

# EVENT OVERVIEW

# HEROES GOLF CLASSIC

# TOURNAMENT



## CARLTON OAKS GOLF CLUB

9200 Inwood Drive, Santee, CA 92071



**FRIDAY, MAY 29, 2026**

**7:00 AM CHECK-IN, 8:00 AM SHOTGUN START**

Rain or shine



**250 PLAYERS + GENERAL ATTENDEES**

Participation of both members of the public and active-duty military from the City's Adopted Military Unit.

## EVENT SCOPE

This fundraising event is a day for the public and active-duty military to mingle and enjoy a beautiful day at the golf course. Guests can engage in a golf tournament, and mini contests. Participants will also have the opportunity to enjoy breakfast on the patio and lunch. The tournament winner receives a free foursome of golf at Carlton Oaks County Club.

## SPECIFIC ACTIVITIES

- Golf tournament: shotgun scramble
- Contests
- Food/drink vendor(s)

## SPONSORSHIP LEVELS\*

- Presenting Sponsor - \$5,000
- Semper Fi Hole Sponsor - \$750
- Brigade Hole Sponsor - \$300
- Dog Tags Hole Sponsor - \$125
- Sponsor an Active Duty Player - Available upon request
- Customized Sponsorship - Available upon request



\*See sponsorship table for a detailed list with benefits available.

"The proceeds from this event go to the Birthday Ball Committee. The Federal government, including the Department of Defense and Marine Corps, does not endorse any company, sponsor, or private organization or its products and services."





# HEROES GOLF CLASSIC TOURNAMENT SPONSORSHIP BREAKDOWN

| Sponsorship Levels (customizable options are available upon request)              |                       | Presenting                                     | Semper Fi  | Brigade        | Dog Tags   |
|---|-----------------------|--|------------|----------------|------------|
| Sponsorship Amounts   |                       | \$5,000  | \$750      | \$300          | \$125      |
| Company recognition on the following*:  | Estimated Impressions | Items below are included in your sponsorship*: |            |                |            |
| <b>Online</b>   |                       |  |            |                |            |
| City of Santee Website (company logo hyperlinked to company website)              | ~800 visits daily     | Large Logo & "Presented By"                    | Large Logo | Medium Logo    | Small Logo |
| Outside Agency Websites (on average the event is promoted by at least 3 websites) | Varies                | Yes  | Yes        | Yes            | Yes        |
| Logo on SanteeTV during Recap Video   | Airs 200+ times live  | Large Logo & "Presented By"                    | Large Logo | Medium Logo    | Small Logo |
| <b>Social Media</b>   |                       |  |            |                |            |
| Facebook Posts - City of Santee Official Page                                     | 9.6k followers        | Tag + Logo                                     | Tag + Logo | Logo + Mention | Mention    |
| Facebook Event - Business Name Listed   | 9.6k followers        | Yes  | Yes        | Yes            | Yes        |
| Instagram Posts - City of Santee  | 4.1k followers        | Tag + Logo                                     | Tag + Logo | Logo + Mention | Mention    |
| X Posts - City of Santee  | 2.9k followers        | Tag + Logo                                     | Tag + Logo | Logo + Mention | Mention    |
| Logo on Recap Video on YouTube  | 244 Subscribers       | Large Logo & "Presented By"                    | Large Logo | Medium Logo    | Small Logo |
| Collaboration Videos  | Varies                | Yes  | No         | No             | No         |
| <b>Onsite Elements**</b>  |                       |  |            |                |            |
| Recognition at Opening Ceremony   | ~134 attendees        | Yes  | Yes        | Yes            | Yes        |
| 10' x 10' Exhibit (no sales permitted)  | ~134 attendees        | Yes  | Yes        | Yes            | Yes        |
| Lawn Signs Displayed in Prominent Location  | ~134 attendees        | Logo   | Logo       | Name           | Name       |
| Sponsor Thank You Signage (24"x36")   | ~134 attendees        | Large Logo & "Presented By"                    | Large Logo | Medium Logo    | Small Logo |
| Logo on Grab Bag Flyers   | ~134 attendees        | Large Logo & "Presented By"                    | Large Logo | Medium Logo    | Small Logo |
| Merch Within Grab Bag (Sponsor provides)  | ~134 attendees        | Yes  | Yes        | Yes            | Yes        |
| Reserved parking  |                       | Yes (2)  | Yes (1)    | Yes (1)        | No         |
| Company Presents ... Heroes Golf Classic  | ~134 attendees        | Yes  | No         | No             | No         |
| Golf Cart Signs   | ~134 attendees        | Yes  | No         | No             | No         |
| Golf Cart Reservation   |                       | Yes  | No         | No             | No         |
| <b>Print</b>  |                       |  |            |                |            |
| Promotional Flyers  | 2,500                 | Large Logo & "Presented By"                    | Large Logo | Medium Logo    | Small Logo |
| Chamber Bulletin  | 500                   | Large Logo & "Presented By"                    | Large Logo | Medium Logo    | Small Logo |
| News Release / Media Advisory   | All media outlets     | Varies depending on the media source           |            |                |            |
| <b>Additional Presenting Sponsor Perks</b>  |                       |  |            |                |            |
| Annual Birthday Ball Tickets (2)  |                       | Yes  |            |                |            |
| Hangar Tour   |                       | Yes  | Yes        |                |            |

We are happy to build customized packages and will work to meet your marketing goals and budget

\*Benefits are not guaranteed & subject to availability / deadlines

\*\* Lunch will be provided for a maximum of 2 staff per sponsoring group.



# HEROES GOLF CLASSIC TOURNAMENT SPONSORSHIP TABLE

Presenting - \$5,000 (Exclusivity - 1 Sponsorship Available)

The presenting sponsor is an overall event sponsor that will be featured on the patio and corresponding company recognition locations.

Semper Fi - \$750 (5 Holes to Choose From)

| Tee Box | Benefits  |
|---------|---|
| 13      | <ul style="list-style-type: none"> <li>• Great long drive hole</li> <li>• 12th green, 11th tee or 14th green access</li> <li>• Visible from 11 holes</li> </ul>                     |
| 14      | <ul style="list-style-type: none"> <li>• Great for food and drink vendors</li> <li>• Access to 13th green, 14th tee, and 15th green</li> <li>• Close to the bathrooms</li> </ul>    |
| 1       | <ul style="list-style-type: none"> <li>• Located at the crossroads and will have the most traffic</li> <li>• Near food vendor location</li> </ul>                                   |
| 10      | <ul style="list-style-type: none"> <li>• Located at the crossroads and will have the most traffic</li> <li>• Near food vendor location</li> </ul>                                   |
| 12      | <ul style="list-style-type: none"> <li>• Par 3</li> <li>• Good for hole-in-one contest</li> <li>• Large area to set up vendor tents or vehicle</li> <li>• Highly visible</li> </ul> |



**Brigade - \$300 (8 Holes to Choose From)**

| Tee Box | Benefits   |
|---------|--|
| 11      | <ul style="list-style-type: none"> <li>• Proximity to holes 10, 14 green, and 15</li> <li>• Highly visible</li> </ul>  |
| 2       | <ul style="list-style-type: none"> <li>• Large space for vendors to set up</li> </ul>  |
| 3       | <ul style="list-style-type: none"> <li>• Great long drive hole</li> </ul>  |
| 4       | <ul style="list-style-type: none"> <li>• Located at the crossroads and will have the most traffic</li> <li>• Near food vendor location</li> </ul>                                    |
| 5       | <ul style="list-style-type: none"> <li>• Par 3</li> <li>• Great for hole-in-one contest</li> <li>• Large area to set up vendor tents or vehicle</li> <li>• Highly visible</li> </ul> |
| 15      | <ul style="list-style-type: none"> <li>• Great for food and drink vendors</li> <li>• Proximity to 10th green, 11th tee, and 14th green</li> </ul>                                    |
| 17      | <ul style="list-style-type: none"> <li>• Par 3</li> <li>• Large tee box area</li> </ul>  |
| 18      | <ul style="list-style-type: none"> <li>• Great for food and drink vendors.</li> <li>• Visible from patio and most of back nine holes</li> </ul>                                      |

**Dog Tag - \$125 (5 Holes to Choose From)**

| Tee Box | Benefits  |
|---------|---|
| 6       | <ul style="list-style-type: none"> <li>• Located near edge of golf course, better for quiet sponsors</li> </ul>                   |
| 7       | <ul style="list-style-type: none"> <li>• Located near edge of golf course, better for quiet sponsors</li> </ul>                   |
| 8       | <ul style="list-style-type: none"> <li>• Located near edge of golf course, better for quiet sponsors</li> </ul>                   |
| 9       | <ul style="list-style-type: none"> <li>• Located near edge of golf course, better for quiet sponsors</li> </ul>                   |
| 16      | <ul style="list-style-type: none"> <li>• Shaded</li> <li>• Located near edge of golf course, better for quiet sponsors</li> </ul> |