



The 4th Annual Mattie Burney Golf Tournament
Benefiting the Mattie B. Burney Endowment

Sponsorship Request

1446 Lee Beard Way
Augusta, Georgia 30901
706-722-4999
706-722-6353 (Fax)
www.bgcrcenter.org

Event Overview

The 4th annual Mattie B. Burney Golf Tournament will tee off Saturday, August 18, 2012 at the Applewood Golf Course, Keysville, Georgia, Georgia. The format for the tournament will be captain's choice, played by three man teams. This year we will invite 36 teams to vie for prizes and trophies. Applewood Golf Course should provide a meaningful challenge to the golfers, but still allow for great fun. We hope to reach our goal of raising \$10,000. All proceeds from the tournament will benefit the Mattie B. Burney Scholarship Endowment.

Event Format

The 4th annual Mattie B. Burney tournament is a one day event to be held at the Applewood Golf Course, Keysville, Georgia, Georgia. Tournament officials invite golfers of all levels and abilities to participate in this tournament. We particularly encourage multi- gender teams.

Proposed Schedule:

7:00 AM	Check-in Registration
	Driving Range Opens
8:30 AM	Shotgun Start
1:00 PM	Golfing Ends
1:30 PM	Lunch, Awards Ceremony

Mattie Burney Scholarship Endowment

Seven years ago The Beulah Grove Community Center established the Mattie B. Burney Scholarship Endowment, to honor a fallen dedicated educator. Mattie B. Burney was a true advocate for creating opportunity for students to continue their education after high school.

The Mattie B. Burney scholarship endowment is a 501(c) 3 charity. The mission of the endowment is to provide financial assistance for low to moderate income high school seniors and college freshmen from around the CSRA, who seek to attend college. The students must possess a 2.5/4.0 or better grade point average, a dedication to community service, and demonstrated leadership qualities. The endowment seeks to ultimately award four \$5,000 scholarships annually. No restrictions are placed on a student's choice of college or discipline.

Since 2006 the scholarship has awarded 12 scholarships with students studying at colleges across the USA. Disciplines have ranged from medicine, to creative arts to business.

The intent of the scholarship program is to empower young and dynamic individuals to have the opportunity to become educated and highly skilled in various disciplines, then return to their communities and become active to bring about positive social change in those communities where it would otherwise be unobtainable.

Marketing

The Beulah Grove Community Resource Center will launch a marketing campaign for the 4th annual Mattie B. Burney Golf Tournament in the Augusta Metro Area.

Tools

- The Beulah Grove Community Resource Center website (www.bgcrcenter.org) will highlight the golf tournament, with information about registering for the event, donating to the event and sponsoring the event.
- Design collateral material for the event, including but not limited to :
 - Registration flyers
 - Posters announcing the event distributed in the Augusta Metro Area
 - Send event updates and reminders via email-blasts

Outreach for Participants/Donors

- Utilize a proactive approach to reach out to area golfers and businesses that have participated in the past
- Infiltrate community centers, other golf courses, golf associations, community organizations, churches to recruit new participants

Media Relations

The Beulah Grove Community Resource Center will work to establish collaborative relationships with Augusta Area media outlets including but not limited to local TV stations, radio stations, newspapers, and local magazines.

In addition to obtaining local media coverage for the tournament, it is important to educate and inform the community on the purpose for the tournament “to provide financial assistance to disadvantage students seeking a higher education”.

Sponsorship Benefits

Valedictorian Level

\$1,000

Promotional Materials

- Inclusion of sponsor logo, recognized as the premier sponsor on the Mattie B. Burney website page dedicated to the 4th Annual Mattie B. Burney Golf Tournament.
- Inclusion of the sponsor logo, recognize as the valedictorian sponsor on all email blasts to all participants
- Inclusion of the sponsor logo, recognized as the valedictorian sponsor on the 4th Annual Mattie B. Burney Golf Tournament registration form (if received by July 6, 2010)
- Inclusion of sponsor logo on all additional print advertising and any other promotional materials used the day of the event.
- Sponsor logo prominently displayed on the beverage cart, registration table and the lunch area.

Public Relations

- Recognition as the valedictorian sponsor in press releases to local media outlets
- Green and cart fees for three golfers(one team)
- Opportunity to speak at the lunch
- Golf Clinic with (golf pro YTBD)

Marketing Opportunities

- Insertion of sample products or marketing materials in golfer “goodie bags”
- Display of sample products or marketing materials at registration table

Salutatorian Level

\$500

- Inclusion of sponsor logo, recognized as the salutatorian sponsor on the Mattie B. Burney website page dedicated to the 3rd Annual Mattie B. Burney Golf Tournament.
- Inclusion of the sponsor logo, recognize as the salutatorian sponsor on all email blasts to all participants
- Inclusion of the sponsor logo, recognized as the salutatorian sponsor on the 4th Annual Mattie B. Burney Golf Tournament registration form (if received by July 6, 2011)

- Inclusion of sponsor logo on all additional print advertising and any other promotional materials used the day of the event.
- Sponsor logo prominently displayed on the beverage cart, registration table and the lunch area.

Public Relations

- Recognition as a sponsor in press releases to local media outlets
- Green and cart fees for three golfers(one team)
- Acknowledgement at the lunch and awards ceremony

Marketing Opportunities

- Insertion of sample products or marketing materials in golfer “goodie bags”
- Display of sample products or marketing materials at registration table

Honors Level

\$250

- Inclusion of sponsor logo, recognized as the Honors sponsor on the Mattie B. Burney website page dedicated to the 4th Annual Mattie B. Burney Golf Tournament.
- Inclusion of the sponsor logo, recognize as the Honors sponsor on all email blasts to all participants
- Inclusion of the sponsor logo, recognized as the Honors sponsor on the 4th Annual Mattie B. Burney Golf Tournament registration form (if received by July 6, 2012)
- Inclusion of sponsor logo on all additional print advertising and any other promotional materials used the day of the event.
- Sponsor logo displayed at a contest hole tee box(Closest to the pin, Longest Drive)

Public Relations

- Recognition as sponsor in press releases to local media outlets
- Green and cart fees for two golfers and discounted fee for the other member of the team
- Acknowledgement at the lunch and awards ceremony

Marketing Opportunities

- Insertion of sample products or marketing materials in golfer “goodie bags”

Hole Sponsor

\$100

- Inclusion of sponsor logo, recognized as a hole sponsor on the Mattie B. Burney website page dedicated to the 4th Annual Mattie B. Burney Golf Tournament.
- Inclusion of the sponsor logo, recognized as a hole sponsor on the 4th Annual Mattie B. Burney Golf Tournament registration form (if received by July 6, 2010)
- Inclusion of sponsor logo on all additional print advertising and any other promotional materials used the day of the event.
- Sponsor logo prominently displayed at a tee box.

Public Relations

- Green and cart fees for one golfer and discounted fees for the other two members of the team.

Marketing Opportunities

- Insertion of sample products or marketing materials in golfer “goodie bags”

Please contact us if you would like to sponsor the 4th Annual Mattie B. Burney Golf Tournament at a level not mentioned above. We are happy to create a sponsorship package/level that will accommodate your needs.

Contact Information

For information regarding sponsorship and/ or information on the 4th Annual Mattie B. Burney Golf Tournament please contact Mrs. Lillie Williams or Jean Callaway, at 706-722-4999.