



# 2023

Monday, September 18, 2023  
Brantford Golf & Country Club



## Sponsorship & Registration

# A Message from David Hearn

Dear Friends,

Welcome to the 2023 David Hearn Foundation Charity Classic, returning to historic Brantford Golf & Country Club.

**Join me September 18, 2023, for another great day of golf where you can help us surpass \$1,000,000 raised since the David Hearn Foundation's launch, all in support of the Alzheimer Society!**

As many of you know, Alzheimer's has affected me personally. I have experienced first-hand the destructive impact of the disease on families and that's why the David Hearn Foundation is proud to continue to support and work alongside the Alzheimer Society to assist countless families who have been similarly impacted.

For those of you that attended our event last year, we thank you from the bottom of our hearts for your patience and understanding as Brantford G&CC underwent major renovations. It wasn't ideal, but we are thrilled to announce that construction has been completed and we look forward to enjoying a new and improved golfing experience at the 2023 David Hearn Foundation Charity Classic.

Please consider sponsoring, providing a prize, or coming out to enjoy a round of golf with friends. Your support will make a very big impact in the lives of so many families.

I look forward to personally welcoming you all this September and sincerely thank you for your support.



**David Hearn**  
PGA Tour Player

Alzheimer Society Ambassador



## The Foundation

Founded in 2015, The David Hearn Foundation's central focus is to support the Alzheimer Society by raising funds for individuals and families in need.

The Foundation will aim to increase awareness, improve care for those in need and enhance the quality of life for those affected by the disease, while also empowering Canadians to take action and create positive change.

The Foundation is an extension of David Hearn's annual Charity Golf Classic, which has provided charitable contributions to the Alzheimer Society of Brant Haldimand Norfolk Hamilton Halton since 2012.

**[www.DHFCharityClassic.com](http://www.DHFCharityClassic.com)**

# Event Schedule

# '23

- 10:30 Registration, BBQ Lunch & Fun, Interactive Golf Skills Contest with our host David Hearn
- 12:00 Shotgun Start
- 4:30 Post Round Cocktails
- 6:00 Gourmet Dinner
- 7:00 Conclusion

## Official Charity

## Alzheimer *Society*

Since 1978, the Alzheimer Society has been the leading not-for-profit health organization working nationwide to improve the quality of life for Canadians affected by Alzheimer's disease and other dementias.

The Alzheimer Society continues to search for a cause and a cure.

They are dedicated to providing help for people with Alzheimer's disease and other dementias as well as their caregivers.

# Sponsorship Opportunities

## Presenting Sponsor

**SOLD  
OUT!**

**Includes  
Four (4)  
Foursomes**

Cart  
Lunch &  
Dinner  
Tee Gift



## Marketing

## Recognition

## Activations

### Tier I corporate logo and name integrated into:

- ✓ All event signage, materials, and website
- ✓ Promotional materials included in participant gift bags
- ✓ Four (4) hole signs
- ✓ Logo in event program
- ✓ Ad in event program
- ✓ Corporate logo on gift provided to all participants
- ✓ Naming rights: The David Hearn Foundation Charity Golf Classic presented by "Sponsor"
- ✓ Ability to activate on a hole during event to engage attendees



# Sponsorship Opportunities

## Beat the Pro Sponsor \$10,000

### Includes

Two (2)  
Foursomes

Cart  
Lunch &  
Dinner  
Tee Gift



### Marketing

- ✓ Photos will be taken in front of signage and distributed to all players
- ✓ Photos will also be posted online on the event website and Foundation social media accounts
- ✓ Tier II logo placement on communications and website
- ✓ Logo in event program
- ✓ Ad in event program
- ✓ Two (2) hole signs

## Golf Cart Sponsor \$5,000

### Marketing

- ✓ Custom golf cart signs with logo
- ✓ Corporate logo on participant scorecards
- ✓ Tier II logo placement on website
- ✓ One (1) hole sign
- ✓ Logo in event program

**Includes  
One (1)  
Foursome**

Cart  
Lunch &  
Dinner  
Tee Gift

## Lunch & Dinner Sponsor \$5,000

### Marketing

- ✓ Corporate logo on custom signage at event
- ✓ Tier II logo placement on website
- ✓ One (1) hole sign
- ✓ Logo in event program

**Includes  
One (1)  
Foursome**

Cart  
Lunch &  
Dinner  
Tee Gift

## Gift Bag Sponsor \$5,000

### Marketing

- ✓ Corporate logo on custom gift bag for all participants
- ✓ Tier II logo placement on website
- ✓ One (1) hole sign
- ✓ Logo in event program

**Includes  
One (1)  
Foursome**

Cart  
Lunch &  
Dinner  
Tee Gift

# Closest to the Pin \$1,500

## Marketing

- ✓ Logo in event program and website
- ✓ One (1) hole sign on specialty hole
- ✓ Call out on cart signage - speciality holes

## Activation

- ✓ Opportunity to staff contest and promote



# Longest Drive \$1,500

## Marketing

- ✓ Logo in event program and website
- ✓ One (1) hole sign on specialty hole
- ✓ Call out on cart signage - specialty holes

## Activation

- ✓ Opportunity to staff contest & promote



# Regular Golf Foursome \$1,800



Green fees & Cart

BBQ Lunch & Gourmet Dinner

TEE Gift

Logo or name in event program and on  
event website

**Marketing**



# Hole Sign \$500

## Marketing

- ✓ Logo on (1) one dedicated hole sign
- ✓ Logo in event program and website



# In Memory Hole Sign \$200



Name of your loved one being remembered on the In Memory hole sign.

All proceeds from the event will be donated to the **Alzheimer Society Foundation of Brant, Haldimand, Norfolk, Hamilton, Halton** for local programs and services and the **Alzheimer Society of Canada** to support research and treatment of the disease and toward practical solutions to improve care.



**CONTACT:**

**DAWN VINCE**

Alzheimer Society,  
Brant Haldimand Norfolk Hamilton Halton  
[funddevelopment@alzhh.ca](mailto:funddevelopment@alzhh.ca)

**905.529.7030 ext. 210**

**'23**