



first tee

greater chicago

**Annual
Sponsorship
Packet**

2021

ABOUT US

First Tee – Greater Chicago exists to enable kids to build the strength of character that empowers them through a lifetime of new challenges.

Utilizing the game of golf as our platform, we create learning experiences that build inner strength, self-confidence, and resilience that kids carry to everything they do.



Impact

Youth involved in our programs are more likely to be **engaged in school** and feel **more comfortable around peers**.

2020 Season

- **600+** kids enrolled aged 7 to 17
- **8** program sites
- **10** mentorship play dates & clinics
- Additional **200 at-risk youth** served through **14** Community partnership programs

73%
Increase in
academic
confidence

48%
Minority
enrollment in
LSE*

82%
Increase in
social
confidence

34%
Female
enrollment
in LSE*

MENTORSHIP + GOLF = CONFIDENCE

First Tee – Greater Chicago gives kids **a safe place to grow** with coaches trained to create **supportive environments** and who **help them navigate challenges** during golf lessons but more importantly, off the course.

Through our personal growth and junior golf programs, **we see kids' self-confidence grow tremendously**, inspiring more active participation in leadership opportunities and events, community involvement, and high school and college scholarships.



“First Tee – Greater Chicago is great because I have been able to meet kids from different places. The coaches have been helping me out so much with my golf game so I can get better. I love the little events where you can go out on courses and play with other people and have fun.”

Matthew F., age 10



“Being in the First Tee program has helped me to be more confident and to assert myself as a leader. I am learning to be a better communicator and to work with others. First Tee – Greater Chicago has allowed me great opportunities to meet and talk with people from all walks of life.”

Madison M., age 16

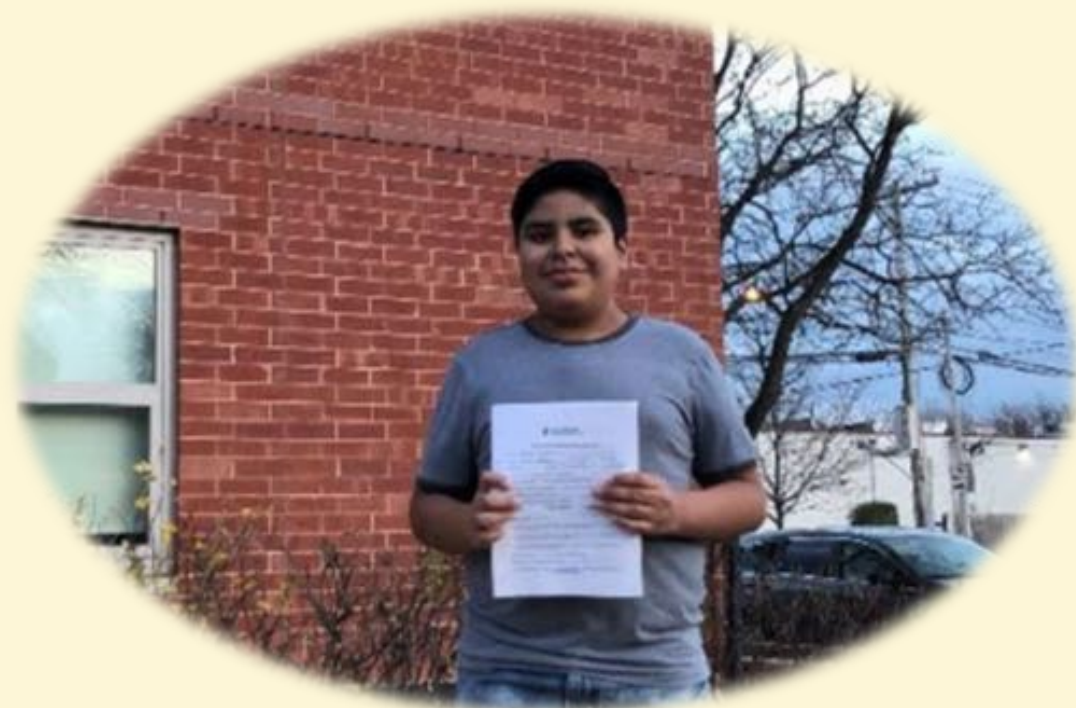


“I’ve been a part of First Tee – Greater Chicago through my school since I was in 3rd grade. Consistently being reminded about perseverance and integrity helped prepare me to be successful at school. I’d like to thank my teachers, First Tee coaches, and, most importantly, my family for helping me to achieve the Daniel Murphy scholarship.”

Irvin H., age 14

“My coaches at First Tee – Greater Chicago encouraged me to apply for the GolfWorks Illinois Internship Program. I truly believe I would not have been awarded this experience if it were not for my involvement with First Tee. Working at Harborside Golf Course has introduced me to new people and experiences – making my summer 2020 very rewarding while helping me to build my resume for college.”

Ethan V., age 16



Participation Opportunities

Ace Level
\$50,000

Promotional Benefits

- Presenting sponsor at a First Tee – Greater Chicago signature event of choice
- Recognition on all signature event promotional materials and on our website
- Promotional opportunities at each signature event
- Full-page program at Taste
- Acknowledgment and podium recognition

Signature Event Benefits

- Twenty VIP reception and dinner tickets for Taste with special guest meet-and-greet
- Premium reserved seating at Taste
- Two foursome reservations to play in the Corporate Challenge
- Ten event tickets to attend Fore the Kids

Participation Opportunities

Eagle Level
\$25,000

Promotional Benefits

- Recognition as contributing sponsor at all First Tee – Greater Chicago signature events
- Recognition on all signature event promotional materials and on our website
- Promotional opportunities at each signature event
- Half-page program acknowledgment at Taste

Signature Event Benefits

- Ten VIP reception and dinner tickets for Taste with special guest meet-and-greet
- Premium reserved seating at Taste
- One foursome reservation to play in the Corporate Challenge
- Five event tickets to attend Fore the Kids

Participation Opportunities

Birdie Level
\$15,000

Promotional Benefits

- Recognition on all signature event promotional materials and on our website
- Quarter-page program acknowledgment at Taste

Signature Event Benefits

- Six VIP reception and dinner tickets for Taste with special guest meet-and-greet
- Premium reserved seating at Taste
- One foursome reservation to play in the Corporate Challenge

Participation Opportunities

**Par Level
\$10,000**

Promotional Benefits

- Recognition on all signature event promotional materials and on our website
- Program acknowledgment at Taste

Signature Event Benefits

- Four VIP reception and dinner tickets for Taste with special guest meet-and-greet
- Priority reserved seating at Taste
- One foursome reservation to play in the Corporate Challenge

First Tee – Greater Chicago prioritizes the health and safety of our community. As such, all events may be altered, postponed or cancelled at the direction of local health officials.

Signature Events

Signature Events

Fore The Kids

Hosted by First Tee – Greater Chicago’s Honorary Ambassadors, Fore the Kids is a laid-back fundraising and networking event attended by community leaders, young professionals and celebrity guests.

With approximately 150-180 people in attendance, it takes place at Five Iron Golf and features a variety of indoor golf activities, full sports bar and plenty of room to socialize.

Our signature silent auction includes luxury packages and experiences such as: exclusive golf course access, unique dining packages, sports and entertainment experiences, and more – with all proceeds benefiting First Tee – Greater Chicago’s mission.



Signature Events

Corporate Challenge

Our annual outing brings together top executives and civic leaders to network and enjoy a nice round of golf in support of our mission.

The Corporate Challenge rotates between elite golf clubs such as North Shore Country Club, Glenview Club, and Skokie Country Club, and hosts approximately 100-140 attendees.

The dinner program features gourmet food and beverage, a silent auction, and heartwarming stories from youth participants.



Signature Events

Taste

Our most star-studded event, Taste is our most ambitious gathering of prominent corporate and community leaders, taste-makers and sports personalities.

With a roster of past celebrity athletes and hosts such as Jack Nicklaus, Rory McIlroy, Sergio Garcia, David Feherty, Rickie Fowler, and Luke Donald, our 400-500 guests have a beyond memorable experience.

The event rotates between elite locations such as Medinah Country Club, Conway Farms and trendy downtown Chicago venues.

This unique tasting experience features Chicago's top food and drink experts. Our silent auction offers once-in-a-lifetime golf, sports, dining and entertainment experiences. Guests will also be treated to celebrity guest stories and golf game insights, plus proud, heartwarming stories from youth participants.



Media Opportunities

First Tee – Greater Chicago is proud to partner with rEvolution Sports Marketing to amplify our message.

In past years, our events have received extensive media coverage through a variety of media outlets.

Television

The Golf Channel, WGN, NBC, CBS, ABC, Golf Chicago TV

Radio

WTMX: Eric & Kathy Morning Show, 670 AM - The Score, Mully & Hanley Show

Print

Chicago Tribune, Chicago-Sun Times, Daily Herald, Golf Chicago, CDGA Magazine, Michigan Avenue Magazine, Chicagoland Golf Magazine

5,000+

social media followers

4

Honorary Ambassadors with **500,000+** social media followers

6,000+

emails in our database

First Tee – Greater Chicago's Honorary Ambassadors

Luke Donald

PGA Tour Professional



Alex DeBrincat

Chicago Blackhawks
Right Winger



Ian Happ

Chicago Cubs
Outfielder



Patrick Flavin

Professional Golfer





Building Game Changers: Waveland

Help us build a future in which more kids will have the opportunity to excel both on and off the course.

The Waveland Project is our \$1.5 million capital campaign to build our first facility.

Join us as a named sponsor in this project, or by adding a special gift of \$1,000, \$2,500 or \$5,000 to your annual contribution.

Sponsorship opportunity includes signage and recognition on our Clubhouse donor wall

Clubhouse	\$500,000
Outdoor short game area	\$300,000
Putting green trio package (outdoor, indoor and terrace)	\$300,000
Outdoor Terrace	\$150,000
Outdoor full swing area	\$100,000
Clubhouse Entryway	\$50,000
Clubhouse Simulator	\$50,000
Clubhouse Lounge	\$50,000
Media Center / Technology	\$25,000
Workstation Area	\$25,000

Waveland Sponsorship Opportunities

\$1.5 million capital campaign

Opening
Spring 2021

www.firstteegreaterchicago.org
→ Ways to Give → Waveland



first tee

greater chicago

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