



**George Rogers Celebrity
Events**

Sponsorship Packet

June 26 & 27, 2011

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Greeting:

The **George Rogers Foundation of the Carolinas, Inc.** located in **Columbia, SC** will present its' "**20th Annual Silent and Live Auction**" on **Sunday June 26, 2011** at **Williams-Brice Stadium** in the **Zone**. Tickets for the "**Annual Auction**" are sixty-dollars (**\$60.00**) each.

Doors will open at **4:30 p.m.** The "**Silent Auction**" will start at **5:00 p.m.** and auction tables will start closing at **6:00 p.m.** Drinks and finger food will be provided during these events. The "**Live Auction**" will start promptly at **6:30 pm.**

Celebrities will be available for pictures and/or autograph signing from **5:00 – 6:00 p.m.** during the "**Silent Auction**".

The "**20th Annual George Rogers Celebrity Golf Tournament**" will take place on **Monday, June 27, 2011** at **Fort Jackson Golf Course** located in Columbia, S. C. Tournament Registration and Continental Breakfast start at **8:00 a.m.**; Shotgun Start at **9:30 a.m.** All golfers will receive tournament shirts, refreshments, and gift bags. Lunch will be provided to all participants during the golf event. Awards Ceremony and acknowledgements will take place after the tournament.

Proceeds will assist the Foundation in providing financial assistance to students, and financial support to Youth Development Nonprofit Organizations in the Carolinas. **Donations may be tax deductible.**

The deadline for Sponsorships and/or Registration is **May 1, 2011.** Please fax registration form to **(803) 445-1875** or mail to **George Rogers Foundation of the Carolinas, Inc., P O Box 205, Columbia, SC 29202.** Make checks payable to **George Rogers Foundation of the Carolinas, Inc.**

We thank you in advance for your support. Please feel free to contact Spencer V. Clark (803) 201-0534, or Christina Pinder (803) 553-5251 if you have any questions.

Sincerely,

George Rogers, CEO

What is the purpose for these events?

Events purpose: raise funds for the George Rogers Foundation of the Carolinas, Inc. Your donations will provide financial assistance/scholarships to 1st generation college students and other college students living in the Carolinas. These funds will also provide financial assistance to community based youth development nonprofit organizations in the Carolinas as well as Mini Grants.

What types of media will be used to advertise these events?

- Radio
- Internet Newsletters
- Television
- Radio
- Local Magazine
- Newspapers
- Websites

When will advertising begin and end?

Advertising will begin on March 15, 2011 and end after the golf tournament on June 27, 2011

What are the opportunities for advertising in conjunction with these events?

Our marketing plans are aimed at creating effective impressions for these events, which translates into high visibility for your company. The exposure potential is enormous with the events being covered by local media outlets, which is essentially free advertising for your company or brand. Our sponsorship packages are structured to provide your company with the maximum exposure possible proportionate to your investment. We have developed highly customized packages tailored to achieve a wide span of marketing objectives. If you are not interested in becoming a sponsor you may wish to become a contributor of products or services. Sponsors and contributors should also submit the attached contribution assessment form.

- Event program ads (The program dimensions are 8" x 5.5")
 - Full Page (8" x 5.5") **\$250.00**
 - Half Page (4" x 5.5") **\$175.00**
 - Quarter Page (4" x 2.75") **\$75.00**
- Radio spots
- Press releases before and after the event
- Ad placement in Auction Events Program
- Television promotion
- Event shirts with supporter, sponsor, and advertiser logos

What are the Benefits of being a Sponsor?

The benefits to the sponsor include, but not limited to:

- increased visibility on Foundations' website
- brand or product awareness
- media and live exposure
- opportunities for sales or sampling
- cross promotional tie-ins
- Enhancement of your competitive position in the marketplace

What are the Levels of Sponsorship?

Tournament Sponsorship \$20,000.00

- Company name on all media and marketing promotional releases related to all events
- Company logo on tournament banners & Web-site
- Company name on awards and brochures
- **Three Teams** in golf tournament
- **Two Tables** that seat 10 people (20 tickets) “**Annual Auction**”

Food Sponsorship \$10,000.00

- Company name in media and marketing promotional releases related to all events
- Company name on tournament banners
- Company name in tournament brochures
- **One Team** in golf tournament
- **One Table** that seat 10 people (14 tickets) “**Annual Auction**”
- Company name on **Two Tee Box Signs** the day of the golf tournament

Eagle Sponsorship \$5,000.00

- Company name included in tournament brochures
- Company name on tournament banners
- **Two Teams** in golf tournament
- **One Table** that seat 10 people (10 tickets) “**Annual Auction**”
- Company name on one **Tee Box Sign** the day of the golf tournament

Shirt Sponsorship \$3,500.00

- Company name on all shirts
- Company name on tournament banners
- Company name in tournament brochures
- **One Team** in golf tournament
- **One Table** that seat 8 people (8 tickets) for “**Annual Auction**”

Birdie Sponsorship \$2,500.00

- Company name included on tournament banner
- Company name in tournament brochures
- **One Table** that seat 7 people (7 tickets) **“Annual Auction”**
- **One Team** in golf tournament

Team Sponsorship \$1,500.00

- **One Team** in golf tournament
- (4 tickets) **“Annual Auction”**

Hole Sponsorship \$500.00

- Company name on **One Tee Box Sign** the day of the golf tournament

Sponsorship Form

The **George Rogers Foundation of the Carolinas, Inc.** is seeking sponsorships for their upcoming events on **June 26 & 27, 2011**. Please check the appropriate box and fill in the required information below. If you would prefer to submit this information electronically you may visit the Foundation's website at www.georgerogersfoundation.org and click on the Sponsorship tab.

- **Tournament Sponsorship \$20,000.00** – Company name on all media and marketing promotional releases related to golf tournament, company logo on tournament banners, company name on awards, web-site and brochures, **Three Teams** in golf tournament, and **Two Tables** (20 tickets) at the “**Annual Auction**” that seat ten individuals.
- **Food Sponsorship \$10,000.00**- Company name no media and marketing promotional releases related to all events, company name on tournament banners, and in tournament brochures, **One Team** in golf tournament, and **One Tables** (14 tickets) at the “**Annual Auction**” that seat ten individuals. Company name on **Two Tee Box Signs** the day of the golf tournament.
- **Eagle Sponsorship \$5,000.00** – Company name included no tournament brochures, on tournament banners, **Two Teams** in golf tournament, and **One Table** (10 tickets) at the “**Annual Auction**” that seat ten individuals. Company name on one **Tee Box Sign** the day of the golf tournament.
- **Shirt Sponsorship \$3,500.00** – Company name on all shirts, on tournament banners, in tournament brochures, and **One Team** in golf tournament & **One Table** (8 tickets) to the “**Annual Auction**” that seat eight individuals.
- **Birdie Sponsorship \$2,500.00** – Company name included no tournament banner and tournament brochures. **One Table** (7 tickets) at the “**Annual Auction**” that seat seven individuals and **One Team** in golf tournament.
- **Team Sponsorship \$1,500.00** – **One Team** in golf tournament and four auction tickets.
- **Hole Sponsorship \$500.00** – Company name on one **Tee Box Sign** the day of golf tournament.

Sponsorship Information

- Tournament Sponsorship \$20,000.00
- Food Sponsorship \$10,000.00
- Eagle Sponsorship - \$5,000.00
- Shirt Sponsorship - \$3,500.00
- Birdie Sponsorship - \$2,500.00
- Team Sponsorship - \$1,500.00
- Hole Sponsorship - \$500.00
- Donations _____

PLAYERS/GOLFERS REGISTRATION FORM

Female

Male

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Contact Number: _____

Female

Male

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Contact Number: _____

Female

Male

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Contact Number: _____

Female

Male

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Contact Number: _____

Shirts Sizes: 1 _____, 2 _____, 3 _____, 4 _____

Please complete Registration Form and mail back with Sponsorship information.

“George Rogers” 20th Annual Celebrity Golf Tournament

Fort Jackson Golf Club, Columbia, SC

June 27, 2011

9:30 a.m. Shotgun Start

Celebrity plus 4 Men

Captain’s Choice

1st & 2nd place prizes

Closest to Pin on Par 3’s

Raffle Prizes



Contact

Spencer V. Clark (803) 201-0534 or Christina Pinder (803) 553-5251

Contributor/Donations

If you or your company cannot become a financial sponsor we welcome product and/or service contributions to the silent and live auction and the golf tournament. Contributors are classified as those that donate products, services, or funds. A list of contributors will be included on our website and in our event program. Receipts for tax records will be provided for the value of all donated product(s) and/or service(s).

Contributor – Yes I would like to be a Contributor

Contribution Amount Donated: \$ _____

Other Non-Cash-Contribution(s):

Credit Card Information

Name of Company/Organization

Name on Credit Card

Billing Address

Billing City, State & Zip-Code

(____) _____
Phone Number

Type of Card

Expiration Date

3-digit CVV/CVC code

Please make checks or money orders payable to *George Rogers Foundation of the Carolinas, Inc.*

Send payment and sponsorship form to:

George Rogers Foundation of the Carolinas, Inc.

Post Office Box 205

Columbia, SC 29202

Contribution Assessment Form (non-cash contributions only)

Event: George Rogers Celebrity Events (proceeds to benefit 1st generation high school seniors and college students in the Carolinas, and to provide grants to other youth development nonprofit organizations.)

Name of Company/Organization

Contact Person

Company Address

City, State & Zip-Code

(____) _____

Items should be picked up
 Items will be delivered

Pick-up/Drop-off date for Item(s)

Phone Number

Pick up/delivery time for Item(s)

Pick-up location for Item(s) (if applicable)

Non-Cash Contributions

Item Description	Estimated Value
Total Estimated Value	

Contribution Assessment Form (check or cash contributions only)

Event: George Rogers Celebrity Events (*proceeds to benefit 1st generation high school seniors and college students in the Carolinas, and provide grants to other youth development nonprofit organizations.*)

Name of Company/Organization

Contact Person

Company Address

City, State & Zip-Code

(____) _____
Phone Number

Check or Cash Contributions

Contribution Description (sponsorship level etc.)	Total
Total	

Ad Purchase Form

George Rogers Foundation of the Carolinas, Inc. is seeking sponsorships for their upcoming events in **June 26 & 27, 2011**. Please check the appropriate box and fill in the required information below. If you would prefer to submit this information electronically you may visit the website at www.georgerogersfound.org and click on the Sponsorship tab.

- Whole page ad – Yes, I would like to place a full page ad (8” x 5.5”) (\$250)
- Half page ad – Yes, I would like to place a half page ad (4” x 5.5”) (\$175)
- Quarter page ad – Yes, I would like to place a quarter page ad (4” x 2.75”) (\$75)

Credit Card Information

Name of Company/Organization

Name on Credit Card

Billing Address

Billing City, State & Zip-Code

(____)_____
Phone Number

Type of Card

Expiration Date

3-digit CVV/CVC code

Please make checks or money orders payable to ***George Rogers Foundation of the Carolinas, Inc.***

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