



We're Back!

16TH ANNUAL
IRIE
WEEKEND

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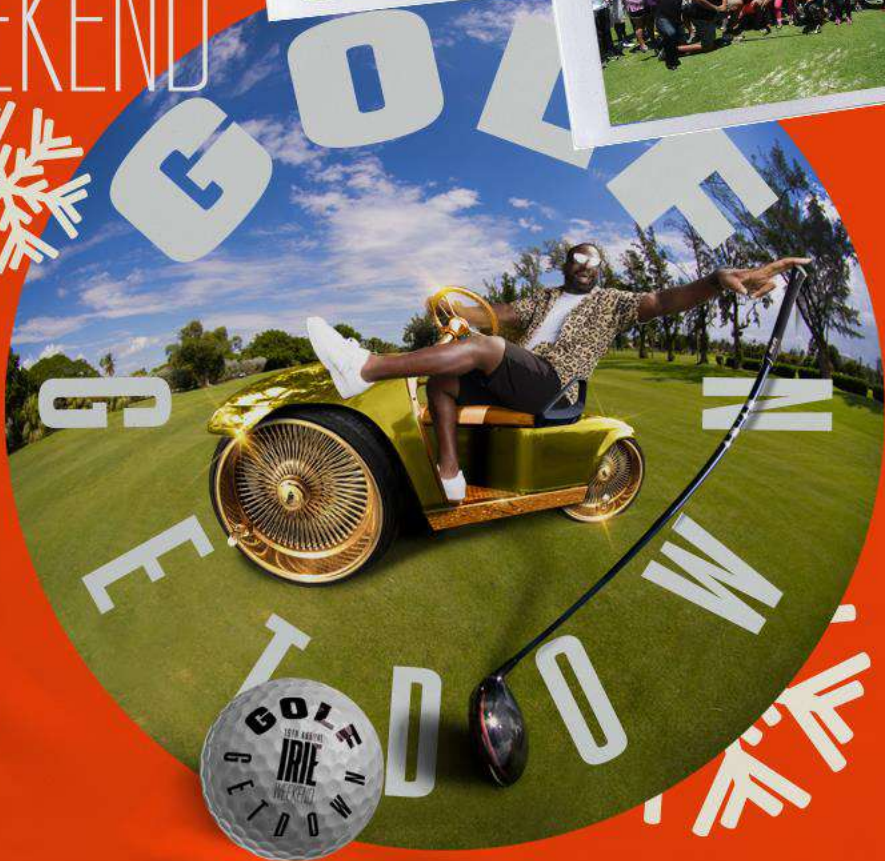
IRIE

WEEKEND



Benefitting the Irie Foundation and Big Brothers Bigs Sisters of Miami

16TH ANNUAL IRIE WEEKEND



Irie Weekend is one of Miami's most well-known experiential weekends hosting over 15,000 people annually and yielding close to 800 million impressions with the highly coveted multicultural millennial consumer.

For the past 15 years, we have brought together leading lifestyle brands, business executives, notable VIPs, celebrities, and major musical artists to create South Florida's biggest celebration, with proceeds benefiting the Irie Foundation and Big Brothers Big Sisters of Miami.

Our 16th Anniversary holiday celebration kicks off with the Irie Weekend Big Golf Classic!

On Friday, December 9th, our 16th Annual Irie Weekend heads back to the legendary Miami Beach Golf Club. Due to popular demand, we will have two tee times. For early risers we will start the day with a round of eighteen holes with a second 9-hole round-all different from any you have experienced before. The greatest of all golf tournaments will hit the links with familiar faces and lots of notable VIPs Whether you're in the mood for a specialty cocktail, food fresh from the grill, or beats being played by the hottest DJs, you can find it all right here.

Schedule of Events

Irie Weekend Big Golf Classic at Miami Beach Golf Club
Friday, December 9th 2022

IWXVI Friday Night at LIV
Friday, December 9th 2022

Irie Weekend HoliDAY Event – TBA
Saturday, December 10th 2022

IWXVI Afr-Drk at E11EVEN Miami
Saturday, December 10th 2022



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**Big Brothers
Big Sisters.**
OF MIAMI

Irie Foundation

Irie Foundation seeks to empower at-risk youth to lead productive lives through mentorship programs, cultural experiences, and scholarship opportunities. By following the young people, it serves from middle-school through high school, IRie Foundation's ultimate goal is to inspire and encourage its students to graduate high school, pursue higher education, and develop into successful adults. Irie Weekend is the Foundation's signature fundraising initiative. Proceeds will continue to support Group Engagement and Mentoring, the IRie Foundation Impact Scholarship, and the Boogie Live Broadcast Studio, a world-class broadcast suite.

Big Brothers Big Sisters of Miami

Serving our community since 1958, Big Brothers Big Sisters of Miami (BBBSM) is the premier nonprofit mentoring organization in South Florida. We champion hope, transformation, and social good, defending the potential of children who most need it.

BBBSM develops future leaders, strengthens families, and builds community. We:

- Match at-risk youth (Littles) with professionally supported adult mentors (Bigs)
- Provide at our Carnival Center for Excellence tools and programs that help Littles both learn and have fun
- Develop mentorship programs with evidence-based models known to have a lasting impact on children's lives
- Are considered the Big Brothers Big Sisters of America's Gold Standard of mentoring
- Are recognized by the Office of Juvenile Justice and Delinquency Prevention (OJJDP) as a proven prevention strategy

Driven to make Miami a safe haven where children can grow and thrive, we have developed a network of strategic partnerships with local businesses and community organizations. We know that together we can do big things

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KODAK 400

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Sponsorship Opportunities

We are offering several levels of sponsorship which will provide opportunities for category exclusivity, consumer brand-focused experiences, social content opportunities, naming rights on IWXVI communications and branded materials, play in the tournament, and enjoy VIP perks. Please contact us to discuss full details.

Title – \$100,000

Presenting – \$80,000

Diamond – \$50,000

Platinum – \$35,000

Gold – \$20,000

Customized Supporting Sponsorship Packages – \$10,000 +

Our past attendees have included the following and we have no doubt some will be returning!

2 CHAINZ | ADRIAN GRENIER | ALAN ANDERSON | ALONZO MOURNING | ALFONSO RIBERO | AMANDA CERNY | ANTHONY MACKIE | AUSTIN MAHONE | B.O.B | BRANDON SILER | CARMELO ANTHONY | CELO GREEN | CHANEL IMAN | CHRIS BOSH | CHRIS KIRKPATRICK | CHRISTINA MILIAN | CHUY | CJ MCCOLLUM | DASCHA POLANCO | DAVID NJOKU | DAYMOND JOHN | DEWAYNE DEDMON | DIDDY | DIEGO BONETA | DION WATERS | DIPLO | DJ WILLIAMS | DWYANE WADE | EMMANUEL OGBAH | FAT JOE | FLOYD MAYWEATHER | FRED TAYLOR | FUTURE | GABRIELLE UNION | GARY SHEFFIELD | GUY FIERI | HASSAN WHITESIDE | HEIDY DELAROSA | JAMES JOHNSON | JASON DERULO | JASON TAYLOR | JERMAINE DUPRI | JEVON KEARSE | JOEY FATONE | JOHN ROSS | JON BEASON | JONATHAN CHEBAN (FOODGOD) | JONATHAN VILMA | JOSH NORMAN | JOSH RICHARDSON | KEVIN HART | KEVIN DILLON | KRISTIN CAVALLARI | LEBRON JAMES | LIL' JON | LIL' WAYNE | LIL' YACHTY | LMFAO | LUKE WILSON | LUTHER CAMPBELL | MARCUS SMART | MARQUE RICHARDSON | MASE | MECHAD BROOKS | MIKE SIMS-WALKER | MONTANA TUCKER | NATALIE LAROSE | NELLY | NEVILLE HEWITT | NEYO | NICK CANNON | NINA AGDAL | O.T. GENASIS | PAT O'DONNELL | PAT RILEY | PIERRE GARCON | PITBULL | RASHAD MCCANTS | REGGIE BUSH | RICKIE FOWLER | ROCCO DESPIRITO | SCOTT DISICK | SEAN PAUL | SELITA EBANKS | SERAYAH MCNEILL | SHAD MOSS | SHARNA BURGESS | SHAQUILLE O'NEAL | SHAWN MARION | SHEMAR MOORE | STEPHANIE PRATT | STEPHEN TULLOCH | STERLING SHEPARD | TERRENCE J | TERRELL OWENS | T.I | TYLER JOHNSON | TIMBALAND | T-PAIN | TRAVIS MCCOY | VERONICA VEGA | WINSTON MOSS | WYCLEF JEAN

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Thank You

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