2022 CHARITY GOLF DAY

Benefitting Ad Relief
Tuesday, September 20

Honoree
TBA

Sponsorship and Registration Book
Each year Ad Relief continues to advance its mission in providing assistance to individuals in the advertising industry in times of life crisis. Through their programs we have seen many lives changed for the better. The charity golf tournament raises more money for Ad Relief than any other single event.

Ad Relief of Greater Los Angeles is a 501(c)3 charity that since 1972 has granted over $2.5 million in emergency money to individuals in the Southern California advertising and promotions community, including fire, earthquake and landslide victims. Those with life-threatening illnesses have been helped with medical bills and other expenses.

## SCHEDULE

### 8:00 - 9:30 AM
- Registration
- Putting Contest
- Breakfast
- Driving Range Opens

### 9:30 AM
- Shotgun Start
- Four Person Scramble Format
- Par 3 challenges and contests

### 11:00 - 2:00 PM
- Lunch at the Turn
- Golf Photographs Taken

### 4:00 PM
- Cocktails & Hors d’oeuvres Reception
- Opportunity Drawing & Raffle
- Silent Auction
- Presentation of Team & Contest Winners
- Dinner

### 6:00 PM
- You’re Outta There!

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**MOORPARK COUNTRY CLUB**

“★★★★★★ Best Places to Play” — Golf Digest
“Top 36 Best Courses in the West” — Fairways & Greens
“Top Ten Places to Play” — Golf Magazine
GOLF SCHOOL

WHY GOLF SCHOOL?

If you have never golfed and are interested in learning...
If you’ve tried golf a few times, but are not yet comfortable playing a full round...
If your game is feeling a bit rusty and you want some pointers...

...then Golf School is perfect for you! Sign up by yourself or put a “group” together and come out, have some fun, learn about the game, then join tournament participants for networking, hosted cocktails, silent auction and dinner.

INCLUDES:

Lesson provided by Moorpark CC PGA Golf Professional
Lunch
Rental clubs
Awards and dinner reception

SCHEDULE

12-12:30 PM  Registration
              Lunch

12:30 - 1:00 PM  Introduction to Golf

1:00 - 3:00 PM  Swing Clinic
                Chipping Clinic
                Putting Clinic
                Q&A w/Moorpark CC Club Golf Pro

3:00 - 4:00 PM  Putting Contest Challenge

4:00 PM  Cocktails & Hors d’oeuvres Reception
          Opportunity Drawing and Raffle
          Silent Auction
          Presentation of Team & Contest Winners
          Dinner

6:00 PM  You’re Outta There!
2022 TOURNAMENT COMMITTEE

Ray Panepinto, Tournament Chair  
Warner Bros Discovery

Jason Elliott, Executive Committee  
Warner Bros Discovery

Wayne Aaronson, Executive Committee  
NCM

2021 PARTICIPATING COMPANIES

Acxiom  
Ad.net  
Amobee  
AnyClip  
Bidtellect  
Blavity  
Bleacher Report  
BuzzFeed  
Cadent  
Clear Channel Outdoor  
DISH  
DraftKings  
Distillery  
EMX Digital  
Factual  
Fandom  
Fo  
Fox News  
Fox Sports West  
Gamut  
Hearts & Science  
KDOC  
KTLA  
Lotame  
MiQ  
MLB Network  
NBC4  
NBCU  
NCM  
NFL Network  
Ogury  
Outfront  
Palisades Media Group  
Pandora  
Paramount  
Quantcast  
Roku  
RPA  
Saatchi  
Screenvision  
Social Standard  
Soundcloud  
Spotify  
Spotlight Cinema Networks  
Taboola  
UM  
Undertone  
Volta  
Warner Bros Discovery  
Westside Digital  
WGN  
Wingman Media  
Xandr  
Zach Rosenberg Consulting
# SPONSORSHIP OPPORTUNITIES

## PREMIER SPONSOR $15,000

All sponsor benefits plus:
- Twelve playing positions
- Six additional tickets for the Awards Dinner
- Company logo on four tee signs
- Company logo on four pin flags
- Acknowledgment in all pre-event email communications
- Corporate banner prominently displayed at the tournament
- Opportunity to display promotional materials and/or provide product samples on day of event to all players (220)

## AWARDS DINNER SPONSOR $8,000

All sponsor benefits plus:
- Eight playing positions
- Opportunity to speak/welcome group to dinner
- Six additional tickets for Awards Dinner
- Two on-course tee signs
- Company banner/signage displayed at dinner
- Company logo on two pin flags

## COCKTAIL SPONSOR $7,000

All sponsor benefits plus:
- Four playing positions
- Four additional tickets for the Awards Dinner
- Signage at cocktail & Awards Reception
- Company logo on one pin flag

## LUNCH SPONSOR $6,000

All sponsor benefits plus:
- Four playing positions
- Signage at lunch location
- Company logo on one pin flag
## *NEW* SPONSORSHIP OPPORTUNITIES

**TEE BOX MARKER SPONSOR (3) $6,000**
- All sponsor benefits plus:
  - Four Playing Positions
  - A pair of highly visible custom Tee Box Markers on 9 holes
  - Markers are two sided with full color graphics to display your company logo, tagline, etc

**VOLUNTEER SPONSOR $6,000**
- All sponsor benefits plus:
  - Four Playing Positions
  - Company Name/Logo on volunteer shirts

**CUSTOM BEER CAN SPONSOR $6,000**
- All sponsor benefits plus:
  - Four Playing Positions
  - Soothe the thirst of attendees with custom craft beer cans!
  - Your company logo and messaging on 200 custom designed cans

**TAKE A BREAK SPONSOR $6,000**
- All sponsor benefits plus:
  - Four Playing Positions
  - Coffee & Smoothie truck available for all attendees!
  - Signage at location
## SPONSORSHIP OPPORTUNITIES (CONT.)

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Sponsorship Level</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLF GLOVE SPONSOR</strong></td>
<td>$7,000</td>
<td>All sponsor benefits plus:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Four playing positions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Company logo on Golf Gloves distributed to all players</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Company logo on one pin flag</td>
</tr>
<tr>
<td><strong>PHOTOGRAPHY SPONSOR</strong></td>
<td>$6,000</td>
<td>All sponsor benefits plus:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Four playing positions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Company name/logo on all players photo frames</td>
</tr>
<tr>
<td><strong>BOTTLED WATER SPONSOR</strong></td>
<td>$6,000</td>
<td>All sponsor benefits plus:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Four playing positions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Corporate identity on bottled water</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Company logo on two (2) pin flags</td>
</tr>
<tr>
<td><strong>HOLE-IN-ONE SPONSOR</strong></td>
<td>$5,000</td>
<td>All sponsor benefits plus:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Four playing positions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Sponsor amazing prizes to the first hole-in-one on four par 3’s</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Signage on the six sponsored holes</td>
</tr>
<tr>
<td><strong>GOLF BALL SPONSOR</strong></td>
<td>$6,000</td>
<td>All sponsor benefits plus:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Four playing positions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Company logo on approx. 58 dozen balls</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Company logo on two (2) pin flags</td>
</tr>
<tr>
<td><strong>GOLF CART SPONSOR (2)</strong></td>
<td>$5,000</td>
<td>All sponsor benefits plus:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Four playing positions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Signage on half of tournament golf carts</td>
</tr>
<tr>
<td><strong>BEVERAGE CART SPONSOR</strong></td>
<td>$4,000</td>
<td>All sponsor benefits plus:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Two playing positions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Corporate branded golf cart full of drinks/snacks</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Company logo on two (2) pin flags</td>
</tr>
<tr>
<td><strong>“HOT SHOT” GOLF BALL CANNON SPONSOR</strong></td>
<td>$5,000</td>
<td>All sponsor benefits plus:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Four playing positions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Host &amp; own two (2) tee boxes on the course</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• The opportunity to meet &amp; greet golfers as they pass your location</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Sponsor has opportunity to activate sponsorship to their liking (final approval by Ad Relief)</td>
</tr>
</tbody>
</table>
## Sponsorship Opportunities (Cont.)

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Amount</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wine Sponsor</strong></td>
<td>$4,000</td>
<td>All sponsor benefits plus:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Four playing positions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Signage &amp; table cards at each table for awards/dinner reception</td>
</tr>
<tr>
<td><strong>Breakfast Sponsor</strong></td>
<td>$4,000</td>
<td>All sponsor benefits plus:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Four playing positions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Signage at breakfast area</td>
</tr>
<tr>
<td><strong>Driving Range Sponsor</strong></td>
<td>$4,000</td>
<td>All sponsor benefits plus:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Four playing positions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Signage at the driving range</td>
</tr>
<tr>
<td><strong>Golf Day Foursome Sponsor</strong></td>
<td>$3,000</td>
<td>All sponsor benefits plus:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Four playing positions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• On-course signage as tournament sponsor</td>
</tr>
<tr>
<td><strong>Sunscreen Sponsor</strong></td>
<td>$3,000</td>
<td>All sponsor benefits plus:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Two playing positions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Company logo on sunscreen placed on every golf cart</td>
</tr>
<tr>
<td><strong>Putting Contest Sponsor</strong></td>
<td>$4,000</td>
<td>All sponsor benefits plus:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Four playing positions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Signage at contest area</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Sponsor to provide prizing (final approval by Ad Relief)</td>
</tr>
<tr>
<td><strong>Individual Player</strong></td>
<td>$800</td>
<td>All sponsor benefits plus:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• One playing position</td>
</tr>
<tr>
<td><strong>Player Benefits</strong></td>
<td></td>
<td>Breakfast &amp; lunch</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tickets to the cocktail hour, awards and dinner reception</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tee gift bags for players</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Souvenir photos of foursomes</td>
</tr>
</tbody>
</table>
### SPONSORSHIP OPPORTUNITIES (CONT.)

<table>
<thead>
<tr>
<th>GOLF SCHOOL SPONSORSHIPS</th>
<th>NON-PLAYING SPONSORSHIPS</th>
<th>CUSTOM SIGNAGE OPPORTUNITIES</th>
<th>“NETWORKING” TICKET</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLF SCHOOL PREMIER SPONSOR $1,500</strong>&lt;br&gt;All Golf School sponsor benefits plus:&lt;br&gt;• Four player lessons&lt;br&gt;• Golf School signage as tournament sponsor</td>
<td><strong>NON-PLAYING TEE BOX SPONSOR $2,000</strong>&lt;br&gt;All sponsor benefits plus:&lt;br&gt;• Host &amp; own one tee box on the course&lt;br&gt;• The opportunity to meet &amp; greet golfers as they pass your location&lt;br&gt;• Sponsor has opportunity to activate sponsorship to their liking (final approval by Ad Relief)</td>
<td><strong>$250</strong>&lt;br&gt;• 150 Yard Marker Sponsor (10 available – 2 per $250)&lt;br&gt;• Pin Flag Sponsor (9 available)</td>
<td><strong>$150</strong>&lt;br&gt;• Includes cocktail hour and dinner reception</td>
</tr>
<tr>
<td><strong>GOLF SCHOOL FOURSOME SPONSOR $1,000</strong>&lt;br&gt;All Golf School sponsor benefits plus:&lt;br&gt;• Four player lessons&lt;br&gt;• On-course signage as tournament sponsor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>INDIVIDUAL LESSON $300</strong>&lt;br&gt;All sponsor benefits plus one player lesson</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### GOLF SCHOOL BENEFITS
Lessons provided by Moorpark CC PGA Golf Professional
Lunch
Rental Clubs
Tickets to the awards and dinner reception
All contributions are tax deductible to the fullest extent of the law.
Ad Relief is a 501(C)3 organization.
Our Fed. ID # is 23-7236394.

REGISTER AND SELECT SPONSORSHIPS ONLINE TODAY:
AdRelief.org/golfday

OR

For event information, please contact:
Ray Panepinto c/o Ad Relief
Mobile: (323)363-1251

All checks or money orders should be made payable to Ad Relief and mailed to:
Ad Relief
6709 La Tijera Blvd, Suite #200
Los Angeles, CA 90045-2017
(310)397-7830 | NicoleL@adrelief.org