

Charity Golf Classic



Wednesday
June 22, 2011

Lansdowne
Resort
Lansdowne, VA



Washington Redskins Alumni

To Benefit

Presented By:



Bruce Allen
Honorary Tournament Chairman

& Other Youth Charities

Sponsorship Opportunities

TITLE SPONSOR

\$50,000

(Limited to one sponsor)

- Logo and/or name as Title Sponsor on Tournament collateral materials
- Full-page, color ad in Tournament Program/Alumni Legends Magazine
- Logo on team photo plaque
- Mention in NCBF Calendar of Events Brochure
- Mention in NCBF Official Program
- Logo on sponsorship acknowledgment signage
- Inclusion in NCBF Kick-off Press Conference and press releases Announcing tournament
- Four (4) teams in Tournament
- Corporate logo on all 18 Hole Signs
- Logo on all 18 Hole Flags



(L - R) Ricky Harris, Sam Huff (HOF), Dan Snyder, Carl Kammerer and Charlie Taylor (HOF).

- Logo as Title Sponsor on Tournament Banner
- Two (2) complimentary suites for one night at the Landsdowne Resort
- 16 Putting Contest entries
- 32 tickets to Monday night Dinner Awards Banquet
- Photo with NFL celebrities for each golfer
- Two (2) autographed footballs
- VIP Tour of Redskins Park and Training Camp (8 people)

- Three (3) teams in Tournament
- 12 Tickets to Dinner Awards Banquet
- Logo on Tournament Banner
- Team photo plaque for each golfer
- One (1) autographed football
- Logo on Tournament Collateral Materials
- VIP Tour of Redskins Park and Training Camp (4 people)

ASSOCIATE SPONSOR

\$15,000

(Limited to three sponsors)

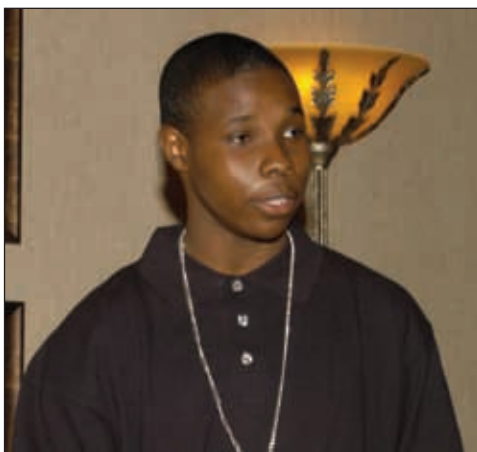
- Full-page, color ad in Tournament Program/Alumni Legends Magazine
- Corporate Logo on three (3) Hole Signs
- Two (2) teams in Tournament
- Eight (8) tickets to Awards Dinner Banquet
- Team photo plaque for each golfer
- Corporate logo on Tournament Banner
- One (1) autographed football

PRESENTING SPONSOR

\$30,000

(Limited to two sponsors)

- Full-page, color ad in Tournament Program/Alumni Legends Magazine
- Corporate Logo on nine (9) Hole Signs
- Sponsor sign on 50 Golf Carts
- Sponsorship of Banquet Dinner (corporate tents on each table; corporate logo on banquet banner)





Sam Huff (HOF) signs for fans.



Mark Moseley with Fans.

PUTTING OR DRIVING RANGE SPONSOR \$10,000

- Full-page, color ad in Tournament Program/Alumni Legends Magazine
- Signage and Promotion on Putting or Driving Range
- One (1) Team in Tournament
- Four (4) tickets to Dinner Awards Banquet
- Corporate Logo on Event Banner

EAGLE SPONSOR \$4,500/Team (\$4,000 if paid by 12/31/10)

- 1/2 –page, color ad in Tournament Program/Alumni Legends Magazine
- One (1) Team in Tournament
- Four (4) tickets to Dinner Awards Banquet
- Corporate Logo on one (1) Hole Sign

Superbowl of Golf

Each year in 28 NFL Cities the NFL Alumni holds their Charity Golf Challenge. The winning team from each of these cities goes on to compete for the super bowl of golf ring.

This year the Redskins Charity Golf Challenge will be held on June 22, 2011 at the Landsdowne Resort in Leesburg, Virginia. The winning team from our tournament will go on in the spring of 2012 to compete for the coveted SuperBowl of Golf ring. Remember each team will have as its captain a former NFL Player.

Now is the time to get your team together and good luck and may you and your team advance on to the “SUPERBOWL OF GOLF”.



The Honorable George Allen, with Alumni President Mark Moseley and Tournament Director Jerry Olsen.

NFL Alumni *Charity Golf Classic* TOUR

The NFL Alumni *Charity Golf Classic* TOUR is the largest series of amateur golf tournaments in the country, culminating in a national championship. They are conducted from February to November every year in more than 25 major markets and culminate with the NFL Alumni *"Caring for Kids"* Championship, which is played in a sunbelt resort the following spring. Most of the local events are played on some of the finest golf courses in the country, including Firestone in Akron, The TPC at Sugarloaf in Atlanta, Olympic in San Francisco area, Oakmont in Pittsburgh and Whitemarsh Valley in Philadelphia.

The tournaments are one-day, 18-hole team scramble events with a handicap system applied in the scoring. Each team plays in a five-some with a celebrity captain and the winners at each event earn a trip to compete for the coveted Super Bowl of Golf Ring at the national championship. The Super Bowl of Golf Ring is presented to each member of the National Championship Team. The circlet, designed by Jostens who made 19 of the 30 Super Bowl rings, features an emerald green field and a sparkling solitaire golf ball in the center. The tear-drop sides showcase the NFL Alumni's Old Hero and the NFL Alumni's motto: *Caring for Kids*.

Hearts & Homes for Youth

It was April of 1964 when Juvenile Court Judge Alfred D. "Bud" Noyes and a handful of other child advocates came together to establish the very first group home for troubled children with a vision to treat each of them "As If They Were Our Own."

Humble beginnings to be sure! The first "home" was a renovated attic of a 100 year old farmhouse. The first four boys had a home; stability, security and opportunity for a far better future. Like our children, the agency has grown and matured, providing programs far beyond the dreams of the founders.

Hearts & Homes for Youth is dedicated to empowering the lives of children and youth who have been victims of abuse, neglect, homelessness, or otherwise at risk. Since 1964, the non-profit organization has offered brighter futures for over 30,000 boys and girls; over 100 each day in group homes, emergency shelter care, foster care and independent living, from toddlers to teens and young adults.

Each of them has dreams no different than those of the kid next door. They may well reach their full potential, given the opportunity to grow and mature in a wholesome family setting. It is this potential in which thousands in the community have invested to assure the futures of so many young lives and with a return beyond measure. Each investor has a share of their success.

NFL Alumni Charities

Since 1979, when pilot events were held in Detroit and Philadelphia, the NFL Alumni *Charity Golf Classics* have been successfully raising money for charity. Funds raised have gone to more than 175 "adopted" charities, and have made the Alumni a primary supporter of the NFL Alumni Foundation Fund, major supporters of the Special Olympics in several states, and the main source of funds for several children's charities.

The Washington Redskins Alumni are proud to be able to support Hearts and Homes for Youth. Through the support of the participating corporations and individual participants of our tournament we are able to continue *Caring for Kids*. To register, or for more information, contact Jerry Olsen at: lpjolsen31@aol.com 703-726-7488

Directions to Lansdowne Resort (703) 729-8400:

From Capital Beltway (I-495): Take Rt. 267/Dulles Toll Road West; Follow signs to Local Exits to Exit #9B onto Rt. 28/Sully Rd. North; Go 5 miles and Exit onto Rt. 7 West towards Leesburg; Go 3.5 miles and Exit RIGHT onto Lansdowne Blvd.; Follow signs to the Conference Center.

2011

Washington Redskins Alumni *Charity Golf Classic*

Wednesday, June 22, 2011:

Lansdowne Resort
Lansdowne, VA

Schedule of Events

- 8:00 am Registration
- 8:30 am Driving and Putting Range Opens
- 11:00 am Introduction of Celebrities and Shot-Gun Start

Complimentary Lunch Provided

Buffet and Awards Presentation Immediately following end of Play