



VARIETY GOLF SCRAMBLE

Friday, October 6, 2017

Mission Hills Country Club
PETE DYE COURSE

34600 MISSION HILLS DRIVE RANCHO MIRAGE, CA 92270
760 324-9400

benefits

Variety - the Children's Charity of the Desert

SPONSORSHIP PROPOSAL



Welcome to the 1st Annual Variety Golf Scramble at Mission Hills Country Club, October 6, 2017. Variety is excited to host this golf fundraiser and I know you will enjoy all the activities that we have planned for you in addition to the golf scramble. After the golf, at our Awards Reception, there will be a Silent Auction and Raffle prizes, along with the Golf Awards.

Please support Variety - the Children's Charity of the Desert by participating and inviting your friends to play, or join us for our Awards Reception.

See you on the links!

Rosie Casals
Golf Chairwoman

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All children are special. However, Variety – the Children's Charity of the Desert's purpose is to serve children who are less fortunate—children who live and grow up with a serious illness, disability or disadvantage. These are extra special children who require a special kind of help. **That help is you and Variety – the Children's Charity of the Desert.**

Under its core programs, Variety – the Children's Charity of the Desert delivers on its promise to provide a future without limits for every local child, regardless of their background or ability, and to be the most trusted and effective children's charity in the Coachella Valley.

It is for this purpose that the Variety Golf Scramble was created, under the supervision of tennis hall of famer Rosie Casals.

We have outlined a number of opportunities for businesses to brand and market their companies in a meaningful environment. We hope that you will join us at our first Variety Golf Scramble.

We look forward to working with you and we thank you for your support.

Michael Mathews
Board President

VARIETY GOLF SCRAMBLE 2017

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR \$10,000

- You will be recognized as: *Sponsor Name Variety Golf Scramble*
- Name and logo on television (400: 30 second spots) promoting golf event on KMIR/ NBC, MeTV, KSPE/My Network TV
- Name on radio spots promoting golf event: Big 106 Country, Jammin 95, Kool 95.9FM, Q102.3 Classic Rock: Marker Broadcasting
- Name and/or logo on all print promotion.
- Name and/or logo predominantly displayed on all full-color custom designed signage
- Logo on Step & Repeat
- Name on all golf cart banners
- Name on pin flags (18) and tee boxes (18 to 36)
- Name and logo on welcome banner and reception signage
- Name on master score board
- Name on sponsor board
- (2) Foursomes
- (8) Gift bags
- (8) Invitations to Awards Reception
- Commemorative photos
- Name/logo mentioned in all press releases
- Name/logo on varietyofthedesert.org linked to your website for a period of one year
- First right of refusal of the presenting sponsorship for 2018

PRESENTING SPONSOR \$7,500

- Recognition as the presenting sponsor, as:
 - Variety Golf Scramble
 - Presented by
 - Sponsor name
- Name and/or logo on all print promotion
- Name and/or logo predominantly displayed on all full-color custom designed signage
- Logo on Step & Repeat
- Name on all golf cart banners
- Name on pin flags (18) and tee boxes (18 to 36)
- Logo on welcome banner and reception signage
- Logo on sponsor board
- (2) Foursomes
- (8) Gift bags
- (8) Invitations to Awards Reception
- Commemorative Photos
- Name/Logo mentioned in all press releases
- Name/logo on varietyofthedesert.org linked to your website for a period of one year

EAGLE SPONSOR \$5,000

- Name and/or logo on all print promotion
- Name and/or logo predominantly displayed on all full-color custom designed signage
- Logo on Step & Repeat
- Logo on Welcome banner
- Logo on score board
- (1) Foursome
- (4) Gift bags
- (4) Invitations to Awards Reception
- (4) Name/logo on Tee Box Sign/Hole Sponsor
- Name/logo on varietyofthedesert.org linked to your website for a period of one year

VARIETY CORPORATE SPONSOR \$1,500

- Name and/or logo on all print promotion
- (2) Single entries
- (2) Gift bags
- (2) Invitations to Awards Reception
- Logo on Welcome banner
- Logo on score board
- Name/logo on varietyofthedesert.org linked to your website for a period of one year

CHILDREN'S SPONSOR \$500

- (2) Invitations to Awards Reception
- Name/Logo on event brochure
- Name/logo on varietyofthedesert.org linked to your website for a period of one year
- One single entry

Other Sponsorship Opportunities

- Tee Box Markers (18/36) \$250 ea
These are also called Hole Sponsors
- Premium Holes 9 & 11 \$500 ea
- Pin Flag Sponsor (1-18) \$250
Title, Charity + Flag Sponsor
- Cart banners (60 carts) \$250
- Drink cart sponsor \$250 per cart
- Awards Reception \$5,000
- Lunch sponsor \$2,500
- Golfcart sponsor \$250



For further information, please contact Rosie, Becky or Michael.
Rosie Casals 415 225-7030 Becky Moreno 760 773-9800
Michael Mathews 760 898-6677

Thank You for Your Support!



MARKER B BROADCASTING



PALM SPRINGS LIFE

Graphic design sponsored by Jennifer Scanlan, AdLib Design
www.facebook.com/adlibdesigncalifornia

For further information, call Variety – the Children’s Charity of the Desert 760 773-9800
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variety@varietyofthedesert.org www.varietyofthedesert.org



VARIETY GOLF SCAMBLE FRIDAY, OCTOBER 6, 2017

Mission Hills Country Club ~ Pete Dye Course
Rancho Mirage, California 92270