

September 2021

Dear Corporate Supporter,

What is better than spending a day networking with your clients or team-building with your coworkers while you play a round of golf? Playing that round with the Atlanta Braves!

Hemophilia of Georgia is hosting the 39th *Hit 'Em for Hemophilia* Golf Tournament in partnership with the Atlanta Braves on **Tuesday, October 19, 2021** in Alpharetta, GA. You are invited to participate in a tournament for a great cause that brings together more than 150 business executives, celebrities, and sponsors to raise money towards research to find better treatments and a cure for hemophilia

How you can participate:

- Become a Corporate Sponsor
- Sign up a team or individual to play in the tournament
- Sponsor a hole and have your company logo displayed on a pin flag on each course
- Give a donation to fund gene therapy research to find a cure for hemophilia

During the tournament, sponsors and guests enjoy a full day of golf, which includes lunch on the beautiful courses of The Golf Club of Georgia. Immediately following play, relax and enjoy the reception which features a silent and live auction with exclusive Atlanta Braves memorabilia and specialty sport, music, art, jewelry, and travel items.

Only with your help can we make the 39th *Hit 'Em for Hemophilia* Golf Tournament the most successful ever. Your support enables gene therapy research at St. Jude Children's Research Hospital and Emory University. Net proceeds from the tournament are directed towards research to find better treatments and a cure for hemophilia. I look forward to speaking to you soon to discuss a sponsorship tailored to fit your needs. Please feel free to contact me at (770) 518-8272, should you have any immediate questions. Thank you for your consideration.

Kindest regards,



Mike Plant

President & CEO of Braves Development Company
Atlanta Braves



Vic McCarty

Chief Development Officer
Hemophilia of Georgia

Enclosures:

Sponsorship Proposal
Tournament Response Form

Tee Up for a Cure!

Hit X Em

for

HEMOPHILIA

Charity Golf Tournament
39th ANNUAL

Tuesday, October 19, 2021

Golf Club of Georgia

8:30 AM - Registration

10:30 AM - Gunshot Start

After Play - Awards Reception

Net proceeds benefit bleeding disorder research.



hog.org/golf

Hemophilia
of Georgia



PRESENTING SPONSOR - \$25,000*

- Corporate branding alongside the Atlanta Braves and Hemophilia of Georgia (HoG) as the presenting sponsor
- 16 golf positions (4 teams)
- Golf with a celebrity on the signature Lakeside Course
- Special recognition as the presenting tournament sponsor
- 16 reception tickets
- Logo on event-day banners
- 16 raffle packages (one per player)
- Corporate identity and philanthropy recognition in key tournament marketing materials, including print, audio, web, and social media coverage
- Logo on HoG website and in event-day program
- Promo on clubhouse TVs
- Logo and presenting sponsor recognition at reception
- Logo and presenting sponsor for cart path signs
- Leaderboard sponsor
- Logo on digital on-cart display
- Company exhibit/table display at golf tournament

GOLD SPONSOR - \$15,500*

- 12 golf positions (3 teams)
- Golf with a celebrity on the signature Lakeside Course
- 12 reception tickets
- Logo on event-day banner
- 12 raffle packages (one per player)
- Logo placement in key print, web, and social media marketing campaigns
- Logo on HoG website and event-day program
- Promo on clubhouse TVs
- Logo on digital on-cart display

SILVER SPONSOR - \$12,500*

- 8 golf positions (2 teams)
- Golf with a celebrity on the signature Lakeside Course
- 8 reception tickets
- Logo on event-day banner
- 8 raffle packages (one per player)
- Logo placement in key print, web, and social media marketing campaigns
- Logo on HoG website and event-day program
- Promo on clubhouse TVs
- Logo on digital on-cart display

BRONZE SPONSOR - \$7,500*

- 4 golf positions (1 team)
- Golf with a celebrity on the Creekside Course
- Special recognition as a lead sponsor on the Creekside Course
- 4 reception tickets
- 4 raffle packages (one per player)
- Logo on event-day banner
- Logo placement in key print, web, and social media marketing campaigns
- Company name on HoG website and in event-day program

COPPER SPONSOR - \$5,000*

- 8 golf positions (2 teams) on the Creekside Course
- 8 reception tickets
- Logo on event-day banner

RECEPTION SPONSOR - \$3,000

- 8 reception tickets
- Recognition as a reception sponsor
- Company logo featured at reception
- Company logo on reception program
- Company logo on cocktail coasters
- Promo on clubhouse TVs

MORNING COCKTAIL SPONSOR - \$1,500
(Bloody Marys)

- Company logo on drinkware
- Promo on clubhouse TVs

TEAM SPONSOR - \$1,800*

- 4 golf positions (1 team) on the Creekside Course
- 4 reception tickets

HOLE SPONSOR - \$750

- 1 pin flag with company logo displayed on each course

FOOD IN VENDOR VILLAGE

- Donate signature food items to feed 100 participants
- Provide serving utensils, paper plates, flatware, and proper heating/cooling supplies such as sternos
- Tents, table cloths, marketing materials, and promotional giveaways at the vendor village tables are optional, but encouraged

**Includes a day of golf, breakfast, lunch, after play awards, drinks throughout the day, swag bag, and golfer gift.*



**39th Annual Hit 'Em for Hemophilia
Tuesday, October 19, 2021
Golf Tournament Response Form**



1.) Select a Corporate Sponsorship Level:

- | | |
|--|--|
| <input type="checkbox"/> Presenting (\$25,000) | <input type="checkbox"/> Gold (\$15,500) |
| <input type="checkbox"/> Silver (\$12,500) | <input type="checkbox"/> Bronze (\$7,500) |
| <input type="checkbox"/> Copper (\$5,000) | <input type="checkbox"/> Reception (\$3,000) |
| <input type="checkbox"/> Team (\$1,800) | |

Select Additional Registration Options:

- Hole Sponsor (\$750)
- Individual player (\$450)
- Morning Cocktail Sponsor (\$1,500)
- Donation \$_____ to fund research

2.) Payment Method (due Oct 8):

- Check enclosed (payable to HoG) Email an invoice to me I will call with credit card information

3.) Additional Information:

Giveaways for goodie bags will be delivered to HoG by Oct 8: **Yes** **No**

All golf positions within our sponsorship level will be used: **Yes** **No, we will only use** _____

****Copper level and above sponsors must email logo (EPS, PSD, or TIFF format) to vamccarty@hog.org by October 8, 2021.***

Contact Name: _____ Title: _____

Company Name (as it should appear in print): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

My signature below indicates that I acknowledge and agree to the sponsorship contribution level as described above and that net revenue of funds generated from the event will be used to support research funding provided by Hemophilia of Georgia.

Signature: _____ Date: _____

Sign and return this form by October 8, 2021 to:

Hemophilia of Georgia

Vic McCarty, Chief Development Officer

Email: vamccarty@hog.org

8607 Roberts Drive, Ste. 150, Sandy Springs, GA 30350

Phone: (770) 518-8272 Fax: (770) 518-3310

Thank You for Your Support!