



**HOUSTON
MEDIA
CLASSIC**

presented by

nexxən

2023

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Sponsor Packet

Wednesday, November 1, 2023 – Tour 18 Golf Club



THANK YOU FOR YOUR SUPPORT

On behalf of the Houston Media Classic Board and Co-Chairs, we cannot thank you enough for your generosity and support of our event. We are proud to be carrying this tradition into its 32nd year, and looking forward to many more years to come.

Thanks to sponsors like you, HMC has raised over \$500,000 for various charities and organizations. Our largest benefactors continue to be advertising-related organizations that fund college scholarships (AEFH) and help marketing people in times of need (Dream Fund).

While the tournament has grown and changed over the years, the fun hasn't stopped and we can't wait to see you on November 1st!

HMC Board Members:

Jay Sitta, Chris Caldwell, Judy Lakin, Denise Janowski, Tami Weitkunat, Kelly Gratzner

2023 HMC Co-Chairs:

Avery Domenech, Jordan Hess, Kim Ryan, Mia Vieira



WHAT DOES BEING AN ACTIVATING SPONSOR MEAN?

Sponsorships can either be Sign Only or Activating!

Activating means you and your team will have a physical presence on the golf course, talking with players, handing out snacks or SWAG with your company logo, or playing games for prizes!

We've seen companies go as big as recreating a Delta Frat House, complete with a toga party, or as small as a table and chair set up, welcoming players with smiles and handing out snacks as motivation to keep playing through the tournament. It's all up to you!

Each year, we have 3 sets of Hole Judges that drive around from hole to hole and judge on everything from decoration, music, food, games and overall atmosphere the company activating provided. At the end of the tournament during dinner, we give out awards for 1st, 2nd and 3rd place for hole activation set up based on the combined judges' scores.



SILENT AUCTION & PLAYER BAGS

SILENT AUCTION

Our Silent Auction is a big part of raising money, and we kindly ask all of our Sponsors to **provide at least 1 item for our auction.**

These items can be: memberships, tickets to events, SWAG bags, trips, photography/painting portraits, gift cards or even Lottery Scratch off games.

The auction goes live virtually through our partner, QTego, and bidding can happen in real time until the end of the tournament. All items will be on display at the golf club starting the morning of the tournament. From there, winners are notified via text message of their earnings and can claim their prizes at dinner.

PLAYER BAGS

Each player at our tournament will receive a bag a few items generously donated by our tournament sponsors. While these items don't help us raise money, it is something nice and an added value to our players.

Items include sunscreen and golf balls, along with a logo'd golf shirt. You can also provide small items with your company logo to go with the players.

Items can include: golf towels, divot repair tools, sunglasses, Koozies, or anything else that you would like our golfers to have.

Please budget for approximately 144 golfers if you plan to donate items to the Player Bags, and let us know ahead of time so we can get these in the bags prior to player check in at 9 am the morning of the tournament.

FOOD AND DRINK RULES

DRINKS / ALCOHOL

TABC has severely cracked down on golf courses across the state.

Hole Sponsors are NOT allowed to provide alcohol of any kind to players.

No Jell-O Shots. No Margarita Machines. No Mini Bottles. No Spiking Drinks.

All alcohol that is consumed on the course must be dispensed by an employee of Tour 18 Golf Course.

No Exceptions.

This also means a sponsor cannot purchase alcohol through the course to hand out to players by their own staff, even if TABC certified.

Tour 18 will not allow anyone that is not their staff to pass out alcohol on premise.

We cannot even allow our Beer Cart Sponsor to drive the beer carts.

Our tournament will be stopped immediately if Tour 18 staff sees any alcohol being given out by hole sponsors, and we will be banned from future tournaments.

We understand this is a big difference from years past, but we ask that you please comply with these new rules that are out of our hands.

FOOD

All Food must be pre-packaged or store/restaurant bought to avoid additional certification needs.

(Popcorn bags and Popcorn Machines, and Food Warmers are allowed, we checked!)

Any food that is cooked on site must be cooked by someone with a **Food Handler's License** that can be presented and have the proper set up if inspected by a health inspector.

We've been told one might be on site the day of our tournament, due to the size of our event.

No Food Trucks/Trailers or BBQ Smokers/Pits are allowed on the golf course.

If you have any questions or concerns about these new rules, please contact Avery Domenech - adomenech@brivicmedia.com

DAY OF TIMELINE & SET UP

Hole Set Up: 9:00 am

- You and your team will have access to the course at 9 AM to begin set up.
- Please input: **3102 Farm to Market 1960 E, Humble, TX 77338** into your GPS. **There is road construction at the entrance, please be careful approaching and turning in. There is a long winding road to the clubhouse.**
- All items that you bring must be able to be taken to your hole by **GOLF CART**.
 - **No trucks/trailers are allowed on the course, per course rules.**
- At check in, you will be given your lunch tickets and dinner tickets, along with the key to your cart to begin taking everything over to your hole.
 - Multiple trips are encouraged to prevent accidents/damage.

Lunch: 10:30 am

- Chick-fil-a is providing lunch and will be handing out boxed lunches to sponsors and golfers at 10:30 am.
- Once lunch has been received, please drive out to your hole and be ready for the 11 am shotgun start.

Tournament starts: 11:00 am

Breakdown: 5:00 pm

- Please start breaking down when you have spoken to the last foursome that comes through. We've had feedback of players getting to their final holes and not having a chance to talk to the sponsors that were there.
- Please remove all trash and be careful not to damage the course.

Dinner: 5:30–7:00 pm

- Dinner from El Tiempo will be provided and awards will be given
- Silent Auction will close at the end of dinner and will be packed up.