THE 3rd ANNUAL
MORGAN HOFFMANN
FOUNDATION
CELEBRITY PRO-AM
JUNE 21 – 22, 2020
ABOUT MORGAN

Morgan Hoffmann is a professional golfer on the PGA Tour, a pilot, and an athlete with a passion for wellness. He attended Oklahoma State University and was a finalist for the Ben Hogan award, given to the best collegiate golfer in the United States. Morgan was diagnosed with Facioscapulohumeral Muscular Dystrophy (FSHD) in late 2016 through a genetic blood test. Since then, he has made it his goal to become a role model for those affected by MD as well as those aiming to achieve a healthy lifestyle.

ABOUT THE FOUNDATION

The Morgan Hoffmann Foundation was established by Morgan and his wife Chelsea in 2017 following Morgan’s diagnosis. The Foundation is dedicated to finding a cure for Facioscapulohumeral Muscular Dystrophy (FSHD) and improving the lives of those seeking to better their health. To fulfill its mission, the Morgan Hoffmann Foundation plans to build a Health & Wellness Center to help others gain the strength to pursue their dreams.
**EVENT OVERVIEW**

**DATES:** June 21 – 22, 2020

**VENUE:**
- Welcome Party at Arcola C.C.
- Celebrity Pro-Am at Arcola C.C.

**FORMAT:**
- Four (4) Amateurs + One (1) Celebrity
- One (1) Best Ball

**ATTENDEES:**
- PGA & LPGA Tour Golfers
- Sports + Entertainment Celebrities
- Sponsors + VIP Guests
- Community Leaders

**PARTNERS:**
- Morgan Hoffmann Corporate Partners
- Philanthropic Leaders
- Corporate Community

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**SCHEDULE OF EVENTS**

**Sunday, June 21**
- Welcome Party + Concert
- 6.00pm
- Dinner + Cocktails
- 6.00 - 8.00pm
- Silent Auction
- 9.00pm
- Concert with Featured Entertainment

**Monday, June 22**
- Celebrity Pro-Am
- 7:00am
- Breakfast + Registration (Group 1)
- 8.00am
- Shotgun Start (Group 1)
- 12.00pm
- Lunch + Registration (Group 2)
- 1.30pm
- Shotgun Start (Group 2)
- 6.00 - 9.00pm
- Dinner, Awards + Concert with Featured Entertainment
PAST PARTICIPANTS

- Ryan Armour
- Frankie Ballard
- Daniel Berger
- Jerome Bettis
- Keegan Bradley
- Alex Cejka
- Michael Collins
- Ken Daneyko
- Bryson DeChambeau
- Derek Fathauer
- Jeff Feagles
- Tony Finau
- Rickie Fowler
- Talor Gooch
- James Hahn
- Charley Hoffman
- Charles Howell III
- MacKenzie Hughes
- Zydrunas Ilgauskas
- Kelly Kraft
- Katie Kearney
- Luke List
- Tom Lovelady
- Jamie Lovemark
- Paige MacKenzie
- Len Mattiace
- Rory McIlroy
- Bob Menery
- Shaun O’Hara
- Rob O’Neill
- Kyle Palmieri
- J.T. Poston
- Chez Reavie
- Sam Ryder
- Sam Saunders
- Scott Stallings
- J.J. Spaun
- Cameron Tringale
- Kevin Tway
- Peter Uihlein
- Chris Wagner
- Suzy Whaley
- Michelle Wie
- Justin Williams
- Gary Williams
HOSPITALITY HIGHLIGHTS

- CELEBRITY APPEARANCES
- NIGHTLY PARTIES
- LIVE ENTERTAINMENT
- LIVE & SILENT AUCTIONS
- COMPETITIVE GOLF
- GIFTS & PRIZES
ACTIVATIONS & ON-SITE EXPOSURE

- Naming Rights
- Sponsor Activation
- On-Course Contests
- Product Launch
- Brand Association
- B-2-B Opportunities
EAGLE SPONSOR

TOURNAMENT ENTRY
- Access to pre-register with TOP priority to pre-select PGA Tour / Celebrity
- Eight (8) Amateur Player Spots in MHF Celebrity Pro-Am (two groups)
- Eight (8) Premium Level Player Gift Bags
- Eight (8) Spectator Access bands to Monday Pro-Am with Hospitality
- Sixteen (16) Invitations to Sunday Pairings Dinner + Concert
- Sixteen (16) Invitations to Monday Awards Dinner + Concert

RIGHTS + BENEFITS*
- Two (2) Tee Fences with Corporate Logo
- Two (2) Sets of Tee Cubes with Corporate Logo
- Sponsor ‘Thank You’ in MHF Celebrity Pro-Am program + player booklet
- Name Inclusion to TWO Event Functions or Asset:
  - Caddy Uniforms for Morning + Afternoon Groups
  - Sunday Pairings Dinner Concert
  - Monday Pro-Am Tournament Breakfast
  - Monday Pro-Am Tournament Lunch
  - Monday Awards Dinner + Concert

WEBSITE & EVENT PROMOTIONAL MATERIALS
- Logo Inclusion in MHF Celebrity Pro-Am e-blasts / newsletters
- Corporate Thank You + Acknowledgement on Morgan Hoffmann social platforms
- Corporate Thank You + Acknowledgement on MHF social platforms
- Name Inclusion in Event Press Release

ACTIVATION RIGHTS**
- Rights to include co-branded gifts in player gift bags
- Rights to include co-branded prizes to tournament winners (morning and afternoon groups)
- Rights to display products and/or services on-site to tournament participants

*Inclusion in signage requires sponsor agreement to be in effect by May 31, 2020.
**Campaigns, marketing materials and use of brand mark subject to approval by the Morgan Hoffmann Foundation.

$150,000
COWBOY SPONSOR

TOURNAMENT ENTRY
• Access to pre-register with 2nd priority to pre-select PGA Tour / Celebrity (below Eagle)
• Four (4) Amateur Player Spots in MHF Celebrity Pro-Am (one group)
• Four (4) Premium Level Player Gift Bags
• Four (4) Spectator Access bands to Monday Pro-Am with Hospitality
• Eight (8) Invitations to Sunday Pairings Dinner + Concert
• Eight (8) Invitations to Monday Awards Dinner + Concert

RIGHTS + BENEFITS*
• One (1) Tee Fence with Corporate Logo
• One (1) Set of Tee Cubes with Corporate Logo
• Sponsor ‘Thank You’ in MHF Celebrity Pro-Am program + player booklet
• Name Inclusion to ONE Event Function:
  • Sunday Pairings Dinner Concert
  • Monday Pro-Am Tournament Breakfast
  • Monday Pro-Am Tournament Lunch
  • Monday Awards Dinner + Concert

WEBSITE & EVENT PROMOTIONAL MATERIALS
• Logo Inclusion in MHF Celebrity Pro-Am e-blasts /newsletters
• Corporate Thank You + Acknowledgement on Morgan Hoffmann social platforms
• Corporate Thank You + Acknowledgement on MHF social platforms
• Name Inclusion in Event Press Release

ACTIVATION RIGHTS**
• Rights to include co-branded gifts in player gift bags
• Rights to include co-branded prizes to tournament winners (morning and afternoon groups)
• Rights to display products and/or services on-site to tournament participants

*Rights to display products and/or services on-site to tournament participants require sponsor agreement to be in effect by May 31, 2020.
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TOURNAMENT ENTRY

• Access to pre-register with 3rd priority to pre-select PGA Tour / Celebrity (below Eagle, Cowboy)
• Four (4) Amateur Player Spots in MHF Celebrity Pro-Am (one group)
• Four (4) Player Gift Bags
• Eight (8) Invitations to Sunday Pairings Dinner + Concert
• Eight (8) Invitations to Monday Awards Dinner + Concert

RIGHTS + BENEFITS*

• One (1) Set of Tee Cubes with Corporate Logo
• Sponsor ‘Thank You’ in MHF Celebrity Pro-Am program + player booklet
• Name Inclusion to ONE Event Function:
  • Monday Pro-Am Tournament Breakfast
  • Monday Pro-Am Tournament Lunch
  • Monday Awards Dinner + Concert

WEBSITE & EVENT PROMOTIONAL MATERIALS

• Logo Inclusion in MHF Celebrity Pro-Am e-blasts / newsletters
• Corporate Thank You + Acknowledgement on Morgan Hoffmann social platforms
• Corporate Thank You + Acknowledgement on MHF social platforms
• Name Inclusion in Event Press Release

ACTIVATION RIGHTS**

• Rights to include co-branded gifts in player gift bags

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CORPORATE SPONSOR

$20,000

TOURNAMENT ENTRY
• Access to pre-register with 4th priority to pre-select PGA Tour / Celebrity (below Eagle, Cowboy, Birdie)
• Four (4) Amateur Player Spots in MHF Celebrity Pro-Am (one group)
• Four (4) Player Gift Bags
• Eight (8) Invitations to Sunday Pairings Dinner + Concert
• Eight (8) Invitations to Monday Awards Dinner + Concert

RIGHTS + BENEFITS*
• One (1) Set of Tee Cubes with Corporate Logo
• Sponsor ‘Thank You’ in MHF Celebrity Pro-Am program + player booklet

WEBSITE & EVENT PROMOTIONAL MATERIALS
• Logo Inclusion in MHF Celebrity Pro-Am e-blasts / newsletters
• Corporate Thank You + Acknowledgement on Morgan Hoffmann social platforms
• Corporate Thank You + Acknowledgement on MHF social platforms
• Name Inclusion in Event Press Release

ACTIVATION RIGHTS**
• Rights to include co-branded gifts in player gift bags

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GOLFING FOURSOME

TOURNAMENT ENTRY
- Four (4) Amateur Player Spots in MHF Celebrity Pro-Am (one group)
- Four (4) Player Gift Bags
- Eight (8) Invitations to Sunday Pairings Dinner + Concert
- Eight (8) Invitations to Monday Awards Dinner + Concert

ACTIVATION RIGHTS**
- Rights to include co-branded gifts in player gift bags

$15,000

**Campaigns, marketing materials and use of brand mark subject to approval by the Morgan Hoffmann Foundation.

TEE SPONSOR

TOURNAMENT ENTRY
- Two (2) Invitations to Sunday Pairings Dinner + Concert or Monday Awards Dinner + Concert

ACTIVATION RIGHTS**
- Rights to include co-branded gifts in player gift bags

$1,500

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Thank you for your support. If you would like additional information, please contact:

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