

CITY OF ATLANTA

MAYOR KASIM REED

PRESENTS THE

18TH ANNUAL MAYOR'S CUP GOLF TOURNAMENT VIP RECEPTION AND EXCLUSIVE EVENTS



TUESDAY, JUNE 16, 2015
PIEDMONT DRIVING CLUB
ATLANTA, GEORGIA

Event Details

Mayor Kasim Reed hosts the 18th Annual Mayor's Cup Golf Tournament with VIP Reception and Exclusive Events to support the Atlanta Workforce Development Agency *Mayor's Scholarship Program* that provides Atlanta students with funds to attend any college or university. Each year, the Mayor's Cup brings together Atlantans from all over the metropolitan area to participate in this incredible event and know that their participation will make a monumental impact on the lives of hundreds of promising Atlanta students. As always, participants and guests enjoy good food, great prizes and a four-person scramble at the historic Piedmont Driving Club. Whether you play in the tournament, sponsor a hole or simply make a donation, your support will have a definite impact on our youth pursuing their higher education. This year, contributors will also receive exclusive invitations to join Mayor Reed at various premier events. These invitation-only socials, in luxury Atlanta locations, will offer a unique experience to network and mingle with Atlanta's esteemed leaders and professionals.



2014 Photo Gallery

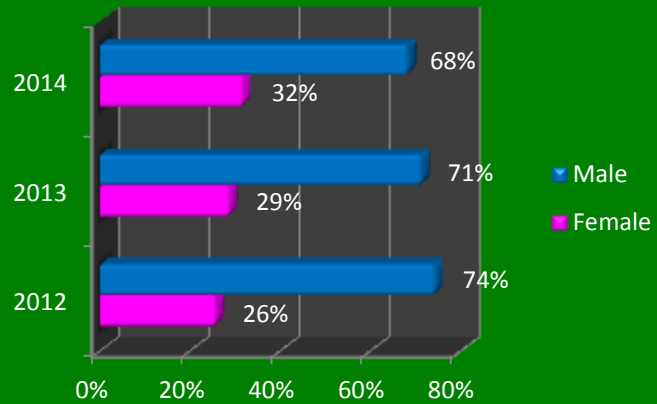


2014 Photo Gallery

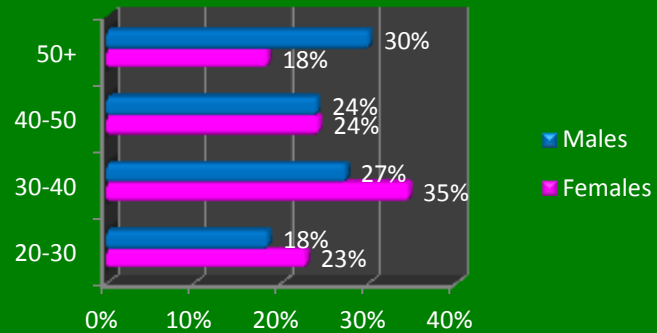


Tournament and Event Demographics 2012-2014

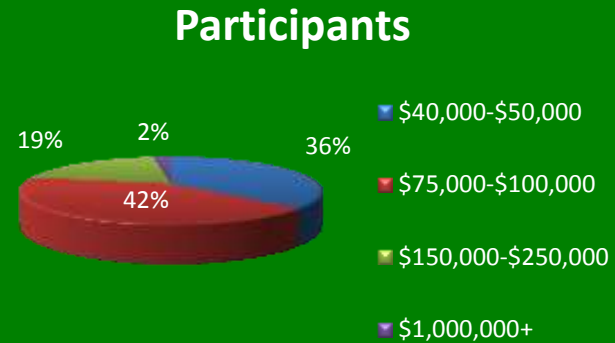
Gender



Average Age



Average Income





Mayor's Youth Program

Mayor's Youth Program has helped more than 4,000 high school graduates continue their education and enroll in college or technical school. The program, which provides resources such as workforce training, summer employment, and tuition assistance, offers students the opportunity to choose a career path of college, technical school, the military, or workforce.

Mayor's Cup Golf Tournament is one fundraising tool that the Mayor's Youth Scholarship Program has used to provide Atlanta youth with the financial resources to pursue higher education and continue along the road to achieving their dreams. To date, the tournament has raised over \$1.1 million. Last year's sold out event attracted notable guests and celebrities including: Jerome Bettis, former NFL Super Bowl Champion (Pittsburgh Steelers); Takeo Spikes, former NFL player; Ryan Cameron, V103 Radio Morning Show Host; dignitaries, elected officials, and corporate leaders. ***Contributions go to the AWDA Foundation, a 501(c)3 nonprofit organization. All donations are tax deductible.***

SPONSORSHIP OPPORTUNITIES



18TH ANNUAL
MAYOR'S CUP GOLF TOURNAMENT
VIP RECEPTION AND
EXCLUSIVE EVENTS

Eagle “Presenting” Sponsor

\$25,000



- Company name included in event title as “Presented by” sponsor
- Listed as “Presented by” sponsor on all marketing and media materials (to include press release, media alerts, Save the Dates, invitations, tournament program, social media and post event recap)
- Mentioned as “Presented by” sponsor in all recordings live and/pre-recorded (radio interviews, press conference, TV broadcasts, and by event hosts)
- On-site branding activation* (VIP Reception and/or Golf Tournament)*Logistics to be discussed and agreed upon by all parties contingent upon venue requirements
- Logo included on ancillary events step-and-repeat
- Company name, pictures, and link to website included in event recap on City of Atlanta/AWDA website
- Prominent logo placement on all select print and marketing materials (literature, hole signs, tee markers and banners)
- Eight (8) invitations for exclusive premier events hosted by Mayor Kasim Reed and special guests
- Four (4) playing spots for Golf Tournament
- Four (4) premium gift bags (Golf Tournament)
- Seating with Mayor Kasim Reed at Golf Tournament awards luncheon
- Photo opportunity with Mayor Kasim Reed and special guests (Golf Tournament and/or premier events)
- Placement of company items in gift bags (Golf Tournament and/or premier events)

Birdie Sponsor

\$10,000



- Listed as participating sponsor on select marketing and media materials (to include press release, media alerts, tournament program and post event recap)
- Company name and/or logo included in event recap on City of Atlanta/AWDA website
- Prominent logo placement on select print and marketing materials (literature, hole signs, tee markers and banners)
- Six (6) invitations for exclusive events hosted by Mayor Kasim Reed and special guests
- Four (4) playing spots for Golf Tournament
- Four (4) premium gift bags (Golf Tournament)
- Photo opportunity with Mayor Kasim Reed and special guests (Golf Tournament and/or premier events)
- Placement of company items in gift bags (Golf Tournament and/or premier events)

Par Sponsor

\$5,000



- Listed as participating sponsor on select marketing materials (to include media alerts, tournament program and post event recap)
- Company name and/or logo included in event recap on City of Atlanta/AWDA website
- Prominent logo placement on select print and marketing materials (literature, hole signs, tee markers and banners)
- Four (4) invitations for exclusive events hosted by Mayor Kasim Reed and special guests
- Four (4) playing spots for Golf Tournament
- Four (4) premium gift bags (Golf Tournament)
- Photo opportunity with Mayor Kasim Reed and special guests (Golf Tournament and/or premier events)
- Placement of company items in gift bags (Golf Tournament and/or premier events)

Hole Sponsor

\$2,500



- Listed as participating sponsor on select marketing materials (to include media alerts, tournament program and post event recap)
- Company name and/or logo included in event recap on City of Atlanta/AWDA website
- Prominent logo placement on select print and marketing materials (literature, hole signs, tee markers and banners)
- Two (2) invitations for exclusive events hosted by Mayor Kasim Reed and special guests
- Four (4) playing spots for Golf Tournament
- Four (4) premium gift bags (Golf Tournament)
- Photo opportunity with Mayor Kasim Reed and special guests (Golf Tournament and/or premier events)
- Placement of company items in gift bags (Golf Tournament and/or premier events)

Single Sponsor

\$1,000



- One (1) playing spot for Golf Tournament
- One (1) premium gift bag (Golf Tournament)
- Two (2) invitations for exclusive events hosted by Mayor Kasim Reed and special guests
- Photo opportunity with Mayor Kasim Reed and special guests (Golf Tournament)

EXCLUSIVE SPONSORSHIPS



18TH ANNUAL
MAYOR'S CUP GOLF TOURNAMENT
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Play on Mayor's Team Sponsor

\$5,000 each



- Listed as participating sponsor on tournament program and post event recap
- Company name and/or logo included in event recap on City of Atlanta/AWDA website
- Two (2) invitations for exclusive premier events hosted by Mayor Kasim Reed and special guests
- One (1) playing spot on the Mayor's team for Golf Tournament *(Only 3 spots available)
- Opportunity to spend valuable face-to-face time with Mayor Kasim Reed during Golf Tournament
- One(1) premium gift bag (Golf Tournament)
- Photo opportunity with Mayor Kasim Reed and special guests (Golf Tournament and/or premier events)

Apparel Sponsor

Value \$15,000

Provides tournament with 250 quality golf shirts and hats with tournament logo and company logo.



- Listed as participating sponsor on select marketing materials (to include media alerts, tournament program and post event recap)
- Company name and/or logo included in event recap on City of Atlanta/AWDA website
- Company logo placement on tournament shirts and hats
- Six (6) invitations for exclusive premier events hosted by Mayor Kasim Reed and special guests
- Four (4) playing spots for Golf Tournament
- Four (4) premium gift bags (Golf Tournament)
- Photo opportunity with Mayor Kasim Reed and special guests (Golf Tournament and/or premier events)
- Placement of company items in gift bags (Golf Tournament and/or premier events)

Tournament Awards Luncheon Sponsor

Value \$5,000+/-

Sponsors lunch provided by Piedmont Golf Club for 200 tournament participants and special guests.



- Listed as participating sponsor on tournament program and post event recap
- Company name and/or logo included in event recap on City of Atlanta/AWDA website
- Two (2) invitations for exclusive premier events hosted by Mayor Kasim Reed and special guests
- Four (4) playing spots for Golf Tournament
- Four (4) premium gift bags (Golf Tournament)
- Photo opportunity with Mayor Kasim Reed and special guests (Golf Tournament and/or premier events)
- Placement of company items in gift bags (Golf Tournament and/or premier events)

Auction/Gift Bag Donor

Donates items for tournament auctions and gift bags.



- Listed as participating sponsor on tournament program and post event recap
- Company name and/or logo included in event recap on City of Atlanta/AWDA website
- Donated item prominently displayed with donor placard on the silent auction table
- Placement of company items in gift bags (Golf Tournament and/or premier events)



18th Annual Mayor's Cup Golf Tournament

Sponsorship Form

First Name _____ Last Name _____ Company _____ Title _____
 Address _____ City _____ State _____ Zip _____
 Phone 1 _____ Fax/Phone 2 _____ Email Address _____
 Additional Contact Name _____ Phone _____ Email _____

I would like to participate as a:	\$25,000 Sponsor <input type="checkbox"/> \$10,000 Sponsor <input type="checkbox"/> \$5,000 Sponsor <input type="checkbox"/> \$2,500 Sponsor <input type="checkbox"/> \$1,000 Player <input type="checkbox"/>	Other Donation (Please Specify) _____ _____ _____ _____
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Comments: _____

Check Enclosed (If mailing form) Please Send Invoice

Team Information

	Name	Gender	Handicap	Shirt Size
Player 1	_____	Male <input type="checkbox"/> Female <input type="checkbox"/>	_____	Small <input type="checkbox"/> Medium <input type="checkbox"/> Large <input type="checkbox"/> XL <input type="checkbox"/> XXL <input type="checkbox"/> XXXL <input type="checkbox"/>
Player 2	_____	Male <input type="checkbox"/> Female <input type="checkbox"/>	_____	Small <input type="checkbox"/> Medium <input type="checkbox"/> Large <input type="checkbox"/> XL <input type="checkbox"/> XXL <input type="checkbox"/> XXXL <input type="checkbox"/>
Player 3	_____	Male <input type="checkbox"/> Female <input type="checkbox"/>	_____	Small <input type="checkbox"/> Medium <input type="checkbox"/> Large <input type="checkbox"/> XL <input type="checkbox"/> XXL <input type="checkbox"/> XXXL <input type="checkbox"/>
Player 4	_____	Male <input type="checkbox"/> Female <input type="checkbox"/>	_____	Small <input type="checkbox"/> Medium <input type="checkbox"/> Large <input type="checkbox"/> XL <input type="checkbox"/> XXL <input type="checkbox"/> XXXL <input type="checkbox"/>

Email or fax form to:
Lorraine DiDi Rentz
ldrentz@atlantaga.gov
 Phone: 404-546-3039
 Fax: 404-546-2056

Or mail to:
Atlanta Workforce Development Agency
Mayor's Cup Golf Tournament
Attn: Executive Director Michael T. Sterling
818 Pollard Boulevard, SW
Atlanta, Georgia 30315