



2023

HOUSTON MEDIA CLASSIC

Sponsorship and Golfer Packet

Wednesday, November 1, 2023 – Tour 18 Golf Club



ABOUT OUR TOURNAMENT

In the summer of 1991, five Ad Men (from the likes of Man Men) decided the Houston media community needed a fun event to foster camaraderie while raising funds for advertising-related charities. Late one night at the bar of Stables Steakhouse, these five pioneers scribbled the outline of a golf tournament on a cocktail napkin. On that summer day in 1991, the Houston Media Classic was officially born. The first Houston Media Classic had approximately 50 players, and was played at Quail Valley Country Club. Rumor has it the original cocktail napkin is held in the Claret Jug to this day.

The HMC is now in its 32nd year and 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). It's no longer just local either...agency and media partners come from other cities and states to participate in this unique event that brings together vendors, clients, and agencies.

FUN is the central theme of the tournament and it truly takes a village -
Houston's unique village!

We are proud to raise money for our charities:



ABOUT TOUR 18

At Tour 18 Golf Course they've painstakingly reproduced the most renowned holes in the history of golf. Just imagine yourself playing the same challenging holes that have determined the outcome of tournaments such as the US Open, The Masters, The Tour Championship, and the PGA Championship.

One of the top Houston golf courses, TOUR 18 is open to the public and offers a full service golf shop, great practice facilities which include a driving range and a putting green as well as the Scoring Tent Bar & Grill, where you can enjoy a cold drink and a hot meal before or after your round.

Practice facilities are powered by TopTracer Range – a Topgolf brand. Tour18 offers chipping and putting areas, along with a driving range. The perfect place to warm up before hitting the course for the big tournament!



PLAYERS AND FOURSOMES

FOURSOME

- Lunch and Dinner provided by our Food Sponsors for each player
- 18 holes of golf at Tour18
- Interact with hole sponsors for games and fun
- A chance to entertain clients or reward team members with a round of golf

\$900



INDIVIDUAL PLAYER

- Lunch and Dinner provided by our Food Sponsors for each player
- 18 holes of golf at Tour18
- Interact with hole sponsors for games and fun
- Pairings available upon request

\$250



LEVELS OF SPONSORSHIP

Title Sponsor \$5000

- *Houston Media Classic brought to you by "YOUR COMPANY NAME"*
- Company logo included with all event marketing materials and website and social pages
- VIP Signage at the tournament
- Opportunity to give welcome remarks and announce winners of the tournament with a chair of the HMC board
- Sponsorship of 1 hole
- 2 foursomes
- Official check in table sponsor
- *Maximum: 1 Title Sponsor*

Birdie Sponsor \$3700

- Company logo included with all event marketing materials and website and social pages
- VIP Signage at the tournament
- Sponsorship of 1 hole
- 2 foursomes
- *Maximum: 2 Birdie Sponsors*

Beverage Cart Sponsor \$2500

- Company logo included on website and social pages
- Signage located on all beverage carts (1 per 9 holes, plus Kubota that goes between all 18 holes)
- *Maximum: 1 Beverage Cart Sponsor*

LEVELS OF SPONSORSHIP

Longest Drive Sponsor \$1500

- Company logo on website and social pages
- VIP Signage at the tournament
- Signage on Longest Drive Hole
- Opportunity to announce winner of the Longest Drive contest
- *Maximum: 1 Longest Drive Sponsor*

Activating Hole Sponsor \$600

- Company logo included on website and social pages
- Signage on your assigned hole
- Opportunity for your company to interact with golfers through games, food and fun
- Automatically entered into "Best Hole Contest" that will be judged by hole judges throughout the day
- Table and chairs provided by course (please bring your own tent)
- Golf cart provided to travel to and from club house/bathroom

Sign Only Hole Sponsor \$600

- Company logo included on website and social pages
- Signage on your assigned hole

All activating hole sponsors are provided lunch and dinner for team members.

All sponsorships come with opportunity to provide branded items for swag bag for players.

ADDITIONAL SPONSORSHIPS

TOURNAMENT PRIZE SPONSOR

- Provides prizes for our tournament winners and is distributed during the award ceremony at the end.
- Logo on company website and social pages.

RAFFLE PRIZE SPONSOR

- Provides the raffle prize for our tournament to sell raffle tickets and is awarded at the end of the tournament.
- Logo on company website and social pages.

SHIRT SPONSOR

- Provides the golf polos given to all players with your company logo, along with HMC logo on the sleeve.
- Logo on company website and social pages.

BALL LAUNCHER SPONSOR

- Add on opportunity to your hole sponsorship.
- Your hole will have the ball launcher for players to participate in having a canon fire their tee shot for them.
- Logo on company website and social pages.

CLOSEST TO THE PIN SPONSOR

- Your company will provide the prize for the winner.
- Logo will be displayed at the par 3 chosen for contest.
- Logo on company website and social pages.

THESE ARE JUST A FEW OPTIONS, BUT WE ARE OPEN TO MORE IF YOU DON'T SEE SOMETHING THAT FITS YOUR BRAND!



REGISTRATION FORM

Complete the form below sign up for HMC 2023!



www.houstonmediaclassic.org

Contact Information:

Company Name: _____

Contact Name: _____

Phone Number: _____

E-Mail: _____

Sponsorship Level: _____

Total due: _____

Silent Auction Item(s) Donating

GOLFER INFORMATION

FOURSOME 1

Golfer 1 _____

Golfer 2 _____

Golfer 3 _____

Golfer 4 _____

FOURSOME 2

Golfer 1 _____

Golfer 2 _____

Golfer 3 _____

Golfer 4 _____

This form will serve as your receipt.
HMC 501c3 number is: 76-0357779

Any questions or concerns, please contact Jordan Hess and Kim Ryan
jhess@khou.com & kim@jgioutdoor.com