the resources
- Our community dental clinic treated 961 children, adults and seniors
- Our free medical clinic provided care to 1,537 patients
- Our Community Health Nurse served over 300 additional patients
- Volunteers donated more than 30,000 hours of their time and talent to the Ada Jenkins Center

Behind the numbers above are people. Their stories are often heart breaking, but the hope for a brighter future that compels us. The generosity and caring of our community enables us to make a difference in the lives of so many.

There is so much more we could do. Financial support from companies and individuals like you is more important than ever to meet the growing needs of the Center's neighbors...your neighbors.

THANK YOU for your consideration!

For more information about the Ada Jenkins Center, visit our website [www.adajenkins.org](http://www.adajenkins.org).



## PRESENTING SPONSORSHIP: \$15,000

- **Event Co-Branded in all marketing material: Curry Celebrity Classic “Presented by [YOUR COMPANY]”**
- **Includes 3 Teams & choice of celebrity player on teams**
- **Top billing in all print and broadcast advertising:**
  - **Television Coverage:**
    - Company representative and logo appearing in commercial with Dell Curry airing on 39 MI-Connection cable stations (over 600 airs)
  - **Radio Coverage:**
    - WBT and WLINK: Total of 60 spots: Named as “Presented by...” in spots and in morning wrap-ups with Jim Szoke and Stacy Simms
    - WFNZ: Total of 40 spots: Named as “Presented by...” in spots
  - **Print Coverage:**
    - The Lake Norman Citizen
    - Charlotte Business Journal
- **Top billing with link in all web site coverage:**
  - Davidsonnews.net front page banner (May/June)
  - LakeNormanCitizen.com (May/June)
  - AdaJenkins.org and CurryClassic.com
  - WBT.com and 1079TheLink.com (May/June)
  - WFNZ.com home page banner (May/June)



## PRESENTING SPONSORSHIP CONTINUED

- **Social Media Coverage:** Facebook and Twitter: Included in on-going pre and post event posts and reference of company web site and information
- **VIP tent on driving range or high traffic area**
- **Press Releases:** Releases to 16 publications and press release web service. Individual press release written and submitted for Presenting Sponsor with inclusion on subsequent releases
- **Event Marketing Inclusion:**
  - Logo on 18 Hole Flags
  - Logo with web site URL on cart sign inside of 72 carts
  - Top billing on event banner by registration
  - Logo with URL and Tag Line on Driving Range Banner
  - Front inside OR Back cover full page ad in Program
  - Top billing on back of event T-Shirts
  - Logo on golf polo given to each player
- **Check presentation at awards banquet**
- **8 Tickets to Annual VIP Sponsor Reception**
- **Receive a hole flag signed by the Currys and framed with appreciation letter to display in your office**



## EAGLE SPONSORSHIP: \$10,000

- Includes 2 teams
- 2nd Choice of celebrity player on teams after Presenting Sponsor's picks
- 2nd billing in all print and broadcast advertising:
  - **Television Coverage:**
    - Logo placement in MI-Connection commercial spots (over 600 airs on 39 stations)
  - **Radio Coverage:**
    - WBT and WLINK: Total of 60 spots: Recognized in spots and in morning wrap-ups with Jim Szoke and Stacy Simms
    - WFNZ: Total of 40 spots: Recognized in spots
  - **Print Coverage:**
    - The Lake Norman Citizen
    - Charlotte Business Journal
- 2nd billing with link in all web site coverage:
  - Davidsonnews.net front page banner (May/June)
  - LakeNormanCitizen.com (May/June)
  - AdaJenkins.org and CurryClassic.com
  - WBT.com and 1079TheLink.com (May/June)
  - WFNZ.com home page banner (May/June)
- **Social Media:** Facebook and Twitter: Included in on-going pre and post event posts. Reference company web site and information



## EAGLE SPONSORSHIP CONTINUED

- **Press Releases:** Releases to 16 publications and press release web service
- **Event Marketing Inclusion:**
  - Logo with web site URL on cart sign inside of 72 carts
  - 2<sup>nd</sup> billing on event banner by registration
  - Logo with URL and Tag Line on Driving Range Banner
  - Full page ad in Program
  - 2nd billing on back of event T-Shirts
- **Check presentation at awards banquet**
- **4 Tickets to Annual VIP Sponsor Reception**
- **Receive a hole flag signed by the Currys and framed with appreciation letter to display in your office**



## BIRDIE SPONSORSHIP: \$5,000

- **Includes 1 team**
- **Logo in the following print advertising:**
  - The Lake Norman Citizen
  - Charlotte Business Journal
- **Radio Coverage:**
  - WFNZ: Total of 40 spots: Recognized in spots
- **Logo with link in all web site coverage:**
  - Davidsonnews.net front page banner (May/June)
  - LakeNormanCitizen.com (May/June)
  - WFNZ.com front page banner (May/June)
  - AdaJenkins.org and CurryClassic.com
- **Social Media:** Facebook and Twitter: Included in on-going pre and post event posts  
Reference company web site and information
- **Press Releases:** Releases to 16 publications and press release web service



## BIRDIE SPONSORSHIP CONTINUED

- **Event Marketing Inclusion:**
  - Logo on event banner by registration
  - Logo with URL and Tag Line on Driving Range Banner
  - ½ page ad in Programs
  - Logo on back of event T-Shirts
- **2 Tickets to Annual VIP Sponsor Reception**
- **Receive a hole flag signed by the Currys and framed with appreciation letter to display in your office**



## PAR SPONSORSHIP: \$2,500

- **Includes 1 player spot**
- **Link in web site coverage:**
  - AdaJenkins.org and CurryClassic.com
  - WFNZ.com banner (June)
- **Social Media:** Facebook and Twitter: Included in on-going pre and post event posts. Reference company web site and information
- **Press Releases:** Releases to 16 publications and press release web service. Mention in at least one release
- **Event Marketing Inclusion:**
  - Logo on event banner by registration
  - Logo with URL on Putting Green Banner with other Birdie Sponsors
  - Business card size ad in Programs
  - Logo on back of event T-Shirts
- **Ticket to Annual VIP Sponsor Reception**
- **Receive a hole flag signed by the Currys to display in your office**



## HOLE SPONSORSHIP: \$500

- **Link in web site coverage:** [AdaJenkins.org](http://AdaJenkins.org) and [CurryClassic.com](http://CurryClassic.com)
- **Social Media:** Facebook and Twitter
- **Event Marketing Inclusion:**
  - Name listed on event banner by registration
  - Logo in programs
  - Logo on sign on hole
  - Receive a hole flag signed by the Currys to display in your office



## **INDIVIDUAL PLAYER: \$500**

- Round of golf at beautiful and challenging River Run Country Club with a celebrity
- Lunch and beverages throughout the day are provided
- Golf followed by a gourmet dinner and awards banquet
- Commemorative golf shirt
- Player goodie bag