



PARTNERSHIP PROPOSAL PREPARED FOR



CELEBRITY GOLF ASSOCIATION



May 19-22, 2022

SINGING HILLS GOLF RESORT AT SYCUAN - SAN DIEGO, CA



photo credit - Johnakin Band

Celebrity Golf Association



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The Celebrity Golf Association takes a new swing at the traditional game of golf by featuring the top sports and entertainment figures in the world competing in a high energy, league format. The CGA is partnering with the Celebrity Championship and features ample opportunity to hobnob with A-list celebrities who will be competing in a PGA style tournament for a \$100,000 purse. The mission of the CGA is to provide an exclusive opportunity to socialize with celebrities up close and personal and expose a new demographic to the game of golf all while benefiting local communities and businesses alike.



COMMUNITY



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The Celebrity Championship and Celebrity Golf Association are committed to making a difference for San Diego's youth and have raised approximately \$1.6 million for local charities. Funds raised at the 2022 Celebrity Championship will fund the Junior Seau Foundation's adaptive surfing program in conjunction with Challenged Athletes Foundation furthering Junior's legacy of helping kids in need. In addition, for the 11th year, the Celebrity Championship will honor its hero's. Sunday, May 22nd will be Hero's Appreciation Day. All military, first responders and teachers get in free for the tournament's final round and receive free lunch and autographs!



Why the Celebrity Championship?



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- **Branding/Goodwill** – Align with the Celebrity Golf Association's inaugural community event that reaches the vast western region market on multiple platforms and contributes to local charities.
- **Incredible Value Proposition** – Only the CGA offers a memorable experience with A-List celebrities for a fraction of appearance fees and hospitality costs.
- **VIP Hospitality** - Four unforgettable days at the brand new luxurious Sycuan Casino Resort; reward VIPs, reinforce valuable relationships and drive business.
- **Networking** – Meet hundreds of new prospects, generate leads and boost business development.
- **Drive Sales** - Activate customized sales promotions to consumers throughout the region



Live Auction



Hall of Famers: Rice, Brown, Allen



Heroes

Branding & Sampling



Hole Sponsorship

- Branded Display on a Tee Box
 - Friday, May 20th
- Exhibitor Space adjacent to the Tee Box
 - Sampling Opportunity with celebrities and Celeb Am participants
 - Photo opportunity and Social Media with celebs
- Signage on Tee Box
- Link/Logo on the Tournament website



Branding



On-Course Signage

- 18th Green Signs (within TV camera angles)
- Tee Box Signs (within TV camera angles)
- Logo on 18th Green Leaderboard
- Signs receive consumer impressions throughout Southern California, AZ and Hawaii
 - Live TV news remotes
 - 20+ Tournament telecasts
 - Photos in print publications
 - Social Media Posts
 - Thousands of event attendees



Television



Tournament Telecast

- 30-second dedicated spots in all Tournament Telecasts on Fox Sports SD and Prime Ticket (20 telecasts)
- Billboard plus Mentions in all Tournament Telecasts (20 Billboards + mentions)
- Product Placement in Tournament telecasts

NFL star Patrick Peterson



NFL Hall of Famer Marshall Faulk on TV

Hotel Accommodations



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- Rooms at Sycuan Casino or Golf Resort at the Tournament Rate
- Complimentary shuttle to and from the golf course
- Private Poolside Cabanas at the Sycuan Casino Adult Pool at the Tournament Rate



Event Photos



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photo credit - Johnkin Randolph

 Celebrity Championship

1,764 people like this
Cynthia Bevacqua and 162 other friends

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ABOUT



Hosted by Marshall Faulk, the Celebrity Championship is an annual event that benefits San Diego charities. Website: [celebritychampionship.com](http://www.celebritychampionship.com/)

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APPS

 Twitter

Celebrity Championship added 4 new photos.
May 30 · 🌐

Come get autographs from Jerry Rice, Marshall Faulk & other stars from sports and Hollywood in San Diego this weekend. Sunday is Military Appreciation Day, free admission with an active military ID, bounce house, and free Dang Brother Pizzal Details at <http://bit.ly/1jnd6TY>



Event Photos



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