

2nd Annual

Charity Golf Classic

August 15, 2022 North Hills Country Club Manhasset, NY







The 2nd Annual *ABIS Golf Classic* is a premier fundraising event supporting athletes on their journey through high school, college and beyond by providing scholarships, life skills training, and strategic guidance. We provide programs and services that eliminate structured, systemic barriers for Black student athletes and coaches.

ABIS was founded to connect and inspire people to boldly advocate for racial, social, and economic justice for Blacks in sports. A 501c3 Non-profit organization that strives to change lives both on and off the field. Our golf outing allows ABIS the means to do the business of being the voice of those whose voices are not heard.



THE VOICE FOR

RACIAL EQUITY

IN SPORTS









NIKKI FARGAS

President,

WNBA's Las Vegas

Aces

MICHAEL BOYNTON, JR.

Head Men's

Basketball Coach.

Head Men's Basketball Coach, Oklahoma State University

ROBIN ROBERTS

Anchor, Good Morning America

PENNY HARDAWAY

Head Men's Basketball Coach, University of Memphis WE ARE A NETWORK OF BLACK LEADERS IN SPORTS.



OUR MISSION is to connect and inspire people to boldly advocate for racial, social, and economic justice that results in measurable advancement for Blacks in sports.



OUR PURPOSE

Racial Equity in Sports

Following the death of George Floyd while in police custody, Gary Charles, a pioneer in basketball coaching, reached out to youth sports and college coaches to take a leadership role in the movement for change.

An all-star group of business and sports professionals are now working together to use their influence and collective power to promote equal rights and fair treatment of Black people in all sports.

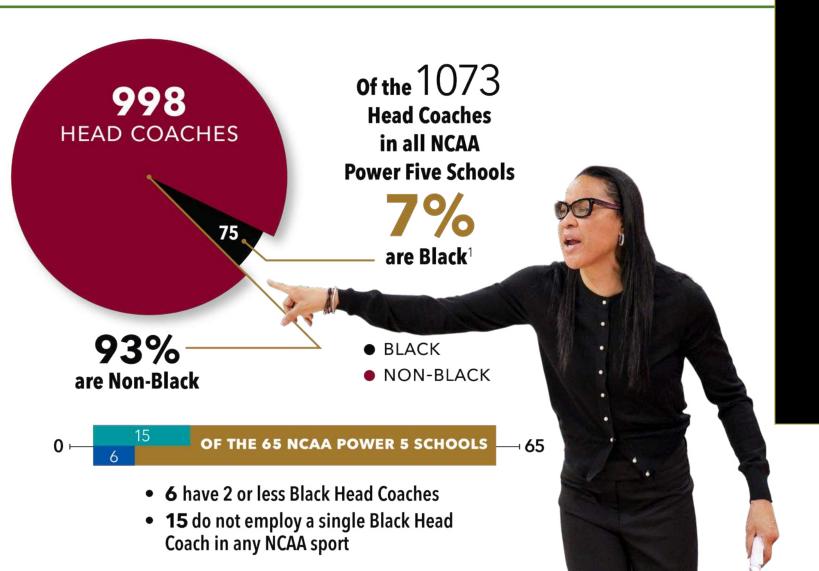
► THE POWER OF SPORTS

Sports touch all communities, all age groups and income levels. Sports influence and affect millions of people.

- 7.8 MILLION high school students participate in sports
- NEARLY HALF A MILLION college athletes in the US
- MORE THAN 98 MILLION PEOPLE watched the Super Bowl and 7.5 MILLION watched the NBA finals in 2020
- Sports industry revenue was \$75 BILLION in 2020



We say that sport leads society in social change. Does it really?

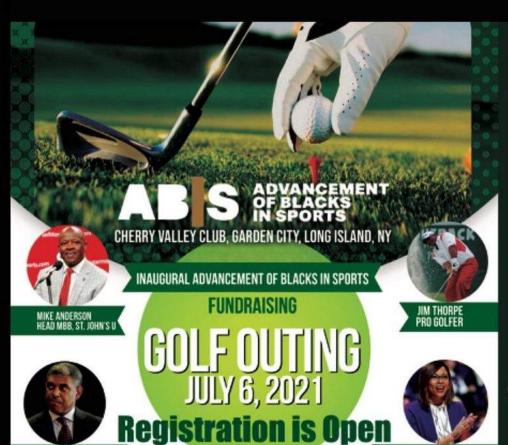


ABIS IMPACT

- 55% of job openings made available to minorities in Men's and Women's Basketball
- J.P. Morgan Chase funding to support financial coaching programs for athletes
- Scholarship support to reduce financial burden and maximize the college experience for athletes

<u>Retrieved on July 23, 2020 at: https://www.post-gazette.com/sports/Pitt/2019/11/03/ncaa-coaching</u> liversity-jeff-_capel-leonard-hamilton-juwan-howard-pitt-florida-state/stories/201911030014





NIKKI FARGAS PRES. WNBA LAS VEGAS ACES STEVE MILLS FORMER PRES. NY KNICKS

REGISTER AT www.weareabisevents.org



CELEBRITY GUESTS INCLUDE

Penny Hardaway (MBB, Memphis St)

Mike Boynton (MBB, Oklahoma St)

OJ Anderson (Former NY Giants)

Stephen Baker (Former NY Giants)

Aaron Beasley (Former NFL Football Player)

Ray & Vivian Chew (Trailblazers in Music and **Entertainment)**

Immanuel Quickley (NY Knicks)

> Dave Leitao (OTE)

Kyle Neptune (MBB, Fordham)

Speedy Claxton (MBB, Hofstra)

2021

YEAR IN REVIEW

The 2021 Inaugural **ABIS Golf Outing was** held on July 6, 2021 at the historic Cherry Valley Country Club, Garden City, NY.



Golf Tournament Attendees: Golfers: 64 Awards Dinner: 275

PARTNERS:















▶ 2021 Golf Outing | Year-In Review



2021 Honoree Craig Robinson NABC Executive Director



2021 Honoree Collette V. Smith 1st Black Female NFL Football Coach



2021 Honoree Chris Arceneaux Pro Golfer



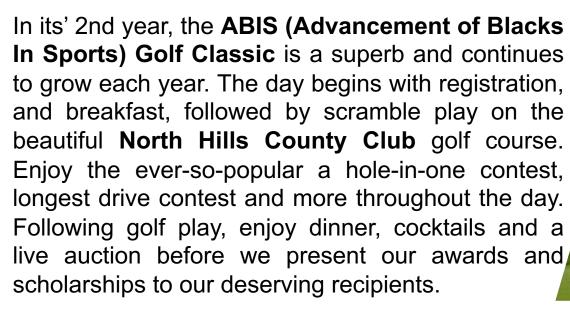
2021 Community Award The Ray Chew Foundation





2nd Annual

2022 Charity Golf Classic





► ABIS 2nd Annual Golf Classic



Sports and entertainment superstars will take center stage August 15, at the **ABIS Charity Golf Tournament** in **Manhasset**, **NY**, Packages will go on sale, online in January at **www.wearebis.org**

80 +

300

Golf Participants

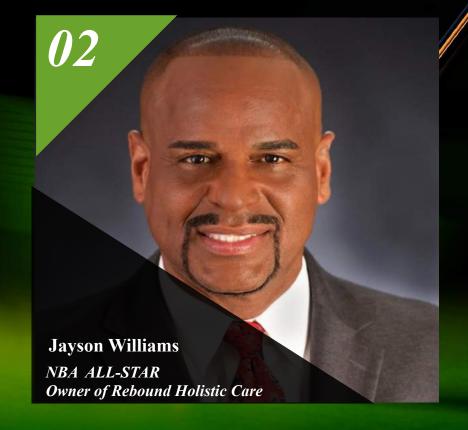
Awards Dinner



S ADVANCEMENT OF BLACKS IN SPORTS

2022 AWARDS DINNER HONOREES







2nd Annual







WEEKEND SCHEDULE

Saturday, August 13, 2022

*ABIS Polo / Derby Day

Sunday, August 14, 2022

•*ABIS Women In Sports Luncheon

Monday, August 15, 2022

ABIS Charity Golf Classic & Awards Dinner

Note:

*Contingent upon sponsorship, built if sold.



AB S ADVANCEMENT OF BLACKS IN SPORTS



weareabis.org





2nd Annual

Charity Golf Classic





Monday, August 15, 2022

GOLF CLASSIC SCHEDULE

9:30am-10:30am: WELCOME

- Registration (Golfers gift distribution and use of locker room facilities as needed)
- Welcome Continental Breakfast

10:30am -11:30am: ABIS GOLF ACADEMY

- · ABIS Golf Pro
- Use of Practice Range and Putting Green

11:30am: SHOTGUN START

 Scramble format: Awards for Lowest Team Score, Highest Team Score, Closest to the Pin and Longest Drive

HOSPITATLITY STATIONS: 5th, 9th and 10th Holes

1:00pm-2pm: LUNCH

5:30pm: AWARDS DINNER

•Culinary delights that will satisfy the hungriest golfer or attendee.





PARTNER
VISIBILITY
OPPORTUNITY
AND MORE



► ABIS Golf Partnerships





MULTI-YEAR PARTNERSHIPS OPTIONS

ABIS GOLF CLASSIC



ABIS aims to secure six long-term brand marketing partnerships focused around **The ANNUAL ABIS Golf Classic**. The partnerships will be an extension of experiential sponsorship and will include integration with ABIS's expanding Digital Network and Content Platforms.

Multi-Year Packages for Vertically Integrated Marketers:

Official Sponsor Categories Include: Automotive, Hotel, Air, Beverage, Sporting Goods, and QSR

Multi-Year package options include: Savings, Category exclusivity, Corporate Suites, Preferred Seating, Retail Incentives and Customization

- One Year Sponsor Package (2022 only)
- Two-Year Sponsor Package (2022, 2023)
- Three Year Sponsor Package (2022, 2023, 2024)

Pricing Scale: Year One: ex. 50,000, Year Two: increase with discount Payment Options: Installment Payments, 50/50 split negotiable

► ABIS 2nd Annual Golf Classic



Presenting Partner

- Company name to appear as (The 2nd Annual ABIS Golf Classic 2022 presented by "Company Name Here")
- Name and/or logo included in all promotional materials
- Two (2) Tee Signs and cart signage
- Gift presentation at awards ceremony
- Includes Three (3) foursomes
- 30 Min. Radio Interview
- Three Foursomes
- 12 Additional Dinner Guests
- 12 Golf Clinic Tickets
- Special Award Recognition & Signage
- Logo Recognition on Website, 14 Social Media & Direct Email Marketing
- Speaking Opportunity at Dinner (1 2 Minutes)
- Digital Banner Ad on Website (1,000 Impression)
- Event Recap Video Logo Placement
- Full Page Journal Ad



Benefits TO ALL GOLFERS

GREEN FEES & CARTS, BREAKFAST, COCKTAIL & DINNER, SWAG BAG, OPPORTUNITY TO MINGLE WITH CELEBRITIES

ABIS Golf Partnerships



Hall of Fame Sponsor

- Two Foursomes
- 8 Additional Dinner Guests
- 8 Golf Clinic Tickets
- Special Award Recognition & Signage
- Logo Recognition on Website, Social Media & Direct Email Marketing
- Speaking Opportunity at Dinner (1 2 minutes)
- Company name inclusion in Press Release
- Full Page Journal Ad

\$25,000

All Star Sponsor

- One Foursome
- Four Additional Dinner Guests
- Four Golf Clinic Tickets
- Logo Recognition on Website, Social Media & Direct Email Marketing
- Company name inclusion in Press Release
- Full Page Journal Ad

\$12,500

Rising Star Sponsor

- One Foursome
- Half Page Journal Ad

\$5,000

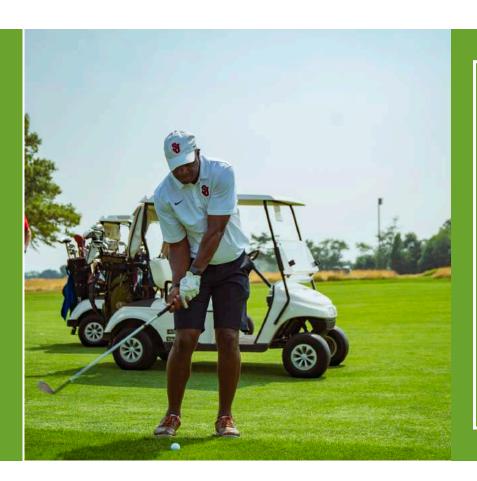
Benefits TO ALL GOLFERS

GREEN FEES & CARTS, BREAKFAST, COCKTAIL & DINNER, SWAG BAG, OPPORTUNITY TO MINGLE WITH CELEBRITIES



► ABIS Golf Classic | Individual Golfer





Golf Warrior

\$1,250

Benefits TO ALL GOLFERS

- •GREEN FEES
- ·CARTS
- •BREAKFAST
- •DINNER
- ·SWAG BAG,
- •PLUS AN OPPORTUNITY TO MINGLE WITH CELEBRITIES





ABIS Golf Classic | Welcome Breakfast





ABIS will welcome golfers to the North Hills Country Club and enjoy a delicious breakfast presented by our partners.



- Four Breakfast Tickets
- Four Dinner Guests
- Welcome Remarks (1- 2 minutes)
- Signage at Breakfast/Brunch
- Company name inclusion in Press Release

\$5,000 (2 Available)





Partnership Charity Golf Classic



When it comes to ABIS partnership opportunities, the sky is the limit. ABIS marketing partners benefit from innovate promotional and hospitality programs tailored to meet specific marketing objectives. ABIS will work with you to understand your requirements and develop a strategy that will help you achieve your marketing objectives and goals.





► ABIS Golf Classic | Awards Dinner





\$500 per person

Single - Dinner & Auction Only / No golf

- Includes: dinner, dessert and open bar during the awards dinner and reception following - for ONE person.

Dinner begins at 5:30PM



► Partner Opportunities



















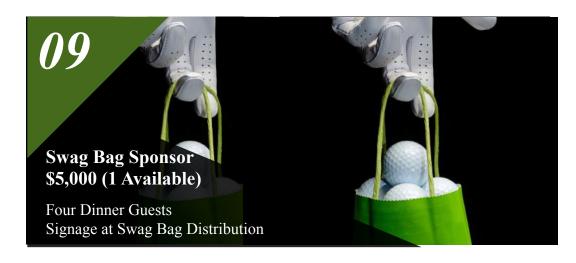














Partner Opportunities











Partner Opportunities











Scholarship Opportunities











ABIS Golf Partnerships





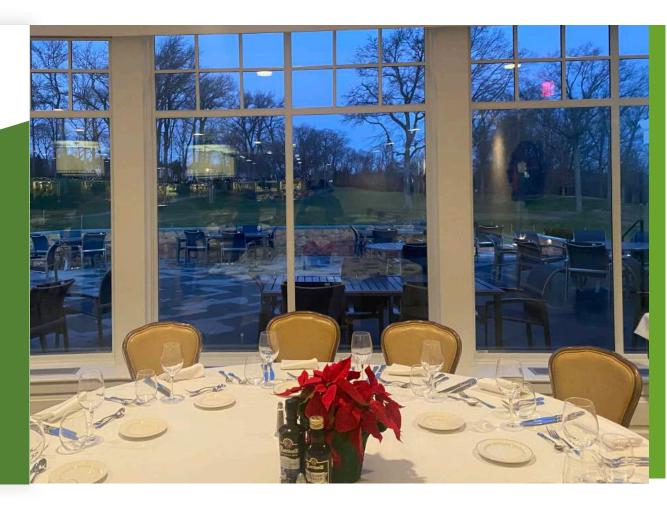
Experiential Marketing

Custom curated ideas that leave a lasting impression.

On the Course or in the Club House:

- •Sponsor vendor Booth
- •Press Lounge Sponsor
- •Photo Booth Sponsor
- And more





► Golf Classic Contest

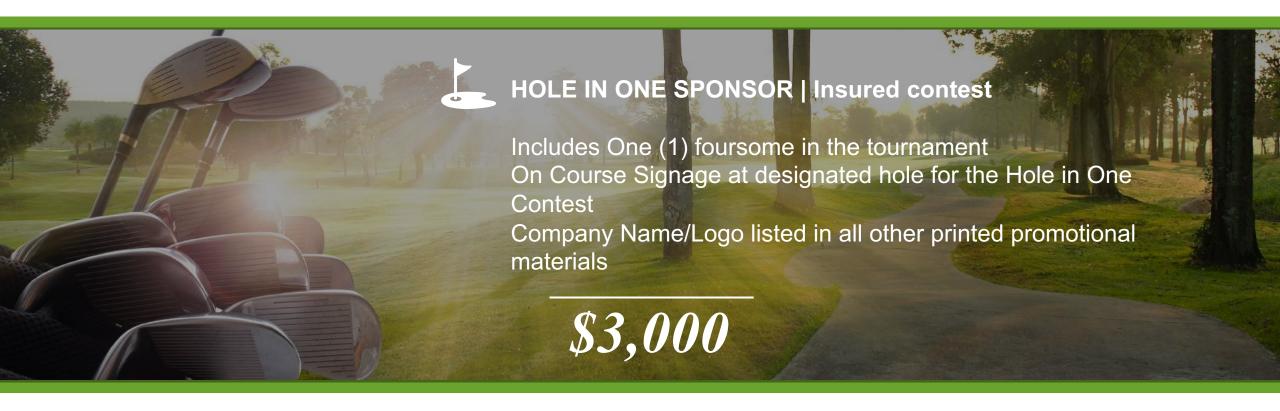


The **ABIS Golf Classic** provides a perfect balance between fun and competition before, on-course and after the round. Our unique customized games & contests make the day special for all partners and participants. Whether its shooting a ball to the green for an eagle attempt, chipping clinic with a professional golfer, trying to hit the ball in the hole for a chance at winning \$1,000,000 or winning a luxury Car, beating a professional golfer on course, putting or chipping the ball in for \$10K or simply hitting within a circle on the green for money, we can customize your experience on course!



ABIS Contest | Hole In One







ABIS Golf Partnerships





ABIS Women
In Sports Luncheon

ABIS is celebrating the Most Powerful **Women in Sports** on Sunday, August 14th. We're discussing the major impact they have made in **sports** industry and what's next.

Hosted by ABIS members TBD.

Range: \$10,000+
(4 Available)



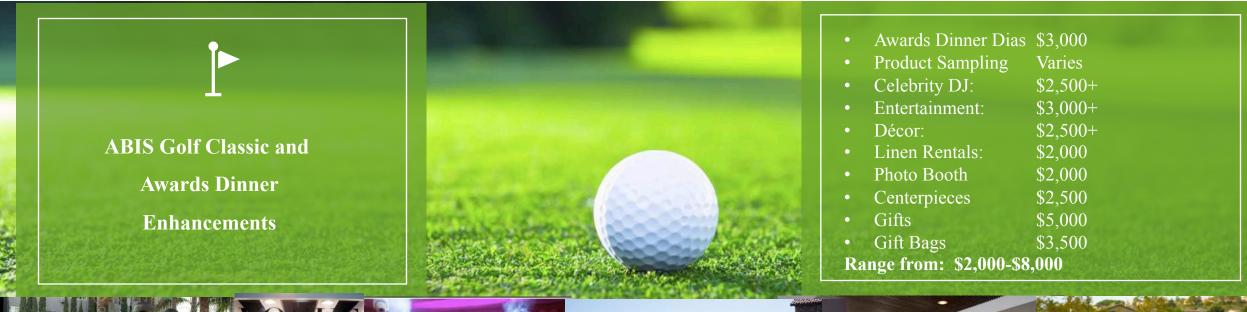






ADDITONAL THOUGHT STARTERS

ABIS GOLF CLASSIC 2022







ABIS Golf Classic Academy

Tee

The beginning of a hole, where the player's first stroke is taken

Fairway

The closely mown area between the tee and the green.

Rough

The areas adjacent to the fairways and greens with longer grass

Hazard

A difficult obstacle on the course. such as a water hazard or a bunker made up of sand or grass

Green

The smoothest area of the course where the hole is located

Learn from the Golf Pro!



Attendees will have 30 minutes to receive coaching and tips from ABIS Golf Pros and/or Legends at the golf course.

Range: \$5,000+ (2 Available)



► ABIS Golf Partnerships

ABIS Golf Classic Hospitality Suite

Our golf hospitality suite for this event is situated at a prime position within the Clubhouse, easy access to the 1st tee, the driving range, pool and tennis courts. The hospitality suite will serve light bites, fine wines and Afternoon tea with a private bar.

- A Health & Wellness Conversation
- Make-Up Enhancers prior to the Awards Dinner and more!

\$3,000+

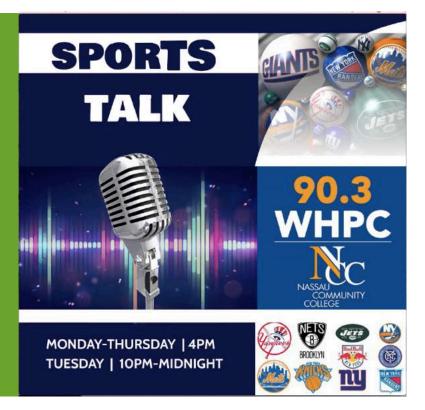
(4 Available)







Media Partnerships







- Local Media Partnerships: 90.3 FM WHPC, Sports Talk, BET On Black Sports & Tower Talk Weekly
- Interview ops for all sponsors leading up to the Golf Outing.
- Press Outreach: Pre and Post Event
- Radio





► ABIS Golf Partnerships

ABIS | BET ON BLACK SPORTS LIVE STREAM COVERAGE

Sponsor of the broadcast.

- 2:30-:60 Second Interstitials (Commercial)
- 2:15 Second Business Reads
- Display of business logo on digital banner at the bottom of live stream

\$7,000 (4 Available)







POLO & DERBY DAY











DERBY & POLO DAY

The ABIS Derby Day | Polo Classic brings patrons in from all walks of life for a unique and entertaining event that has few peers around the world. The ABIS Derby Day | Polo Classic is where you can find a collaboration of polo, fashion, fun activities and a concert along with quite a few celebrities, ensuring a unique experience. Whether you come for the polo, the fashion, or the sumptuous views, ABIS Derby DAY | Polo Classic tickets offer an atmosphere that you're simply not going to find anywhere else.

The ABIS Derby Day | Polo Classic is just the perfect excuse to get outside and enjoy a unique event that celebrates a tradition that dates back a very long time.

Polo is a timeless tradition "The Sport of Kings" that has been growing rapidly in popularity in the U.S. over the last decade.

\$100 per ticket, plus sponsorship opportunities available.



► ABIS DERBY & POLO DAY



The ABIS Polo / Derby Day takes place at Bethpage Polo at the Park, on the beautiful polo grounds at Bethpage State Park. The Meadowbrook Polo Club is the oldest continuously operating polo club in the United States, first established in 1881, will operate the event.

POLO FASHION AND STYLE FOR A DAY OF HATS, DIVOTS AND DIVAS WITH ABIS.

State: New York

Date: Saturday, August 13, 2021

Attendance: 300

Tickets: VIP Tickets: \$100 plus \$8 state parking

Gate: 2:00PM Match: 3:00PM

Half time: Divot Stomp and Activations

6pm: Live Music Performances: R&B, Classic Soul, Jazz

Venue: Bethpage State Park

Capacity: 300

\$50,000 Custom Packages available



S ADVANCEMENT OF BLACKS IN SPORTS

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