

RENEE POWELL CLEARVIEW LEGACY BENEFIT

PRESENTED BY



ABOUT CLEARVIEW LEGACY FOUNDATION & RENEE POWELL

About Clearview Legacy Foundation:

When Renee's father, Bill Powell, encountered racial discrimination on the golf course after returning home from World War II, he decided to build his own course where everyone would be welcome.

In 1946, he established Clearview Golf Club in East Canton, Ohio.

Without access to traditional golf maintenance equipment, Bill began building his course by hand and the original 9 holes opened in 1948. In 2001, Clearview was named a National Historic Site by the U.S. Department of the Interior.

In honor of its 75th year, the Clearview Legacy Foundation has begun a campaign to endow Clearview and preserve its important role in history.

About Renee Powell:

Renee Powell is an American professional golfer who played on the US-based LPGA Tour from 1967-1980 and is currently head professional at her family's Clearview Golf Club in East Canton, Ohio.

She was the second African American woman ever to play on the LPGA Tour.

The daughter of golf course entrepreneur Bill Powell, Renee grew up in Ohio and took up golf at an early age.

Following her retirement in 1980, she appeared as a television commentator and became the head professional of the Clearview Golf Club in 1995.



ABOUT THE RENEE POWELL CLEARVIEW LEGACY BENEFIT

- WHEN:** Monday, June 28th, 2021 (2022 – 6/27 Washington DC & 2023 – 6/26 NYC)
- WHERE:** Bobby Jones Golf Course (Atlanta, GA)
- WHY:** Fundraiser to celebrate the 75th Anniversary of Clearview Legacy Golf Club and raise awareness of Renee Powell's contribution and impact on women's golf. Proceeds to benefit the Renee Powell Clearview Legacy Foundation.
- WHO:** Renee Powell, Mariah Stackhouse, additional LPGA Tour players, & LPGA*USGA Girls Golf Members

SCHEDULE OF EVENTS

- ALL DAY** 3-Hole Putting Challenge (Bobby Jones Golf Course Putting Course)
- 8:00am** Breakfast for Morning Golf Foursomes
- 9:00am** Golf Showcase with Renee Powell and Mariah Stackhouse (Bobby Jones Golf Course Driving Range)
- 10:00am** 9-hole Golf Team Challenge (AM Shotgun)
- 12:00pm** Lunch
- 2:00pm** 9-hole Golf Team Challenge (PM Shotgun)
- 5:00pm** Golf Showcase with Renee Powell & Mariah Stackhouse (Bobby Jones Golf Course Driving Range)
- 5:00pm** Food Trucks & Evening Reception
- 5:30pm** "Silent" Party

Hosted by LPGA
Tour player and
Atlanta-Native,
Mariah Stackhouse



Note: Covid protocols and local health authority guidelines to be followed

RENEE POWELL CLEARVIEW LEGACY BENEFIT EVENTS

9-HOLE TEAM CHALLENGE

Get ready to have some fun in the 9-Hole Team Challenge Pro-Am! Teams of four (4) amateurs will compete in different challenges throughout the 9-holes. LPGA Tour players and LPGA*USGA Girls Golf members will be stationed on each hole to participate with teams on that specific hole's challenge. Each golfer will receive a commemorative Renee Powell Clearview Legacy Benefit branded gift, one (1) general admission ticket to the KPMG Women's PGA Championship and two (2) invitations to the Renee Powell – Mariah Stackhouse Exhibition and the Silent Party.

PUTTING CHALLENGE

During the month of June, the Bobby Jones Golf Course will host a Putting Challenge to bring awareness to the Renee Powell Clearview Legacy Benefit. The Putting Challenge will consist of a three-hole competition, with weekly top scorers advancing to the Finals held on Monday, June 28th during the evening Exhibition and Party. Golfers playing in the Renee Powell Clearview Legacy Benefit will also have a chance to compete for spots in the Finals, with the top players competing for a grand prize. Also, any player who records a hole-in-one on any of the challenge holes will be entered into a drawing for a sponsor grand prize.

GOLF SHOWCASE WITH RENEE POWELL & MARIAH STACKHOUSE

Before and after the 9-Hole Team Challenge, Renee Powell and LPGA Tour player and Atlanta-native Mariah Stackhouse will host a golf showcase on the driving range. In addition to hitting golf balls, they will chat about various topics including their careers, what golf has meant to them, and what Renee has meant to Mariah as a role model. Renee will also explain the importance of her father in her life, growing the game, and what preserving Clearview Legacy means to her family and generations of golfers to come.

EVENING RECEPTION & SILENT PARTY

Food will be provided by Bobby Jones Golf Course and local food trucks. Food and drinks will be available prior to the Exhibition and will continue through the "Silent Party," which will allow attendees to enjoy the evening and listen to multi-genre of music through headphones creating the silent atmosphere around them while celebrating Renee and the 75th Anniversary of Clearview Legacy Golf Club.

SPONSORSHIP OPPORTUNITIES

PRESENTING PARTNER OF THE RENEE POWELL CLEARVIEW LEGACY BENEFIT

Event Benefits:

- Presenting Sponsor designation – included in logo w/ LPGA/KPMG and all marketing & promotional materials (digital/social) including event microsite
- Inclusion in press release for the event
- On-site branding including: welcome signage, inclusion in first tee signage & main sponsor signage
- Company logo on landing page of microsite
- Two (2) teams in the 9-hole golf challenge (Four amateurs per team so total of 8 participants, AM or PM shotgun available)
- Twenty (20) tickets for the Evening Golf Showcase & Party
- Opportunity to provide a logoed item for the participant gift bag (approx. 12)
- Inclusion in digital event highlight piece (3-5min) with logo, special thanks from Renee), opportunity to distribute across owned channels

Clearview Golf Course (Ohio) Benefit:

- Hole Sponsorship which includes sign/logo on one (1) hole year-round
- Name included on plaque at The William & Marcella Powell Club House



INVESTMENT - \$100,000/year

2021-2023

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR OF THE YOUTH GOLF CLINIC

The LPGA is committed to changing the face of golf. The Youth Golf Clinic will focus on giving young women of color access to the opportunities the game of golf has to offer.

- Participants would receive hats with sponsor logo
- Branding on the range during the clinic activities
- Registration landing page to include Company logo
- One (1) team in the 9-hole golf challenge (Four amateurs per team)
- Twelve (12) tickets for Evening Golf Showcase & Party
- On-site activation opportunity i.e. sampling, gifting, engagements
- 1 min Digital highlight recap reel
- Create dedicated social activations for the youth participants

Clearview Golf Course Benefit:

- Hole Sponsorship
- Name included on a brick of The William & Marcella Powell Club House



INVESTMENT - \$25,000

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR OF THE PUTTING CHALLENGE

Putting Competition at Bobby Jones Golf Course during the month of June. The Competition will bring awareness to the Renee Powell Clearview Legacy Benefit and give people attending the Renee Powell Clearview Legacy Benefit who may not be golfers an opportunity to participate.

- Pre-Event – Three-hole competition the month of June at Bobby Jones Golf Club's Putting Course, with top scores advancing to the Finals on Monday, June 28th during the evening Golf Showcase & Party
- During the Benefit on June 28th, golfers playing in the event will also compete to advance to the Finals which will be held following the evening Golf Showcase with Renee Powell and Mariah Stackhouse
- Top players will compete for a grand prize and top-10 participant prizes
- Any player who records a hole-in-one on any of the challenge holes will be entered into a drawing for a sponsor grand prize. Prizes also awarded to the top-10 participants (sponsored gifts)
- Branding on the putting green during the 30-day advance challenge and during the Renee Powell Clearview Legacy Benefit
- Company logo on event website
- One (1) team in the 9-hole golf challenge (Four amateurs per team)
- Twelve (12) tickets for Evening Golf Showcase & Party



INVESTMENT - \$25,000

SPONSORSHIP OPPORTUNITIES

RENEE POWELL HISTORY WALK SPONSORSHIP

Sponsor up to ten (10) panels at a history walk installation around the clubhouse of the Bobby Jones Golf Course. Each panel will contain photos and information about Renee Powell's rich golf history & the Clearview Legacy Golf Club along with company logo.

- Company logo on history walk signage
- Additional placement at the Clearview Legacy Golf Club following conclusion of the Renee Powell Clearview Legacy Benefit for one (1) year
- One (1) team in the AM or PM 9-hole golf challenge - four (4) amateurs per team
- Twelve (12) tickets for Evening Golf Showcase & Party
- Company logo on event website



INVESTMENT - \$20,000

SPONSORSHIP OPPORTUNITIES

APPAREL SPONSORSHIP

Teams outfitted in matching golf shirts

- Sponsor logo on all custom team shirts
- Renee Powell Clearview Legacy Benefit on left chest with sponsor logo on left sleeve.
- Logo on up to 120 golf shirts
- One (1) team in the AM or PM 9-hole golf challenge - four (4) amateurs per team
- Twelve (12) tickets for Evening Golf Showcase & Party
- Company logo on event website



INVESTMENT - \$15,000

SPONSORSHIP OPPORTUNITIES

SILENT PARTY SPONSORSHIP

The Silent Party sponsor will have the opportunity to be showcased during the concluding event at the golf course. This event will include a Celebrity DJ, Signature Cocktails, and a culinary experience.

- Logo Placement on DJ Callouts throughout the event
- Logo placement on monitors and DJ Screens
- Included in one signature cocktail name
- Twelve (12) tickets for Evening Golf Showcase & Party
- Twelve (12) event t-shirts
- Company logo on event website



INVESTMENT - \$12,000

SPONSORSHIP OPPORTUNITIES

TEE FENCE SPONSORSHIP

Sponsor one (1) of nine (9) golf holes at the Renee Powell Clearview Legacy Benefit. Each tee fence signage will contain photos and information about Renee Powell's rich golf history & the Clearview Legacy Golf Club along with company logo.

- Company logo on tee fence signage
- Twelve (12) tickets for Evening Golf Showcase & Party
- Company logo on event website



INVESTMENT - \$10,000

SPONSORSHIP OPPORTUNITIES

FOOD TRUCK SPONSORSHIP

Food Trucks from the local Atlanta area to add a southern flavor to the Renee Powell Clearview Legacy Benefit. Event-goers will enjoy local southern cuisine while listening to a local musical artist/D.J. at the Silent Party and attending the Renee Powell – Mariah Stackhouse Evening Golf Showcase & Party

- Benefits TBD



INVESTMENT - TBD

SPONSORSHIP OPPORTUNITIES

FACEBOOK LIVE SPONSORSHIP

Sponsor of the Renee Powell Clearview Legacy Benefit Celebration on LPGA's Facebook Channel.

- Naming rights
- Category Exclusivity
- Company logo and name inclusion on the event
- Graphic and verbal mention within the program
- One (1) team in the AM or PM 9-hole golf challenge - four (4) amateurs per team
- Twelve (12) tickets for Evening Golf Showcase & Party
- Company logo on event website
- LPGA paid spend to guarantee 500k plus viewership



INVESTMENT - \$30,000

SPONSORSHIP OPPORTUNITIES

OFFICAL EVENT T-SHIRT SPONSORSHIP

Official Event T-Shirt available for purchase designed by Atlanta area artist

- Sponsor logo on back of t-shirts
- Logo on up to a minimum 250 t-shirts
- Twelve (12) tickets for Evening Golf Showcase & Party
- Twelve (12) event t-shirts
- Company logo on event website



INVESTMENT - \$10,000

SPONSORSHIP OPPORTUNITIES

PLAYER TEAM PACKAGE

Not your typical Pro-Am, so let's make them feel like a pro!

- One (1) team in the AM or PM 9-hole golf challenge - four (4) amateurs per team
- Four (4) Tickets to KPMG Women's PGA Championship (General Admission Tickets)
- Customized Towel with event logo
- Invitation for two (2) per player to the Evening Golf Showcase & Party



INVESTMENT - \$7,500