

ELI LUNZER PRODUCTIONS

Presents:

SUPER BOWL LIV
W E E K E N D
“**LACES OUT**”
CHARITY GOLF
C L A S S I C

BRAND PARTNERSHIP
OPPORTUNITIES



“LACES OUT” GOLF CLASSIC

THURSDAY | JANUARY 30th, 2020

The big game is coming to Miami and where better than to kick off the weekend with some fun in the sun and a championship style round of golf for a good cause. Miami socialite and entertainment extraordinaire [DJ IRIE](#) and well-known large-scale event producer [Matthew Gavin](#) are joining forces to bring a new level of fun and entertainment to the big game weekend of festivities!

Join current NFL players, NFL Legends, celebrities and influencers alike as the day will feature DJs, live music, specialty activations and sponsored giveaways, incredible food and drinks, contesting and prizes, and fun with some friends for an amazing day on the course! Not only will players have the opportunity for cash and prizes provided by our amazing brand partners, but all celebrity participants will be playing for the charity of the choice!

Join us at the perfectly situated [Miami Beach Golf Club](#) for this epic day! Steeped in a rich history, the legendary 18-hole Championship golf course in the center of Miami Beach is the premiere venue to host this epic event with top notch service exceeding guest expectations. The course was re-imagined by famous golf course architect Arthur Hills and plays host to multiple amateur and professional championships.

Sign up now for the inaugural session of this exclusive event that is a sure-fire way to kick off the weekend in luxury and style. Oh, and don't forget about the after party that night, but we will fill you in on that once you sign up! [See you in Miami Beach!](#)





“LACES OUT” GOLF CLASSIC

THURSDAY | JANUARY 30th, 2020

A Miami Beach staple steeped in rich history, the course originally opened as Bayshore Golf Course in 1923 as part of pioneering developer Carl Fisher's ambitious Alton Beach subdivision that was designed to lure wealthy winter residents from New York, Indianapolis and Detroit.

The Miami Beach Golf Club was conceived by Arthur Hills, one of America's foremost golf course designers. He is personally responsible for many of the Country's finest courses, having designed over 160 throughout the nation.

He is renowned for making his courses playable and enjoyable for golfers of all skill levels. In addition, his firm has been called upon to refine or renovate more than 100 courses including some of the Country's most renowned clubs; often in preparation for major USGA and PGA Championships.



Miami Beach
Golf Club™



MEDIA PARTNERS



AMERICA'S #1 AUDIO COMPANY
REACHING 9 OUT OF 10 AMERICANS EVERY MONTH

RADIO | DIGITAL | SOCIAL | PODCASTS | INFLUENCERS | DATA | EVENTS

REACH

274M

Listeners
On-air Every Month

EXTEND

122M

Registered Users
Through Digital & Mobile

EXPLORE

100M+

Monthly Podcast Downloads
#1 Commercial Podcaster

CONNECT

250+

Platforms
& Thousands of
Connected Devices

ENTERTAIN

20K+

Events
Across Markets
& Formats

WIN FANS

140M

Fans
Through Social Media

THE POWER OF FREQUENCY

Let consumers hear frequent reminders of your brand message with attention grabbing content to break through the clutter.

THE POWER OF EXPERIENCES

Give modern consumers access to unforgettable live experiences— it's all about not missing out on something epic and memorable.

THE POWER OF MUSIC

Capitalize on music being the #1 passion point for consumers and an essential part of defining their lifestyle, which by extension, makes it a great predictor of purchase behavior.

MEDIA PARTNERS

MODERN LUXURY

MIAMI

+

OCEAN DRIVE

MAGAZINE

LUXURY | FASHION | HEALTH | BEAUTY | ENTERTAINMENT

The preeminent luxury lifestyle publication for the city of *MIAMI*, acting as the **LOCAL AUTHORITY** on topics such as high-end retail, dining hot spots, design trends, and the city's top **TASTEMAKERS** and personalities.

50K

Circulation
AAM Audited/Guaranteed

210K

Readership
50% Male/Female

66Min

Average Time
Spent with an Issue

99%

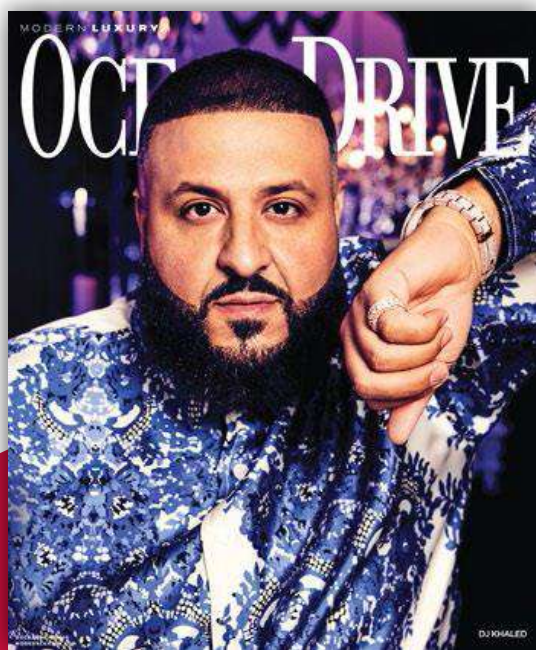
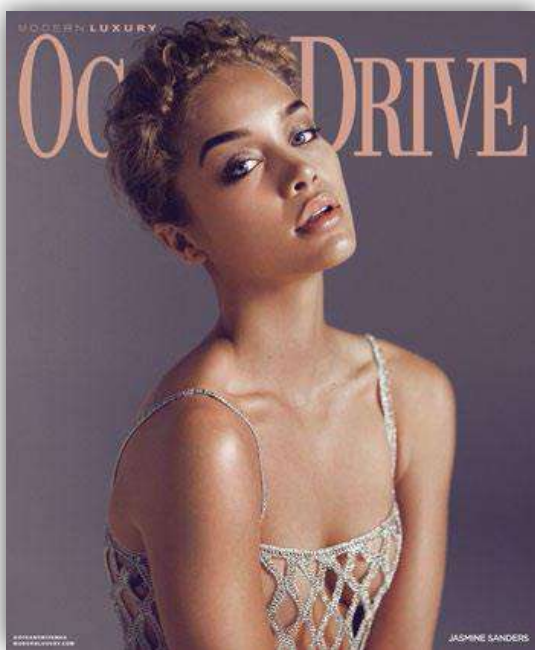
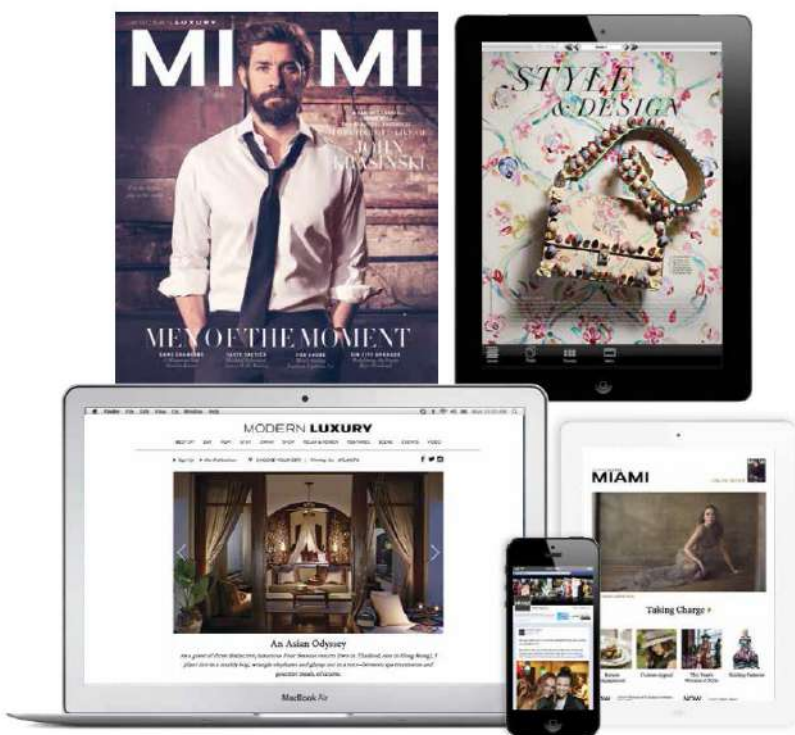
\$200k+
Household Income

85%

Property Owners
Own Their Principal Residence

83%

College Educated
Reader Profile





SPONSORSHIP PACKAGES

“LACES OUT” CHARITY GOLF CLASSIC

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CATEGORY EXCLUSIVE BRAND PARTNERSHIP

Brand Partnership for the “Laces Out” Golf Classic on Thursday January 30th located at the Miami Beach Golf Club.
Activation elements include, but are not limited to the following:

- **Category Exclusive Presenting Brand Partner**
- IP Rights to the VIP event to include the ability for Retailer and Consumer Incentive & Contesting opportunities
- Brand Identity (Name/Logo) included in the following:
 - Official Event Website & Invitations
 - Recognition in all Event Press Releases & Media Outreach (Pre and Post Event)
 - Three (3) premier hole sponsorships, including tee signs and markers
 - Presenting Brand Partnership recognition on all other tee markers and signage throughout the course
 - Inclusion as Presenting Brand Partner on all marketing materials and press releases
 - Presenting Brand Partner logo on all press materials
 - Presenting Brand Partner positioning on Media Wall
 - Brand presence at the pre & post golf receptions and award ceremonies
 - Company Executive to host and perform check presentation to the winning team and charity
- VIP Meet & Greet and photo opportunities with celebrity participants of the event on branded backdrop with ability for luxury gifting opportunities
- Ability to enhance brand partnership position with additional elements that may include the following (Additional fees will apply):
 - Additional Hole Sponsorships
 - Golf Cart & Scoring Card partnership
 - Driving Range & Putting Green Activations

- **Hospitality Inclusions:**
 - Three (3) foursome groups in the tournament.
 - Access for Twelve (12) guests to the post golf reception and awards ceremony
 - Access for Twelve (12) guests to Golf Classic VIP After Party (Venue TBA at later date)
 - *Bonus:* Four (4) VIP Passes to the Saturday Night Lights Event at the Fontainebleau Miami Beach

Category Exclusive Presenting Partner Package: \$50,000

Customizable packages also available to suit company needs.
Please inquire with your representative.

AFFILIATE BRAND PARTNER – TIER 2 |

Activation elements include, but are not limited to the following:

- IP Rights to the VIP event to include the ability for Retailer and Consumer Incentive & Contesting opportunities
- Brand Identity (Name/Logo) included in the following:
 - Official Event Website & Invitations as Affiliate Partner (Tier 2) of the event
 - Recognition in all Event Press Releases & Media Outreach (Pre and Post Event)
 - Two (2) premier hole sponsorships, including tee signs and markers
 - Affiliate Brand Partner (Tier 2) positioning on Media Wall
 - Brand presence at the pre & post golf receptions and award ceremonies
- Ability to enhance brand partnership position with additional elements that may include the following (Additional fees will apply):
 - Additional Hole Sponsorships
 - Golf Cart & Scoring Card partnership
 - Driving Range & Putting Green Activations
- **Hospitality Inclusions:**
 - Two (2) foursome groups in the tournament and includes
 - Pre-Golf welcome reception and snacks
 - Sponsored Gift Bags
 - Lunch, refreshments, beverages and cocktails on the course
 - Access for Eight (8) guests to the post golf reception and awards ceremony
 - Access for Eight (8) guests to Golf Classic VIP After Party (Venue TBA at later date)



HOLE SPONSOR |

- Company name/logo on signage & markers on one (1) tee box
- Dedicated display and distribution area on tee box. Sponsorship includes:
 - 10'x10' Canopy Tent
 - One (1) 8' Table with linen
- Company name/logo on all marketing materials as Hole Sponsor (Tier 3)
- Ability for brand ambassadors and product distribution to all players and attendees



HOLE SPONSOR PLUS (INCLUDES FOURSOME) |

- Company name/logo on signage & markers on one (1) tee box
- Dedicated display and distribution area on tee box. Sponsorship includes:
 - 10'x10' Canopy Tent
 - One (1) 8' Table with linen
- Company name/logo on all marketing materials as Hole Sponsor (Tier 3)
- Ability for brand ambassadors and product distribution to all players and attendees
- Includes one (1) Foursome group in the tournament



PLAYER PACKAGES

INDIVIDUAL PLAYER | \$1,250

- Pre-Golf welcome reception and snacks
- One (1) Sponsored Gift Bag
- Lunch, refreshments, beverages and cocktails on the course
- Access for One (1) guest to the post golf reception and awards ceremony
- Access for Two (2) guests to Golf Classic VIP After Party (Venue TBA at later date)

FOURSOMES | \$4,000

- Pre-Golf welcome reception and snacks
- Four (4) Sponsored Gift Bags
- Lunch, refreshments, beverages and cocktails on the course
- Access for four (4) guests to the post golf reception and awards ceremony
- Access for four (4) guests to Golf Classic VIP After Party (Venue TBA at later date)





THANK YOU

ELI LUNZER
PRODUCTIONS

FOR MORE INFORMATION PLEASE CONTACT:

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