



Children's Aid

# 23<sup>RD</sup> ANNUAL GOLF CLASSIC

MONDAY • MAY 9 • 2022

BALTUSROL GOLF CLUB | 201 Shunpike Road, Springfield, NJ, 07081

**Team Callaway Low  
Gross Tournament**

Lower Course

**9:00 – 10:45 a.m.**

Check-In, Driving Range Opens, and Breakfast

**11:00 a.m.**

Shotgun Start

**4:00 – 6:00 p.m.**

Cocktail Reception, Awards Ceremony, and Auction

Children's Aid will host its 23<sup>rd</sup> Annual Golf Classic at the world-class Baltusrol Golf Club in Springfield, New Jersey, home of the 2016 and upcoming 2029 PGA Championship and the 2023 KPMG Women's PGA Championship. The Golf Classic brings together executive- and senior-level professionals who share a commitment to helping children and families in need. Through this annual event, golfers and sponsors have raised millions of dollars to support the life-changing work of Children's Aid. Following tournament play, guests are invited to enjoy a cocktail reception with silent and live auctions and a brief program.

**All net proceeds support Children's Aid.**

Poverty cannot be overcome with one service or program at a single point in time. That's why we commit to supporting children, youth, and families every step of the way.

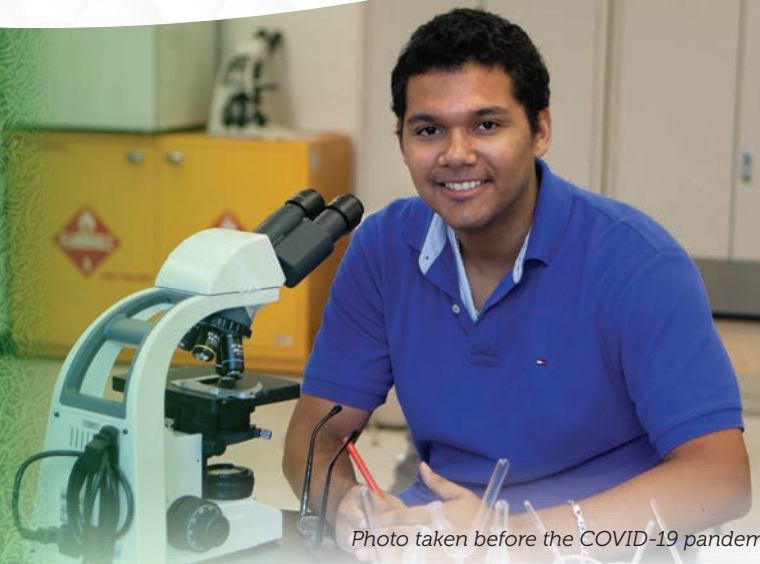


Photo taken before the COVID-19 pandemic.

**Sponsorship and ticket information on reverse.**



## SPONSORSHIPS, FOURSOMES, AND INDIVIDUAL TICKETS

### PRESENTING SPONSOR \$50,000

Eight foursomes • Presenting sponsor recognition from podium, acknowledgment on major sponsor board, and at registration • Opportunity to distribute company-branded merchandise • Two seats on the event host committee • Premier course signage and starting tee placement • Tee and pin sponsorship\* • Premier listing in all event materials, Annual Report, and social media • One "Corporate Feature" in our donor communications and social media • Reserved seating at cocktail reception

### CHAMPION SPONSOR \$25,000

Four foursomes • Champion sponsor recognition from podium and acknowledgment on major sponsor board • Opportunity to distribute company-branded merchandise • One seat on event host committee • Priority course signage and starting tee placement • Tee and pin sponsorship\* • Priority listing in all event materials, Annual Report, and social media • One "Corporate Feature" in our donor communications or social media

### HOSPITALITY SPONSOR \$15,000

Two foursomes • Beverage cart sponsorship • Opportunity to distribute company-branded merchandise • One seat on event host committee • Preferred course signage and starting tee placement • Tee or pin sponsorship\* • Preferred listing in all event materials, Annual Report, and social media

### CLASSIC SPONSOR \$10,000

One foursome • Opportunity to distribute company-branded merchandise • One seat on event host committee • Tee sponsorship • Name or logo included on event signage during the On-the-Green Contest • Reserved seating at the cocktail reception • Listing in all event materials, Annual Report, and social media

### FOURSOME \$6,000

One foursome • Listing in Annual Report

### INDIVIDUAL GOLFER \$2,000

Individual golfer spot

### PIN SPONSORSHIP\* \$500

One pin sponsorship with your name or company logo

### TEE SPONSORSHIP \$250

One tee sponsorship with your name or company logo

## DEADLINES AND ARTWORK GUIDELINES

Sponsors confirmed by **Monday, February 14** will be listed on our printed invitation. Those received thereafter will appear on our website and on event materials.

- **File Format for Logos for Invitation and Signage Artwork:** Vector (EPS, AI) strongly preferred, or large, high resolution PNG or JPG with a 300+ dpi.
- **File Format for Logos for Pin Sponsorships:** DST file.

\*Deadline for day of event signage artwork and pin sponsorship logos is **Monday, April 4**.

## PROMOTIONAL EXPOSURE:

- Website average unique monthly visits: 13,780+
- Instagram followers: 3,000+
- Facebook followers: 50,000+
- Twitter followers: 11,300
- Email subscribers: 79,850

## THE CHILDREN'S AID GOLF CLASSIC SCHOLARSHIP FUND

Recognizing that a college education is the surest way to break the cycle of poverty, the Children's Aid Golf Classic is proud to award smart, motivated, and hard-working youth with scholarships. Your gift toward the scholarship fund will put college within reach and increase their chances to learn, grow, and become leaders in their own lives. The first \$15,000 in scholarship donations will be generously matched 1:1. To support this scholarship fund, please visit [ChildrensAidNYC.org/GolfClassic](http://ChildrensAidNYC.org/GolfClassic).

## GOLF CLASSIC HOST COMMITTEE

List in formation as of January 3, 2022.

### Chair of the Board

Amy Engel Scharf

### President and CEO

Phoebe C. Boyer

### Host Committee Chairs

W. Mark Allen

Russel Hamilton

### Host Committee

Scott Alfieri

Christopher Brady

Clint Factor

Brad Gruby

Jon Harrington

Andrew S. Molloy

Brad I. Silver

## RESERVE YOUR SPOT

To learn more about the Children's Aid Golf Classic, sponsorship opportunities, or to secure your spot, please contact Manager of Events Cristina Valbuena-Castor at [events@ChildrensAidNYC.org](mailto:events@ChildrensAidNYC.org) or 917.286.1531 or visit

[ChildrensAidNYC.org/GolfClassic](http://ChildrensAidNYC.org/GolfClassic)