

Volunteers of America Texas Shootout

Sponsorship Levels of Engagement





Join us on the Green to Help Others

Volunteers of America is proud to be the title sponsor of the Volunteers of America Texas Shootout, an official tour stop on the Ladies Professional Golf Association (LPGA) 2017 season. The tournament will be held in Irving, Texas, at Las Colinas Country Club on the week of April 24–30.

The LPGA is one of the fastest-growing sports brands worldwide. The 2016 LPGA tour stop featured top-ranked professional women golfers in the world, including Inbee Park, Stacy Lewis, Michelle Wie, Lexi Thompson, Christie Kerr and Lydia Ko.

Volunteers of America's title sponsorship provides greater organizational visibility as the tournament will be televised live on the Golf Channel for four days, drawing more than 200,000 American viewers daily with international TV distribution to 172 million households in 158 countries. Digital page views (i.e., Web, Mobile, Social) emanating from the telecasts are more than 41 million.

Volunteers of America has a proud history of serving women from the time of our co-founder, Maud Booth, in 1896, to our work today with returning female veterans. We are proud to be associated with a professional sports organization founded by women for women. We believe Volunteers of America and the LPGA are a great match.

As other tournament sponsors do, we hope to have our business partners and donors join us in making this event a special annual celebration of the mission of Volunteers of America. Our tournament vision is to build the event into the organization's primary annual fundraiser and provide the funds to expand our services. In the various sponsor packages, we provide course signage, pro-am slots, skybox tickets, player photo-ops and television airtime. Of course, the major benefit is knowing your support helped a person in need like a female veteran, a lonely senior or an at-risk child. We hope you can join us by signing up for a sponsorship package, reap the television and visibility benefits, and further enable us to continue "Helping America's Most Vulnerable."





National Partnership Levels

Platinum: \$100,000

- 18th Green Skybox for up to 10 guests per day, Thursday–Sunday
- Four (4) playing positions in the Official Wednesday Pro-Am
- Invitation to the Volunteers of America Awards Dinner (valid for 8)
- Four (4) 30-second television commercials
- Volunteers of America partner signage
- 50 grounds passes
- Exhibit table at Volunteers of America National Conference

Gold: \$50,000

- 18th Green Skybox for up to 5 guests per day, Thursday–Sunday
- Two (2) playing positions in the Official Wednesday Pro-Am
- Invitation to the Volunteers of America Awards Dinner (valid for 4)
- Two (2) 30-second television commercials
- Volunteers of America partner signage
- 25 grounds passes
- Exhibit table at Volunteers of America National Conference

Awards Dinner: \$50,000

Sponsor the Awards Dinner at AT&T Stadium, home of the Dallas Cowboys, where Volunteers of America honors the recipients of its highest awards for philanthropy and community service and hosts LPGA players, partners and enthusiasts on the eve of the 2017 Volunteers of America Texas Shootout, April 25, 2017.

- Invitation to the Volunteers of America Awards Dinner (valid for 10)
- 18th Green Skybox for up to 5 guests per day, Thursday–Sunday
- Two (2) playing positions in the Official Wednesday Pro-Am
- Volunteers of America partner signage—Dinner and Tournament
- 20 grounds passes

Silver: \$25,000

- 18th Green Skybox for up to 2 guests per day, Thursday–Sunday
- Two (2) playing positions in the Official Wednesday Pro-Am
- Invitation to the Volunteers of America Awards Dinner (valid for 4)
- Volunteers of America partner signage
- 15 grounds passes
- Exhibit table at Volunteers of America National Conference



Bronze: \$15,000

- 18th Green Skybox for up to 1 guest per day, Thursday–Sunday
- One (1) playing position in the Official Wednesday Pro-Am
- Invitation to the Volunteers of America Awards Dinner (valid for 2)
- Volunteers of America partner signage
- 5 grounds passes
- Exhibit table at Volunteers of America National Conference

Whitworth VIP Reception: \$10,000

Sponsor the Kathy Whitworth VIP Reception at AT&T Stadium, home of the Dallas Cowboys. We are honored to have Kathy Whitworth's endorsement and attendance at the "Whitworth VIP Reception." Ms. Whitworth is the famed all-time leader in professional golf with 88 wins. This reception, a kickoff to the Volunteers of America Texas Shootout, will celebrate champions and simultaneously honor the rich tradition of women's golf in Texas. This intimate reception will be hosted on Tuesday, April 25, 2017, immediately preceding the Awards Dinner.

Cocktail Reception: \$10,000

Sponsor the Awards Dinner cocktail reception at AT&T Stadium, home of the Dallas Cowboys, where Volunteers of America honors the recipients of its highest awards for philanthropy and community service and hosts LPGA players, partners and enthusiasts on the eve of the 2017 Volunteers of America Texas Shootout.

Pro-Am (Individual): \$5,000

- One (1) playing position in the Official Wednesday Pro-Am
- Pairing with two LPGA Tour professionals on the tournament course

Pro-Am (Patron): \$5,000

Support girls golf and sponsor one (1) young golfer of The Judy Rankin Suitcase Fund to participate in the Volunteers of America Texas Shootout Pro-Am. The fund supports young golfers from smaller communities who often find traveling to play and compete difficult. Your sponsorship will elevate, empower and provide access to girls golf locally.

Sponsorship packages are customizable per your brand needs and can be tailored to incorporate additional opportunities. Volunteers of America Texas Shootout examples include, but are not limited to:

- Designation as Volunteers of America Texas Shootout "Official Partner"
- Tournament Expo preferred booth location at "Sponsor Row"
- Logo/Name recognition on entrance and/or sponsor boards
- Full-page advertisement in the 2017 Program Guide
- Inspiring Women luncheon and event access (Tuesday, April 25)
- Volunteers of America national conference access (April 22-25, 2017)
- Employee engagement at a national Volunteers of America program



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Get Involved!

Get involved with Volunteers of America and gain direct advertising opportunities via effective calls-to-action and representation during the Volunteers of America Texas Shootout live broadcast on the Golf Channel.

Advertising with Volunteers of America and our annual event(s) nets your brand a long-term approach to aligning not only with the charity helping America's most vulnerable but philanthropy as a whole. Via our annual flagship tournament, you can maximize your brand's visibility and become an integral part of an event close to the hearts of golf fans around the world and individuals who value helping those in greatest need.

Fast Facts

- LPGA Tour Official Event
- Location: Irving, Texas
- Course: Las Colinas Country Club
- April 24–30, 2017
- Player field: 144
- Countries Represented: 26
- Purse: \$1,300,000 USD
- Winner's share: \$195,000 USD
- Defending Champion: Jenny Shin
- Television Broadcast: Golf Channel Live Coverage Thursday–Sunday
- Television Reach: 158 countries
- Attendance: Over 60,000

Contact Us

For more information on how to become a sponsor or about the Volunteers of America Texas Shootout please contact:

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Visit voa.org/shootout

Volunteers of America

Who We Are

Volunteers of America is a national, nonprofit, faith-based organization dedicated to helping those in need lead healthy, safe and productive lives. Our ministry of service has supported and empowered America's most vulnerable since 1896. Today, more than 30 affiliates operate hundreds of human service programs in more than 400 communities across the country.

Our Ministry of Service

In addition to being one of the nation's largest and most comprehensive human services organizations, Volunteers of America is an established interdenominational church. Through our ministry of service, Volunteers of America provides care and opportunities for people of all faiths.

What We Do

Volunteers of America touches the lives of almost 2 million people each year, including:

- Veterans
- Older Adults
- Children, Youth and Families
- Homeless People
- Formerly Incarcerated People
- People with Disabilities

The programs and services we provide include:

- Affordable Housing
- Senior Living and Care Communities
- Substance Abuse Programs
- Assistance with Daily Needs
- Community Outreach
- Behavioral Health Programs

Helping America's most vulnerable®  **Volunteers
of America®**

Visit voa.org to learn more. Help support America's most vulnerable at voa.org/donate.

Follow us on **Twitter** (http://twitter.com/vol_of_america) and **like us on Facebook** (www.facebook.com/VolOfAmerica).