

13TH ANNUAL



DAVID ORTIZ
Celebrity
GOLF CLASSIC

NOVEMBER 19-21, 2021 | JW MARRIOTT MARCO ISLAND BEACH RESORT | MARCO ISLAND, FLORIDA

TO BENEFIT



Host Committee

DAVID & TIFFANY ORTIZ, SUE BRADY, JOHN CLARK, C.J. DECRESCENTE,
ANNIE LEAHY, HALLIE LORBER, ERIC MAYS, ALEX PANLILIO & BILL STONE



CHAMPIONSHIP GOLF. NEW STARS. TROPICAL VACATION GETAWAY.

Join David & our esteemed Host Committee along with 35 of David's celebrity friends for an exclusive 3-day getaway on Marco Island featuring championship golf, white sand beaches, a private airport, & a tropical island feel (without the need for a passport!)

OUR NEW HOME

JW MARRIOTT BEACH RESORT MARCO ISLAND

Only 47 miles south of Fort Myers Airport (RSW), this Marco Island resort boasts

- 3 miles of pristine private beaches on the Gulf of Mexico
- 2 championship golf courses
- All Ocean-view rooms with private balconies
- A luxurious spa
- 12 restaurants with easy access to Marco Island
- A huge range of non-golf activities, including tennis, sailing, windsurfing, scuba diving, and luxury brand shopping

The David Ortiz Children's Fund has a full buy-out of the adults-only Sirene tower & pool for the weekend, leaving this area exclusive to our event guests.



OUR CELEBRITY GUESTS

Adam Jones - Alonzo Mourning - Anibel Sanchez - Anthony Mackie - Aroldis Chapman - Barry Larkin - Ben Higgins - Brad Penny - Charles Johnson
Chris Kirkpatrick - Cliff Floyd - Danny Valencia - Dascha Polanco - David Valle - Deven Marrero - Dontrelle Willis - Eduardo Rodriguez - Fat Joe - Gary Sheffield
Gee Spin - Glynn Turman - Jackie Bradley Jr - Jarrod Saltalamacchia - Ja Rule - Jenny Dell - Jesus Luzardo - Jim Jones - Jim Rice - Joey Fatone
Johnny Damon - Jon Lester - Jose Reyes - Josh Wolf - Lawrence Taylor - Melky Cabrera - Michael Collins - Mike Lowell - Mychal Givens - Patrick Warburton
Pedro Martinez - Placido Polanco - Pup Dawg - Ray Allen - Ray Lewis - Robinson Cano - Tim Wakefield - Timbaland - Warren Sapp - Will Middlebrooks



WEEKEND SCHEDULE OF EVENTS



Friday, November 19

- Guest Welcome Lounge & Gifting Suite
- Practice Rounds on Hammock Bay Course (must reserve in advance)
- Ortiz Fund Private Pool Party @ Sirene Adults-Only Pool
- Celebrity Pairings Party & Dinner
- After-Party @ 10K Alley, then Sirene Pool Lounge

Saturday, November 20

- 13th Annual Celebrity Golf Classic at the Rookery on Marco
- Ortiz Fund Private Pool Party @ Sirene Adults-Only Pool
- Awards Dinner & Live Auction on the Beach
- After-Party Concert, then Sirene Pool Lounge

Sunday, November 21

- Breakfast @ Maia Restaurant
- Ortiz Fund Private Pool Party @ Sirene Adults-Only Pool
- Guest Checkout Reception & Departures



LEAD SPONSOR

\$125,000

SPONSORSHIP

Exclusive Lead Sponsor of the 13th Annual David Ortiz Celebrity Golf Classic

Inclusion in the event logo lock up, on all communications and event collateral

Ownership of one (1) course activation site (full lounge, food, experience of sponsor design)

Activation options for Welcome Day and all weekend events

Five (5) mentions on social media promotions and content capture, including from David Ortiz

GOLF BENEFITS

Hosted foursome in Saturday's Celebrity Golf Classic (4 players)

Celebrity captain (to be assigned, with opportunity to bid for captain of choice)

VIP gift bag and full gifting suite access for each golfer, including golf shoes and shirts

Rookery and Hammock Bay Golf Practice Facility privileges

Opportunity to win exclusive prizes for group and individual performance

Foursome photo for each golfer (hi-res digital file)

HOSPITALITY

Four (4) double-occupancy rooms for November 19 – 21*

Daily food & beverage credit for eight (8) at resort restaurants and bars

Open bar at DOCF lounge (Sirene Tower) all weekend

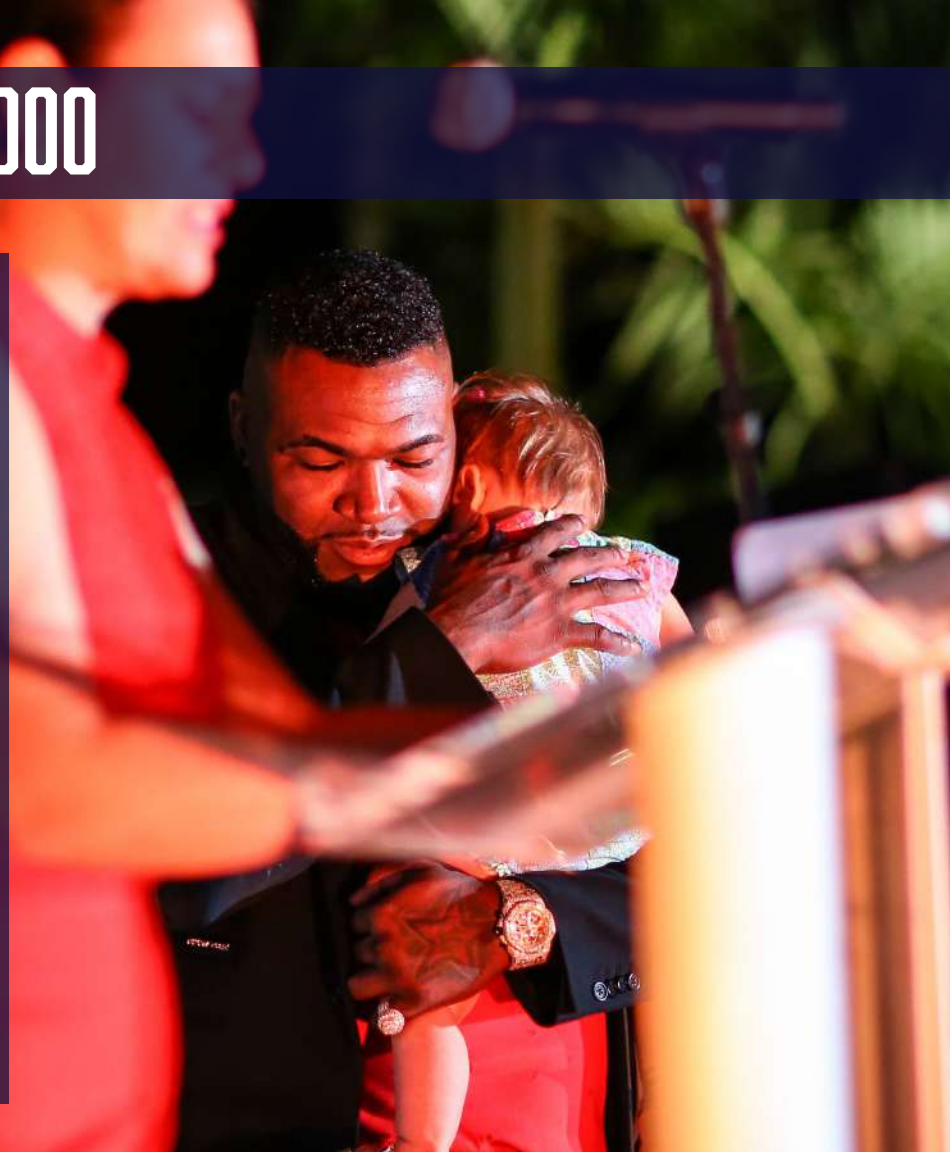
Eight (8) invitations for all weekend events, including dinners & after-parties Friday & Saturday

Roundtrip airport transfers from RSW, or hosted parking (November 19 – 21)

Complimentary WiFi

2 daily spa fitness classes per guest

**Option for Thursday early arrival for additional fee – must confirm by 10/1/21.*



EVENING PRESENTING SPONSORS

\$50,000 EACH

SPONSORSHIP - 2 AVAILABLE

Branded Activation for Friday's Pairings Party + After Party Game Night or Saturday's Live Awards + After Party Concert Event, including evening Step & Repeat for Celebrity Arrivals and Photos*

Custom signage package for weekend, including floor or mirror decals and two (2) column wraps

Sponsor spot in Gifting Suite and Check-Out area

Three (3) mentions in social media promotions and content capture, including from David Ortiz

Inclusion on weekend Step & Repeat



GOLF BENEFITS

Hosted twosome in Friday and Saturday's Celebrity Golf Classic (2 players)

Celebrity captain (to be assigned, with opportunity to bid for captain of choice)

VIP gift bag and full gifting suite access for each golfer, including golf shoes and shirts

Rookery and Hammock Bay Golf Practice Facility privileges

Opportunity to win exclusive prizes for group and individual performance

Foursome photo for each golfer (hi-res digital file)

**DOCF can provide full activation execution for your vision. Visuals on next slide.*

***Signage package can be customized. Visuals on Slide 9.*

HOSPITALITY

Two (2) double-occupancy rooms for November 19 – 21*

Daily food & beverage credit for four (4) at resort restaurants and bars

Open bar at DOCF lounge (Sirene Tower) all weekend

Four (4) invitations for all weekend events, including dinners & after-parties Friday & Saturday

Roundtrip airport transfers from RSW, or hosted parking (November 19 – 21)

Complimentary WiFi

2 daily spa fitness classes per guest

**Option for Thursday early arrival for additional fee – must confirm by 10/1/21.*

EVENING EVENT ACTIVATION POSSIBILITIES

WE HAVE A FULL PRODUCTION TEAM THAT WILL WORK WITH YOUR BRAND TO CREATE AND EXECUTE THE LOOK YOU WANT

*sponsor to pay for custom activation elements

CIRQUE ENTERTAINMENT



BRANDED SWING ACTIVATION



AIRSTREAM BAR



CUSTOM COCONUTS



A CUBAN EXPERIENCE

SIGNAGE PACKAGES



ESCALATOR SIGNAGE



COLUMN SIGNAGE



RAILING SIGNAGE



TERRACE SIGNAGE



STAIRWELL SIGNAGE



RSW LOADING ZONE

GOLD SPONSORS \$25,000

SPONSORSHIP

One (1) branded activation during the weekend after-party, custom treatments, welcome reception take-over, bar activation on course – for example. We are open to your creative ideas and have a production team to execute. Examples follow in deck.

Sponsor spot in Gifting Suite and Check-Out area

Two (2) mentions in social media promotions and content capture, including from David Ortiz

Inclusion on weekend Step & Repeat, plus customized signage package



GOLF BENEFITS

Hosted twosome in Friday and Saturday's Celebrity Golf Classic (2 players)

Celebrity captain (to be assigned, with opportunity to bid for captain of choice)

VIP gift bag and full gifting suite access for each golfer, including golf shoes and shirts

Rookery and Hammock Bay Golf Practice Facility privileges

Opportunity to win exclusive prizes for group and individual performance

Foursome photo for each golfer (hi-res digital file)

HOSPITALITY

Two (2) double-occupancy rooms for November 19 – 21*

Daily food & beverage credit for four (4) at resort restaurants and bars

Open bar at DOCF lounge (Sirene Tower) all weekend

Four (4) invitations for all weekend events, including dinners & after-parties Friday & Saturday

Roundtrip airport transfers from RSW, or hosted parking (November 19 – 21)

2 daily spa fitness classes per guest

**Option for Thursday early arrival for additional fee – must confirm by 10/1/21.*

GOLF CLASSIC SPONSORS \$20,000

SPONSORSHIP

Logo on course tee signage

Logo on event communications and signage

One (1) mention in social media promotions and content capture

GOLF BENEFITS

Hosted foursome in Saturday's Celebrity Golf Classic (4 players)

Celebrity captain (to be assigned, with opportunity to bid for captain of choice)

VIP gift bag and full gifting suite access for each golfer, including golf shoes and shirts

Rookery and Hammock Bay Golf Practice Facility privileges

Opportunity to win exclusive prizes for group and individual performance

Foursome photo for each golfer (hi-res digital file)

HOSPITALITY

Four (4) single-occupancy rooms for November 19 – 21*

Daily food & beverage credit for four (4) at resort restaurants and bars

Open bar at DOCF lounge (Sirene Tower) all weekend

Four (4) invitations for all weekend events, including dinners & after-parties Friday & Saturday

Roundtrip airport transfers from RSW, or hosted parking (November 19 – 21)

2 daily spa fitness classes per guest

**Option for Thursday early arrival for additional fee – must confirm by 10/1/21.*

**Option for 8 total guests, with double-occupancy rooms (4 golfers only) = \$25,000*



SILVER SPONSORS

\$15,000

SPONSORSHIP

Logo on course tee signage

Logo on event communications and signage

One (1) mention in social media promotions & content capture

GOLF BENEFITS

Hosted twosome in Friday and Saturday's Celebrity Golf Classic (2 players) with sponsor activations and hosted food and cocktails throughout the course

Celebrity captain (to be assigned, with opportunity to bid for captain of choice)

VIP gift bag and full gifting suite access for each golfer, including golf shoes and shirts

Opportunity to win exclusive prizes for group and individual performance

Foursome photo for each golfer (hi-res digital file)

HOSPITALITY

Two (2) double-occupancy rooms for November 19 – 21*

Daily food & beverage credit for four (4) at resort restaurants and bars

Open bar at DOCF lounge (Sirene Tower) all weekend

Two (2) invitations for all weekend events, including dinners & after-parties Friday & Saturday

Roundtrip airport transfers from RSW, or hosted parking (November 19 – 21)

2 daily spa fitness classes per guest

**Option for Thursday early arrival for additional fee – must confirm by 10/1/21.*

**Option for 4 total guests, with double-occupancy rooms (2 golfers only) = \$20,000*



TRANSPORTATION & HOSPITALITY SPONSOR \$45,000

BE THE **EXCLUSIVE** SPONSOR ACTIVATING AS GUESTS ARRIVE, DEPART AND TRAVEL TO AND FROM THE GOLF COURSE AND TENNIS ALL WEEKEND.



BRANDING

Transportation website and text notifications:
Sponsor will own transportation communications website and app, with logo placement for guest transportation registration and text updates.

RSW airport pickup curbside lounge:
Own our transportation partner's dedicated area in airport arrivals. Set with a GPS logo display board, lounge chairs and carpet, your brand will make the first impression on all guests for the weekend.

JW Marriott Transportation Transfer Station:
Exclusive Branding on 6' GPS Video Display Boards for on-property transfers to and from golf courses.

Vehicles:
Sponsor brand will be the exclusive transportation logo on all signage for celebrities and guests at airports, at JW Marriott transfer station, and at Rookery and Hammock Golf Courses.

Refreshments:
Branded water bottles in every vehicle.

Giftng Suite:
Opportunity for presence in gifting suite and check out reception area.

HOSPITALITY

Sponsor will also receive hospitality for two (2) guests, November 19 - 21 with admission for two (2) to all weekend events

**DOCF WILL SUPPORT
TRANSPORTATION SPONSOR
WITH CONTENT CAPTURE
(PHOTO AND VIDEO) FOR USE
IN SPONSOR MARKETING +
COMMUNICATIONS**

TRANSPORTATION & HOSPITALITY VISUALS

SPONSOR
CAN PROVIDE
PRODUCT
SAMPLING +
ADDITIONAL
CUSTOMIZED
BRANDING IN
THESE AREAS.



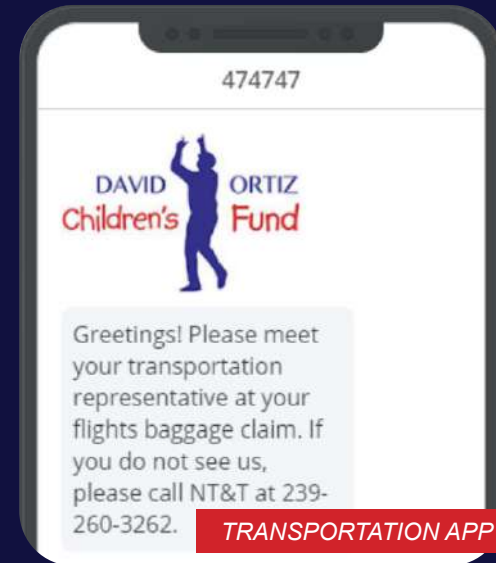
VIP ARRIVAL



TRANSPORTATION WEBSITE



GPS VIDEO BOARD



TRANSPORTATION APP



CUSTOM ACTIVATION SPONSOR

\$12,500

Perfect for entry-level sponsors who want to have a presence and engage with our guests but won't have a full team golfing or have multiple activations.



SPONSORSHIP

One (1) weekend sponsorship activation, including (but not limited to):

- Check In/Check Out area for weekend
- DOCF Lounge Area (All Day/Night: Friday, Saturday, and Sunday)
- Golf Tournament Check-In
- Tournament golf carts & on-course game cards
- Non-golfer guest experiences
- Weekend wellness

One (1) social media feature

Logo on event signage and communications

Option for inclusion in VIP gift bag

HOSPITALITY

One (1) double-occupancy room for November 19 – 21*

Daily food & beverage credit for one (1) at resort restaurants and bars

Open bar at DOCF lounge (Sirene Tower) all weekend

One (1) invitation for all weekend events, including dinners & after-parties Friday & Saturday

Roundtrip airport transfers from RSW, or hosted parking (November 19 – 21)

2 daily spa fitness classes per guest

**Option for Thursday early arrival for additional fee – must confirm by 10/1/21.*



CUSTOM ACTIVATION CONCEPTS



THE ISLAND LIFE



SAND CASTLES



CONTAINER PARK



SPORTS CENTER



2019 PRESS COVERAGE

Impressions: 611,459,866

The Boston Globe



boston.com



BRICKELL



YAHOO!



MIAMI'S
COMMUNITY
NEWSPAPERS



2019 SOCIAL MEDIA: @DAVIDORTIZ, @DAVIDORTIZFUND & #ORTIZCLASSIC

**13 MILLION
TOTAL
IMPRESSIONS**

created by guests in attendance
via Twitter, Instagram, Facebook
& LinkedIn

**260,000
LIKES, VIEWS &
DIRECT ENGAGEMENT**

from content created via DOCF, attendees
& sponsors over the weekend

**TOP POST
JOSE REYES/@LAMELAZA
1.2M FOLLOWERS
89K+ VIEWS**



**2.01M
LIKES**



**1.56M
FOLLOWERS**



**2.2M
FOLLOWERS**

**PLUS, OVER 65,000
SUBSCRIBERS TO
DAVID ORTIZ CHILDREN'S FUND
COMMUNICATIONS**

WHO YOU WILL BE SUPPORTING



The David Ortiz Children's Fund
is proud to partner with



to provide essential support for children
in the Dominican Republic and in
New England who cannot afford the
critical cardiac services they desperately need.

**With your sponsorship, we are able to
increase the number of life-saving surgeries
performed on critically ill children.**