

**14TH
ANNUAL**

**SAG-AFTRA FOUNDATION
L.A. GOLF CLASSIC**

JUNE 9, 2025

**SPONSORSHIP
OPPORTUNITIES**

EVENT SCHEDULE

9:30AM - 11:00AM

Registration
Breakfast
Putting Contest

11:00AM SHOTGUN START

Four-person Modified Best Ball team format

11:30AM - 2:30PM

BBQ lunch at the turn

4:30PM

19th Hole Reception Dinner and Awards Ceremony

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$100,000
(LIMIT 1)

- Presenting Sponsor naming rights
- 6 Golf foursomes plus 1 SAF celebrity participant per team
- 24 Player tee gift bags
- 8 Branded On-Course Tee Signs
- Mention in event press release
- Branding on SAG-AFTRA Foundation website
- Recognition ad in Variety (*225k readership*)
- Social media mentions
- Branding on onsite signage
- 24 tickets to post-tournament dinner and awards ceremony
- Verbal recognition at post-tournament dinner and awards ceremony
- Reserved seating at post-tournament dinner and awards ceremony

PLATINUM SPONSOR

\$50,000
(LIMIT 2)

- 5 Golf foursomes plus 1 SAF celebrity participant per team
- 20 Player tee gift bags
- 6 Branded On-Course Tee Signs
- Mention in event press release
- Branding on SAG-AFTRA Foundation website
- Social media mentions
- Branding on onsite signage
- 20 tickets to post-tournament dinner and awards ceremony
- Verbal recognition at post-tournament dinner and awards ceremony
- Reserved seating at post-tournament dinner and awards ceremony

GOLD SPONSOR

\$25,000

- 3 Golf foursomes plus 1 SAF celebrity participant per team
- 12 Player tee gift bags
- 4 Branded On-Course Tee Signs
- Mention in event press release
- Branding on SAG-AFTRA Foundation website
- Social media mentions
- Branding on onsite signage
- 12 tickets to post-tournament dinner and awards ceremony
- Verbal recognition at post-tournament dinner and awards ceremony
- Reserved seating at post-tournament dinner and awards ceremony

SILVER SPONSOR

\$10,000

- 1 Golf foursome plus 1 SAF celebrity participant per team
- 4 Player tee gift bags
- 2 Branded On-Course Tee Signs
- Mention in event press release
- Branding on SAG-AFTRA Foundation website
- Branding on onsite signage
- 4 tickets to post-tournament dinner and awards ceremony
- Verbal recognition at post-tournament dinner and awards ceremony

BRONZE SPONSOR

\$5,000

- ½ Golf foursome
- 2 Player tee gift bags
- 1 Branded On-Course Tee Sign
- Mention in event press release
- Branding on SAG-AFTRA Foundation website
- Branding on onsite signage
- 2 tickets to post-tournament dinner and awards ceremony
- Verbal recognition at post-tournament dinner and awards ceremony

On-course activations without players also available. | Individual golf spots available for \$1,500.

CUSTOM SPONSORSHIPS

GOLF BALL SPONSOR

\$12,500
(LIMIT 1)

- Company name or logo on 30 dozen golf balls (1 sleeve per player)
- 4 tournament playing spots, plus 1 optional SAF celebrity participant per team
- 4 Player tee gift bags
- 2 Branded On-Course Tee Signs
- Mention in event press release
- Branding on SAG-AFTRA Foundation website
- Social media mentions
- Branding on onsite signage
- 4 tickets to post-tournament dinner and awards ceremony
- Verbal recognition at post-tournament dinner and awards ceremony

PHOTOGRAPHY SPONSOR

\$12,500
(LIMIT 1)

- Company name or logo on team photo that each player receives
- 4 tournament playing spots, plus 1 optional SAF celebrity participant per team
- 4 Player tee gift bags
- 2 Branded On-Course Tee Signs
- Mention in event press release
- Branding on SAG-AFTRA Foundation website
- Social media mentions
- Branding on onsite signage
- 4 tickets to post-tournament dinner and awards ceremony
- Verbal recognition at post-tournament dinner and awards ceremony

WATER SPONSOR

\$12,500
(LIMIT 1)

- Company name or logo on all bottled water
- 4 tournament playing spots, plus 1 optional SAF celebrity participant per team
- 4 Player tee gift bags
- 2 Branded On-Course Tee Signs
- Mention in event press release
- Branding on SAG-AFTRA Foundation website
- Social media mentions
- Branding on onsite signage
- 4 tickets to post-tournament dinner and awards ceremony
- Verbal recognition at post-tournament dinner and awards ceremony

BBQ LUNCH SPONSOR

\$12,500
(LIMIT 1)

- Company sign at BBQ Lunch site
- 4 tournament playing spots, plus 1 optional SAF celebrity participant per team
- 4 Player tee gift bags
- 2 Branded On-Course Tee Signs
- Mention in event press release
- Branding on SAG-AFTRA Foundation website
- Social media mentions
- Branding on onsite signage
- 4 tickets to post-tournament dinner and awards ceremony
- Verbal recognition at post-tournament dinner and awards ceremony

NON-GOLF SPONSORSHIPS

ON-COURSE ACTIVATION BRONZE SPONSOR \$5,000

- Branded On-Course Tee Sign
- Mention in event press release
- Branding on SAG-AFTRA Foundation website
- Branding on onsite signage
- Ability to stage a branded tent and provide products for players
- 2 tickets to post-tournament dinner and awards ceremony



SMOOTHIE TRUCK \$1,500 (1 AVAILABLE)

- Sponsor the Smoothie Truck set up all day serving complimentary drinks to players and volunteers
- Signage at truck setup
- Recognition on SAG-AFTRA Foundation website

\$25,000



CHIP-OFF CONTEST SPONSOR \$1,500 (1 AVAILABLE)

- Sponsor the exciting after-tournament Chip-Off Contest from the 9th fairway, where selected players will each have a chip for a chance to win up to \$10,000
- Signage at Chip-Off site (9th green after tournament)
- 2 tickets to post-tournament dinner and awards ceremony



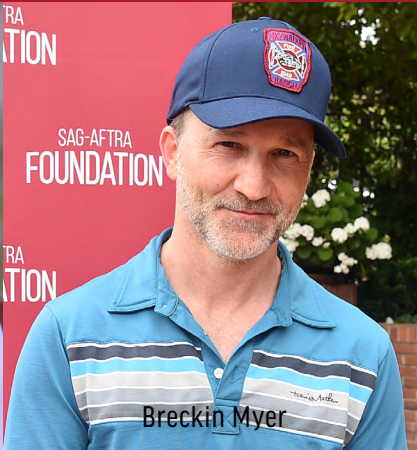
HOLE-IN-ONE SPONSOR \$1,000 (4 AVAILABLE)

- Sponsor the hole-in-one prize at Par 3
- 1 sign recognizing your sponsorship
- 2 tickets to post-tournament dinner and awards ceremony

PAST CELEBRITY PLAYERS



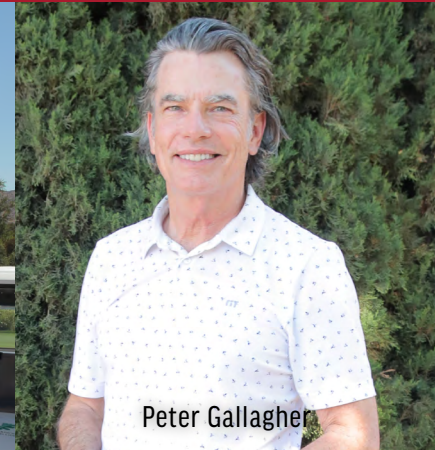
Jonathan Banks



Breckin Myer



Dennis Haysbert and Kevin Nealon



Peter Gallagher



Haley Joel Osment and Tournament host, Joel McHale



Josh McDermitt



Patricia Heaton



Andia Winslow



Jack Wagner



Damian O'Hare



Bradley Steven Perry



Jake Short



Tony Curran

PAST GOLF SPONSORS



JOHNNIE WALKER



THE SAG-AFTRA FOUNDATION

ABOUT

The SAG-AFTRA Foundation was founded to support artists. We're here for our union members in good times and bad. Whether it's through our educational and performance programs, or our health and financial assistance, our goal is to create opportunities for performers to continue their craft, and offer assistance and programming that can literally change an artist's life.

Founded in 1985, the SAG-AFTRA Foundation is a national non-profit organization that provides all of our programs at no-cost to union members and the communities we serve.

The Foundation provides emergency financial assistance to performers in times of urgent need. Since 2020, the Foundation has granted over **\$17 million** in emergency aid to more than **15,000** SAG-AFTRA artists and families in dire financial hardship due to the pandemic, work stoppages, natural disasters and other unexpected life crises.

Annually, the Foundation offers more than **4,000** free career-building workshops, screenings, seminars and panels to more than **45,000** SAG-AFTRA members. The Foundation's video gallery [youtube.com/sagaftrafoundation] features over **2,700** educational and inspirational videos along with a live stream channel accessible to all performers and entertainment enthusiasts worldwide.

The Foundation operates offices, voiceover and on-camera labs, and a computer lab in Los Angeles and New York along with a screening room in Los Angeles and the Robin Williams Center for Entertainment and Media Screening Room in New York. In Spring 2024, the Foundation will open its doors to the Meryl Streep Center for Performing Artists, a new state-of-the-art facility in the heart of the entertainment capital of the world. The Center will serve as an educational hub and creative home for all 160,000 SAG-AFTRA artists. The Center will also include a state-of-the-art screening room with the latest technology, voiceover recording sound booths, on-camera recording studio, tech labs, an editing bay, and instructional classrooms.

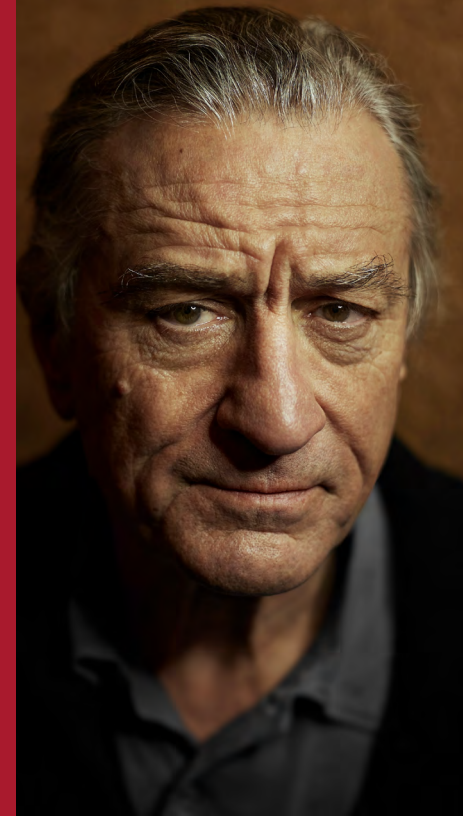
The Foundation's children's literacy program **Storyline Online**[®] [storylineonline.net] is a free online resource for children, teachers and parents worldwide, and has a lifetime view count of over **900 million**.

For more information visit sagaftra.foundation.



**REAL WORLD
SUPPORT.
THAT'S WHAT
YOU GET WITH
THE SAG-AFTRA
FOUNDATION.**

**UZO ADUBA AT THE
SAG-AFTRA FOUNDATION**



THE SAG-AFTRA FOUNDATION STATS

ASSISTANCE PROGRAMS

SINCE 1985

\$29 MILLION

granted in financial and health assistance to SAG-AFTRA artists and families in need

\$9.5 MILLION

awarded in scholarships to **2,525** SAG-AFTRA artists and their dependents

45.5 MILLION+

total views of recorded *Conversations* and *The Business* programs on YouTube

STORYLINE ONLINE[®]

900 MILLION

total views of our children's literacy program since 2001

PERFORMERS PROGRAMS

SINCE 2001

15,000

workshops, panels, and screenings offered to SAG-AFTRA artists in Los Angeles, New York, and nationwide

24,880

studio hours offered to SAG-AFTRA artists in its voiceover lab recording booth sessions in Los Angeles, New York, and online

563,750

total SAG-AFTRA attendees at all of our workshops, panels, screenings, and classes

8,480

hours of self-tape auditions, audition prep, and on-camera tech assistance offered to SAG-AFTRA artists in Los Angeles, New York, and online

*stats as of November 30, 2023

THE L.A. GOLF CLASSIC BENEFITS

ASSISTANCE PROGRAMS

The SAG-AFTRA Foundation's L.A. Golf Classic benefits its Emergency Health and Financial Assistance programs for SAG-AFTRA families in need.



Being able to do what you love and help others is what the Foundation gives to the artists of our industry. . . . Without their support, my life would be very different.

- Carlease Burke, actor



None of us are immune to the kind of events that happened to Joe. And that's why the Foundation's assistance programs are so important. The help that Joe received literally saved his life and I can't think of anything more important than that.

- Steve Carell (left) on Joe Narciso (right), actors





CORPORATE SPONSORSHIP OPPORTUNITIES

CONTACT

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