



SPONSORSHIP INVITE FOR IA LEGENDS OF SPORTS GOLF TOURNEY, V.I.P RECEPTION AND CONCERT:

We cordially invite **your company** to be a Corporate Sponsor for the **Investment Atlanta Invitational Legends of Sports International Golf Challenge**. This opportunity can result in becoming the only company in Atlanta with the potential of reaching a vast retail market of locals and national sports consumers.

Working in partnership with C4C, the IA Legend of Sports Golf Challenge will be broadcast live/or tape delayed by the Department of Veteran Affairs Network TV Station which provide Special Events Broadcast to 158 VA Facilities around the United States and the World. C4C has over 3 million potential television viewers and 1 million Radio listeners!

This new market potential for Sales/Advertisement is presently untapped in Atlanta and we are cordially seeking to partner with your company during our inaugural sports entertainment event.

IA innovative youth initiatives encompass various youth development initiatives. Such programs support results in fostering loyalty amongst community supporters through a life time of business relationships. By actively supporting a charitable organization that shares your values and the communities you serve, strengthens your national and global reputation through strategic investment of your people, resources and network.

In addition to the Legend of Sports V.I.P. Reception and Golf Challenge, IA also has planned an art and sports memorabilia auction and a music concert featuring international recording group artist-**EnVogue**. Multiple sponsorship benefits such as these may be use to drive new accounts and establish new business relationships with business merchants for various promotions that can increase products sales with the your establish **company** Logo.



The IA Foundation is offering your company a great opportunity to advertise and promote your business at The First Annual Investment Atlanta Invitational Legends of Sports International Golf Challenge via the following Levels of Sponsorships:

<u>SPONSORSHIP AMOUNT</u>	<u>SPONSORSHIP LEVELS</u>
\$ Available	Diamond Sponsorship
\$ Available	Platinum Sponsorship
\$ Available	Hole Sponsorship on Par 3 Hole-In-One

BONUS SPONSORSHIP PROMOTION ADDED
CAPTURE ACTION SWING VIDEO ADVERTISEMENT!

We are very excited to present a unique opportunity for you to share your product or service with every one of our golfers in a truly fun and interactive way: This Promotion Provides For One Year of Advertisement on IA's Legend of Sports Golf Challenge Website. **This Unique Advertisement Promotion Provides Five (5) Banner Spot Ads and Four (4) Flash Banners Spot Ads.** During the Tournament, Each Player Will Have One Of Their Swings Videotaped With A Special Camera. Several Days After the Event, Every player Will Be Receiving An Email That Opens Up To Their Swing Next To A Tour Pro's For A Frame-BY-Frame Slow Motion Comparison. Participating Golf Players Can Compare Their Golf Swing to Tiger Woods and Other Pro Golfers. And Next To Each Golfer's Swing Will Be **YOUR COMPANY AD** That Clicks Through **TO YOUR WEBSITE!**

Virtually Every Single Player Will Log On To See Themselves... And Each "Template" **Has the Player's Foursome Photo Too!** Players Come Back Over And Over To See Their Photo And Their Swing. They Choose Different Pros To Compare To; They Send The Whole Page To Other Players, And Friends And Family! And YOU'RE YOUR MESSAGE Travels Right Along With Each Photo or Swing! **An Email Video Demonstration Will Be Sent To You Upon Request.**



Sponsorship opportunities for the **First Annual Investment Atlanta Invitational Legends of Sports International Golf Challenge** can include the following:

The **\$ Diamond Sponsorship Level** entitles your company to the following:

- One Foursomes (4 Players) At The IA Legends of Sports Golf Challenge (Value \$800). Team Foursome Pictures (Value \$100).
- One Autograph Commemorative Event Keepsake For Your Company (Value \$500).
- Prominent Recognition and Signage of Your Company Ad Banners Advertised at the Golf Course During Tournament. (Value \$2,500).
- 6 Tickets to the IA Legends of Sports V.I.P. Reception (Value \$120)
- Company Sponsorship Logo Included on 25,000 6x8 Fliers and Posters. Company also advertised on all Printed Material, Link on IA Website, Radio, Newspaper and Internet Promotion. (\$2,500). Event Fliers will be distributed in Atlanta, Nationally and in the Caribbean.
- Tournament And Weekend Entertainment Events Will Be Sent to An Email Data Base of Over 35,000 People Locally and Nationally 10 Weeks Leading Up To The Event. Value (\$2,500). Signage Table Provided at Golf Club to display/sell products (Value \$2,500)
- 4 Concert Reserved Tickets For The Music Concert Featuring Recording Artist **En Vogue** (Value \$240.00). 6 Tickets to the Legends of Sports '**After Party Affair**' (Value \$120). Company Signage And Video Presentation of Service/Products in Concert Venue (Value \$2,000).
- One Full **Color** Page Ad in the IA Legend of Sports Souvenir Program -Inside Front Page (Value \$300).
- **Your Company Will Co-Sponsor The 19th Hole Celebration. With Photo Ops Taken With The Tournament Various Winners and VIP Sports Legends. Value Priceless!**
- **Your Company Spokesman Is Interviewed on VA Television Network By Host Announcer. This Presents An Opportunity For a National and International TV Audience For Your Company. Value Priceless!**

Diamond Level Sponsorship Entitles Your Company To Two (2) Flashing Ads On the Investment Atlanta Legends Of Sports Capture Action Video Website For One Year. Value -\$2,000! An Email Video Demonstration Will Be Sent To You Upon Request.



The \$ Platinum Sponsorship Level entitles your company to the following:

- Prominent Recognition and Signage of Your Company Ad Banners Advertised at the Golf Course During Tournament. (Value \$2,500).
- 4 Tickets to the IA Legends of Sports V.I.P. Reception (Value \$80)
- Company Sponsorship Logo Included on 25,000 6x8 Fliers and Posters. Company also advertised on all Printed Material, Link on IA Website, Radio, Newspaper and Internet Promotion. (Value \$2,500). Event Fliers will be distributed in Atlanta, Nationally and in the Caribbean.
- Tournament And Weekend Entertainment Events will Be Sent to An Email Data Base Highlighting Your Company logo to Over 35,000 People Locally and Nationally 10 Weeks Leading Up To The Event. (Value \$2,500).
- 2 Concert Reserved Tickets For The Music Concert Featuring Recording Artist **En Vogue** (Value \$120.00). 4 Tickets to the Legends of Sports **'After Party Affair'** (Value \$80).
- Company Signage in Venue Ballroom And Company Video Presentation of Service/Products in Concert Venue. (Value \$2,500).
- One Full Page Ad in the IA Legend of Sports Souvenir Program (Value \$200).
- **Platinum Level Sponsorship Entitles Your Company To One (1) Side Banner Ad On the Investment Atlanta Legends Of Sports Capture Action Video Website For One Year. Value -\$1000! An Email Video Demonstration Will Be Sent To You Upon Request.**



Win/Win Marketing...

Advertising Opportunities

As mention before, IA Sports Legends Golf Challenge will be broadcast live/or tape delayed by the Department of Veteran Affairs Network TV Station which provide Special Events Broadcast to one hundred fifty eight (158) VA Facilities around the United States and the World with over 3 million potential television viewers and 1 million Radio listeners. Sponsorship Partnership represents an ideal market for your company to showcase its outstanding products/service and commitment to our Armed Service Personnel and their families. The Veteran Affairs Network innovative media channels provide the opportunity to access a highly influence sports orient viewer- the golf enthusiast, while the tournament is broadcast to a captive audience.

Heightened Communication

With the numerous pro and amateur sports enthusiast performing at the IA Legends of Sports Golf Tournament, you'll be speaking with your targets, not at them. Unlike a commercial interruption, your message is woven right into the action, reaching consumers while they're engaged. Rather than a perfunctory 30-second spot, you have the entire pre and post golf tournament time to convey your message

Bottom line Impact

It s safe to say the IA Legends of Sports Golf Challenge will become an important asset in the lives of youth in the Atlanta community. When you support something they care about, they're support you. It has been proven from related sports marketing events, devoted fans say they would have a higher propensity to buy the products and services of event sponsors than those of their competitors.

If you have other ideas to advertise at The 1st Annual IA Legends of Sports Golf Challenge, we can tailor a sponsorship package designed to meet your specific objectives and budget.

We also welcome promotional items and gift certificates from your company for our goody bags, raffle and silent auction. This will be a great opportunity for you to network and promote your business.

Please contact Mr. Anthony Witherspoon CEO/President at 404-505-8554 or via email at investmentatlanta@gmail.com. We hope you are able to donate to this worthy cause. Your participation and support will be greatly appreciated.

Yours in Sports,

Anthony Witherspoon
President/CEO
Investment Atlanta