



FireKeepers Casino Hotel Championship is a Red Hot Stop on the Symetra Tour – The Road to the LPGA. By becoming a loyal and valued Red Hot Sponsor of the FireKeepers Casino Hotel Championship, you will receive Red Hot benefits while providing sponsorship to the future stars of the LPGA tournament stop in Battle Creek, MI.

The hospitality extended by our volunteers, staff, spectators and sponsors has made the FireKeepers Casino Hotel Championship one of the Symetra Tour's player's favorite stops on the tour for the last 7 years!

By choosing to be a sponsorship partner, you are demonstrating your commitment to the Battle Creek area and surrounding communities, The Nottawaseppi Huron Band of the Potawatomi, FireKeepers Casino Hotel and helping the future stars of the LPGA tour actualize their dreams. Please assist us in making the 8th annual FireKeepers Casino Hotel Championship
A Red Hot stop on the Symetra Tour – Road to the LPGA!

Net proceeds from the 2021 FireKeepers Casino Hotel Championship will benefit:



**SOUTH MICHIGAN
FOOD BANK**

Providing hunger relief, nutrition, education and hope to those in need

Please review the Red Hot Sponsorship packages for the 2021 FireKeepers Casino Hotel Championship. If you can't find what you are looking for in a sponsorship listed or you have an idea of another way you would like to help be a sponsor, we would be happy to meet with you to create a unique branding experience for your company.

Thank you for your support of the FireKeepers Casino Hotel Championship and the Symetra Tour – Road To The LPGA.



Inferno Sponsor Level \$10,000 – Jackpot Red Hot Sponsors

Sponsorship Opportunities:

- **Pro-Am Sponsor.** Put your name on the Jackpot events of the week! Title sponsorship of the 3 Pro-Am events to be held on Wednesday August 4nd and Thursday August 5th. This sponsorship will provide you the opportunity to showcase your company to fellow sponsors, VIPs, community leaders, 144 Symetra players and all 324 Pro-Am attendees. The Pro-Am events sell out quickly and are sure to be a Jackpot winner for all who participate as well as the corporate sponsor.
- **Inferno' Corporate Sponsor.** Add your name to the tournament as one of our top Corporate Sponsors showing your support of the Symetra Tour Professionals and the Battle Creek area community. Title sponsorship of the Championship tournament to be held on Friday August 6th, Saturday August 7th and Sunday August 8th. The tournament showcases the Professional golfers, Battle Creek area communities and your company to all spectators, players, and through media coverage of the Championship.

Red Hot Benefits of the Inferno Jackpot Sponsors:

- Corporate logo and name on tournament signage and collateral
- Corporate logo and name on FireKeepers Casino Hotel Website, Facebook page and Twitter
- Signage on course during Pro-Am and Tournament days
- Two (2) teams of four (4) in Pro-Am Event
- 5 VIP parking passes onsite at Battle Creek Country Club during the tournament
- 100 Tickets to the tournament
- 20 Seats at the Let the Good Times Roll Party at FireKeepers Casino Hotel on Tuesday August 3rd.
- 20 Tickets to the VIP Hospitality Tent including Food & Beverages during the tournament
- Recognition at the Let The Good Times Roll Party on Tuesday August 3rd at FireKeepers Casino Hotel.
- Ability to have promotional space at the tournament to highlight your company
- A Complimentary Stay in a luxurious one bedroom suite at FireKeepers Casino Hotel

Blazin' Sponsors Level \$7,500 – High Rollers Red Hot Sponsors

Sponsorship Opportunities:

- **Volunteer Sponsor.** The heart and soul of a tournament is the volunteer base! Without our volunteers, the Championship would not be possible! Align your brand with this important group of volunteers. A great way to showcase your company to the local community and world golf community at the 8th annual FireKeepers Casino Hotel Championship.
- **Blazen' Corporate Sponsor.** Add your name to the tournament as one of our Corporate Sponsors showing your support of the Symetra Tour Professionals and the Battle Creek area community. Title sponsorship of the Championship tournament to be held on Friday August 6th, Saturday August 7th and Sunday August 8th. The tournament showcases the Professional golfers, Battle Creek area communities and your company to all spectators, players, and through media coverage of the Championship.

Red Hot Benefits of the Blazin' Sponsors:

- Corporate logo and name on all tournament signage and collateral
- Corporate logo and name on FireKeepers Casino Hotel Website, Facebook page and Twitter
- Signage on course during Pro-Am and Tournament days
- One (1) team of four (4) in Pro-Am Event
- 4 VIP parking passes onsite at Battle Creek Country Club during the tournament
- 50 Tickets to the tournament
- 10 Seats at the Let The Good Times Roll Party on Tuesday August 3rd at FireKeepers
- 10 Tickets to the VIP Hospitality Tent including Food & Beverages during the tournament
- Recognition at the Let The Good Times Roll Party on Tuesday August 3rd at FireKeepers
- Ability to have promotional space at the event to highlight your company

Sizzlin' Sponsors Level \$5,000 – Royal Flush Red Hot Sponsors

Sponsorship Opportunities:

- **Main Scoreboard/Leaderboard – Front of Leaderboard Signage.** As a main scoreboard / leaderboard sponsor, your company receives extensive visibility throughout the week with your logo on the main scoreboard /

leaderboard facing the 18th hole. This is a high impact branding opportunity for any company looking to be associated with the event. A great media opportunity for you to be showcased to the local community and world golf community at the 8th annual FireKeepers Casino Hotel Championship. 3 sponsorships for this area will be sold. Signage consists of 3 signs. 1- 5.5'@ X 2'H for top of sign. 2 – 2'W X 10'H for the sides of the leaderboards.

- **On Course Leaderboards - 2 leaderboards positioned at holes 9 and 18.** As an on course leaderboard sponsor, your company receives extensive visibility throughout the week with your logo on one of the leaderboards on either the 14th and 18th holes. This is a high impact branding opportunity for any company looking to be associated with the event. A great media opportunity for you to be showcased to the local community and world golf community at the 8th annual FireKeepers Casino Hotel Championship. Signage consists of 3 signs. 1- 5.5'W X 2'H for top of sign. And 2 – 2'W X 10'H for the sides of the leaderboards.
- **Golf Cart Sponsor.** As a golf cart sponsor your company receives extensive visibility throughout the week with your logo on all golf carts during Pro-Am Events and Championship play. A great way to showcase your company to the local community and world golf community at the 8th annual FireKeepers Casino Hotel Championship. Signage is 20"W X 16"H.
- **Take A Whack on Goguac Sponsor.** As the sponsor of the Take A Whack on Goguac Sponsor, your company receives visibility throughout the week Tuesday through Thursday while the Symetra Tour Players, Pro-Am participants and spectators have an opportunity to swing to get their ball on the floating green out on the lake! In addition, you will have premier visibility during tournament week where Media, Symetra tour Professionals and 320 Pro-Am participants will see your company name.
- **1st and 10th hole Sponsors.** Advertising through signage on either the 1st or 10th tee boxes offers sponsors premium logo placement at two locations where fans congregate throughout the event. A great way to showcase your company to the local community and world golf community at the 8th annual FireKeepers Casino Hotel Championship. Signage is 6'W X 4'H.

Red Hot Benefits of the Sizzlin' Sponsors:

- Corporate logo and name on all tournament signage and collateral
- Corporate logo and name on FireKeepers Casino Hotel Website, Facebook page and Twitter
- Signage on course during Pro-Am and Tournament
- One (1) team of four (4) in Pro-Am Event
- 2 VIP parking passes onsite at Battle Creek Country Club during the tournament
- 30 Tickets to the tournament
- 10 Seats at the Let The Good Times Roll Party at FireKeepers Casino Hotel, Tuesday August 3rd
- 4 Tickets to the VIP Hospitality Tent including Food & Beverages during the tournament
- Recognition at The Good Times Roll Party on Tuesday evening at FireKeepers Casino Hotel
- Ability to have promotional space at the event to highlight your company

Smokin' Level Sponsors \$3,000 – Full House Red Hot Sponsors

Sponsorship Opportunities:

- **Pairings Sheets Sponsor.** As the sponsor of the Pairings Sheets, your company logo and message will appear on the front cover of the pairings guide that is distributed to attendees and players throughout the Championship Event on Friday August 6th, Saturday August 7th and Sunday, August 8th. As the spectators and players review the pairings to see who is playing who and the tee times, they will be seeing your company name, logo and message. Pairing sheet covers are 8 ½"W X 11" H vertical orientation.
- **Ecology Sponsor.** Receive logo placement on all waste and recycle bins placed throughout the golf course. This is a highly visible branding opportunity as waste and recycling bins are placed on tee boxes and in high traffic areas. The perfect sponsorship for any eco-conscious company. A great way to showcase your company to the local community and world golf community at the 8th annual FireKeepers Casino Hotel Championship. Signage size to be determined in conjunction with the sponsor.
- **Standard Bearer Sponsor.** On Sunday August 8th, a walking scorer follows the lead groups to display real time scores for that group. The Standard Bearers offer a highly visible advertising opportunity as they walk "inside the ropes" next to the leaders. A great way to showcase your company to the local community and world golf community at the 8th annual FireKeepers Casino Hotel Championship. Signage consists of 8 signs. 27"W X 7"H

Red Hot Benefits of the Smokin' Sponsors:

- Signage posted at respective areas of sponsorship
- Corporate logo on media campaigns and on related websites

- 2 participants on a team in Pro-Am Event
- 30 Tickets to the Tournament
- 10 Tickets to the Let The Good Times Roll Party at FireKeepers Casino Hotel on Tuesday August 3rd
- 4 Tickets to the VIP Hospitality Tent including Food & Beverages
- Ability to have promotional space at event to highlight your company

Pro-Am Team Sponsors \$2,900 – Come join in and be a Red Hot player at a Red Hot Pro-Am.

Pro-Am Team Sponsorship:

- **The most popular events of the week!** They have sold out so quickly the last few years we have added a third pro-am to accommodate all of the request! Come on out and share the tee box with one of the best up and coming women golfers in the world today at one of the jackpot events of the week. The Pro-Am is an unbeatable way to entertain valued clients, reward employees, or share a great experience with friends and family. The atmosphere is fun, relaxed and inviting for all levels of golfers. Two will be held on Wednesday August 4th and one on Thursday August 5th. Registration begins 2 hours before for you and your team to eat, shop at the Golf Shop Experience and warm up. As well as, participate in Take A Whack on Goguac to win prizes and to raise money for our designated charity: The South Michigan Food Bank. Teams will be assigned which day they will be participating in based on team interest and will be assigned on a first come first served basis at time of purchase. Shot gun start times will be Wednesday 8:30am and 2:30pm or Thursday 1:00pm.

Red Hot Benefits of Pro-Am Team participants:

- Team of four (4) players plus the Symetra Tour Professional Player
- 18 hole shot gun scramble event with a Symetra Tour Professional on Wednesday or Thursday.
- Includes meals before and after play as well as snacks and beverages during the Pro-Am event
- \$200 Pro-Am Credit to be used at the Golf Shop Experience featuring clothing, equipment and gifts.
- Commemorative tournament gift
- Each participant can attend the Let The Good Times Roll Party at FireKeepers Casino Hotel on Tuesday August 3rd.
- Prizes and raffles to be awarded at the post Pro-Am meal
- 10 Tickets each to the Tournament
- Free Play at FireKeepers Casino Hotel

Red Lightning Sponsors \$500 - \$3,000 – Red Lightning Jackpot Sponsors

Sponsorship Opportunities:

- **Tee Box - Hole Sponsor \$1,000.** Advertising at a tee box on the course which offers sponsors premium logo placement on the course. Golfers and Spectators will be sure to see your signage at the tee box! A great way to showcase your company to the local community and world golf community at the 8th annual FireKeepers Casino Hotel Championship. Hole signage is 20"W X 16"H.
- **Main Scoreboard/Leaderboard – Back of Leaderboard Signage.** As one of the sponsors on the reverse side of the Leaderboard, your company receives week long highly visible branding opportunities at one of the most trafficked locations on the course facing the club house. In this area, spectators and players congregate to watch the Symetra Tour professionals practice their driving, putting and get ready for their rounds.
 - **\$500** – 8 ½"W X 11"H sign
 - **\$1,000** – 20"W X 16"H sign
 - **\$2,000** – 36"W X 48"H sign
 - **\$3,000** – 48"W X 96"H sign. Includes 2 participants on a Pro-Am team

Red Hot Benefits of the Red Lightning Sponsors:

- Signage posted at respective areas of sponsorship
- Corporate logo on media campaigns and on related websites
- 20 Tickets to the Tournament
- Ability to have promotional space at event to highlight your company

Please contact Kari Hawkins to discuss the sponsorship package you would like to sponsor at the 2021 FireKeepers Casino Hotel Championship or to discuss creating an alternative package that works best for your company. We look forward to working with you on your sponsorship at your convenience. Contact Information:

Kari Hawkins
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(269)660-5481
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Kathy George
CEO
(269)660-5601
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For information on volunteering for the FireKeepers Casino Hotel Championship please visit:

<http://events.trustevent.com/index.cfm?eid=3979>

Or

www.firekeeperscasino.com

In advance, thank you again for your support of FireKeepers Casino Hotel, the Nottawaseppi Huron Band of the Potawatomi and the Symetra Tour – Road to the LPGA! We are very thankful for our partners and appreciate your support of this yearly community event.