



Sponsorship Prospectus



Fall Classic

Wednesday, October 25, 2023
Piedmont Park



A BRIEF HISTORY

Every event has an origin story, and The Fall Classic is no exception. Now its 27th year, the concept was incubated in 1996 by Kathi Kelly, a long time member. Everyone knew of Kathi's love for golf, so it seemed logical to build a signature golf event in the fall to take advantage of the amazing weather in Georgia.

Over time, our chapter has continued to add more events for those who don't play golf, but want to network and enjoy the weather. Bocce was added a few years later by past president Jeff Whitney, and it immediately took off! In 2023, the Fall Classic will evolve again with our first event tournaments featuring Mini-Golf, Corn Hole and Bocce.

LOCATION | VENUE

This year, the full, 18-hole golf tournament has been replaced with bocce, corn hole and mini golf – also pronounced "hours of time for you to mix and mingle with Georgia planners." More opportunities to network, more creative sponsorships and just a smidge of competitive fun. You won't want to be left out of this one. The 2023 Fall Classic will be held at Piedmont Park, the perfect venue for this revamped tournament. Plenty of green space and plenty of F&B space all right in the center of town.

GET INVOLVED

Become part of the competition and join us as an event sponsor. You'll receive valuable exposure to members of MPI Georgia as they take to the field to enjoy bocce ball, corn hole and mini golf. Through your sponsorship, you'll also be able to engage with industry professionals to present your company amid a day of fun and sun. We even have a hosted buyer option so planners can play for free!

OPTIONS FOR ANY BUDGET

Choose from an array of packages designed to fit any goals and budget! Reserve a bocce court and theme it with your brand, opt for an event beverage sponsor or think totally out of the box and go for the Classic Critter Sponsorship. All packages include company recognition on various promotional materials including the Fall Classic website, event signage, and recognition from the podium.

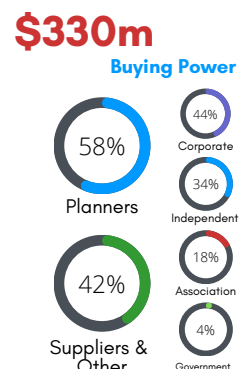
Each sponsorship (not including Classic Friend) includes one complimentary registration for you to invite a meeting planner of your choice. And some even have some deliverables you've never thought of! Contact us today to build your sponsorship package.

CONTACT US TODAY

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GEORGIA
CHAPTER



SPONSORSHIPS AT A GLANCE

Awards Reception: \$3,000
Podium time/present grand prize winners

Boxed Lunch: \$2,500
Podium time/present grand prize winners

Bocce Courts: \$1,200 (2 Left)

Mini Golf Hole: \$1,000 (2 Left)

Corn Hole Court: \$1,000 (4 Left)

Bocce Beverages: \$800 Signature Drink

A bocce-inspired signature cocktail or mocktail branded for your company will be served from your beverage station.

Mini Golf Beverages: \$800 Signature Drink

A mini golf-inspired signature cocktail or mocktail branded for your company will be served from your beverage station.

Corn Hole Beverages: \$800 Signature Drink

A corn hole-inspired signature cocktail or mocktail branded for your company will be served from your beverage station.

Weather - \$750

This outdoor event is all about the weather – sign on to help us will good weather our way. Along with the other benefits, you get a special, branded Fall Classic Weather Report email sent out to all registrants.

Let's Get Creative - This isn't your mama's Fall Classic, and these aren't your mama's sponsorship options. Join us outside of the box and really get the planners' attention!

The Classic Torch Walk Sponsor: \$650

The Classic will start with a lunch and announcements at Magnolia Hall. Then, we all make the short walk together to the Piedmont Park green area (1-3 minutes). You and your company will lead this walk as the front of the parade.

Cheerleader (or Trash Talk) Sponsor: \$650

You can walk from court to golf hole throughout the tournament. Will you cheer on the competitors or give a little good-hearted trash talk? Your call as the Cheerleader (or Trash Talk) Sponsor.

Classic Critters Sponsorship: \$500

We're at the park – critters will be part of the action. Participants will hear a special shout out to your company whenever we see a squirrel or chipmunk or another furry guest.

Wine/Liquor Toss: \$500

This popular activity is back! Attendees can purchase a ring or rings for the opportunity to throw around a bottle of wine (or themed liquor of your choice). The activity is branded with your company name all over it. Sponsor is responsible for the wine/liquor bottles (approximately 20-30 bottles needed)

SPONSORSHIPS AT A GLANCE - CONTINUED

Classic Social Media Sponsor: \$500

Get some classic social media recognition before, during and after the Fall Classic. With a signature hashtag, your organization can document the process of setting up the event, happy participants and celebratory endings. You can even create a swoon worthy Instagram and TikTok area, design social media challenges and get the conversation going about your brand.

Stay Hydrated! Sponsorship: \$500

We all have to stay hydrated when playing fun games like these. Let's put your company's name on the water stations throughout the event.

Classic Rotation Sponsor: \$500

This year's tournament is three different games with groups of planners/attendees moving from spot to spot. We need a notification to get them to move, and we will brand it for you. No one moves without hearing your company's name!

Stress Relief Area: \$500 (2 available)

Sponsor to provide equipment, massage chair and masseur

Friend of the Classic: \$300+

Hosted Buyer: \$45 per hosted planner



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Sponsorship Type	Available	Price	Full Comp Registrations	*Comp Planner Registration	Sponsor Staff	Podium Time
Awards Reception	SOLD ¹	\$3,000	2	1		2 Minutes
Boxed Lunch	SOLD ¹	\$2,500	2	1		2 Minutes
Bocce Courts	2 Left	\$1,200	1	1		
Mini Golf Hole	2 Left	\$1,000	1	1		
Corn Hole Court	4 Left	\$1,000	1	1		
Bocce Beverages <i>Responsible for beverage cost</i>	SOLD ¹	\$800.	1	1		
Mini Golf Beverages <i>Responsible for beverage cost</i>	SOLD ¹	\$800	1	1		
Corn Hole Beverages <i>Responsible for beverage cost</i>	SOLD ¹	\$800	1	1		
Weather	SOLD ¹	\$750	1	1		
The Classic Torch Walk	1	\$650	1	1		
Cheerleader (or Trash Talk)	1	\$650	1	1		
Classic Critter	1	\$500	1	1		
Wine Liquor Toss	SOLD ¹	\$500	1	1		
Classic Social Media	SOLD ¹	\$500	1	1		
Stay Hydrated	SOLD ¹	\$500	1	1		
Classic Rotation	SOLD ¹	\$500	1	1		

SPONSORSHIP TYPE	Available	Price	Full Comp Registrations	*Comp Planner Registration	Sponsor Staff	Podium Time
Stress Relief	1	\$500	1	1		
Friend of the Classic		\$300	Logo On Sign			
Hosted Buyer		\$45/per planner				



