

# BRANDING

## TIX4KIDS PROGRAM SPONSOR



The Tix4Kids charity ticket program gives all McGladrey Classic Daily and Weekly ticket purchasers the option of having 50% of their total ticket purchase donated directly to a non-profit organization selected by The Davis Love Foundation. **In 2011, the Tix4Kids program raised over \$40,000 for local charities!**

### Sponsorship Package Details

- The Tix4Kids Program is a charity ticket program in which McGladrey Classic ticket buyers have the option of having 50% of their purchase directed to a charity supported by the Davis Love Foundation
- Investment from the “presenting sponsor” of the Tix4Kids Program will be used as a bonus pool to be distributed to participating charities based upon the percentage of ticket purchases through The McGladrey Classic website.
- Company name and/or logo on all Tix4Kids promotional materials including but not limited to:
  - ✓ The McGladrey Classic website
  - ✓ Posters and other marketing pieces distributed throughout the community and participating charities
  - ✓ Tournament ticket advertisements
- One (1) full page, four color advertisement in the Official McGladrey Classic Spectator & Pairings Guide
- Recognition throughout The McGladrey Classic website as the “Presenting Sponsor” of Tix4Kids and as a partner and supporter of the Davis Love Foundation
- Sponsor recognition in the Official Spectator Guide, on-site Sponsor Board, and video boards located throughout the tournament grounds

### Sponsorship Investment

- Call for Pricing



**McGladreyClassic via United Way of Coastal Georgia**  
 Inspiring video from United Way of Coastal Georgia - 1 of 18 Tix4Kids Charities for 2011. Remember, 50% of General Admission ticket purchases benefit Tix4Kids Charities.

**United Way of Coastal Georgia 2011 -2012 Campaign Video**  
[www.youtube.com](http://www.youtube.com)

