



Tyrese Maxey Foundation

FRIENDS & FAMILY WEEKEND

AUGUST 2023

SPONSORSHIP & BRAND PARTNERSHIP
OPPORTUNITIES



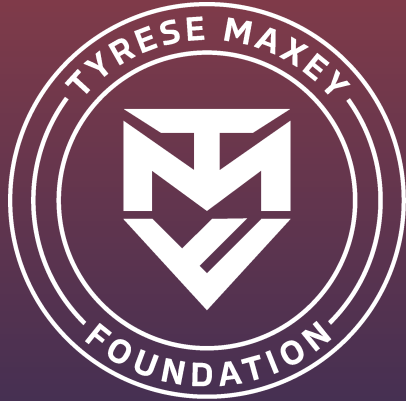
*Friends
Family &*
WEEKEND 2023





About The Foundation

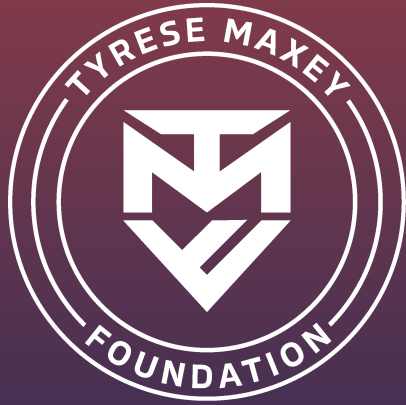
The Tyrese Maxey foundation is a non-profit organization based in Garland, Texas. It was founded on faith-based values and exists in order to strengthen family and community through works, example, and investment. TMF's goals are to provide youth with the necessary skills and support to become the next generation of leaders in the community, in their families, and in the classroom.



Community Impact (Why support?)

The Tyrese Maxey Foundation Friends & Family weekend is the foundation's first ever major fundraising event intended to bridge together the family unit over a shared goal of empowering youth through scholarships and community initiatives. But, everyone plays an important part, and the foundation is needing your help to add to the family unit and assist with the support of the next generation of leaders. Our youth are our future, and the Tyrese Maxey Foundation is seeking to provide **250-300 students** annually with the necessary skills and support to become the next generation of leaders in their communities, families and classroom.

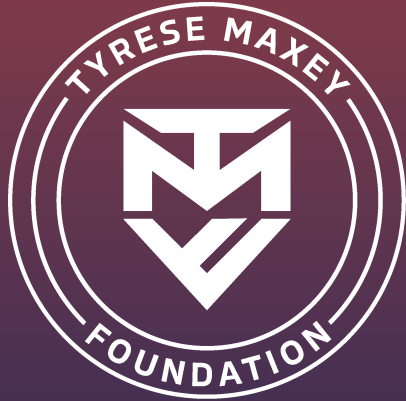
- The Foundation will award up to 3 scholarships renewable for 4 years
- Sponsor 100 students to attend the free golf clinic during the weekend (Dallas)
- Host at no cost the 3rd Annual 1% Skills Camp (free for 400 students to attend)



About Friends & Family Weekend

August 3–5th, Philadelphia

Join the Tyrese Maxey Foundation this summer Aug. 3–5 for the first annual TMF Friends & Family Weekend in Philadelphia, PA. Come golf with Tyrese Maxey at our Celebrity Golf Tournament, dine with community leaders at our Community Dinner, and/or bring your student-athletes to the TMF annual 1% Skills Camp. No matter what activity you do, this 3-day weekend will provide an experience like no other and create lasting memories. Register TODAY to secure your spot.



Community Award Dinner

Thursday August 3rd, Famous Fitler Club

Dine with us for the first annual Tyrese Maxey Foundation Friends and Family Weekend Community Award Dinner on Thursday, August 3, at the Fitler Club. This occasion will recognize a community partner who is making impactful change in our education system with the first annual TMF Community Award. Secure your table TODAY.



Celebrity Golf Tournament

Friday August 4th, LuLu Temple Private Country Club
Tee up for the first annual Tyrese Maxey Friends & Family Celebrity Golf Tournament on Friday, August 4 at the Lulu Temple Country Club. Sponsor or register to play with Tyrese Maxey, himself, and his fellow celebrity friends for a round of 18 holes. Breakfast, lunch and awards ceremony included! Register TODAY to secure your team.



Annual 1% Skills Camp

Saturday August 5th, William Penn Charter

Join us August 5 for the Tyrese Maxey Foundation Friends & Family Weekend finale and annual 1% skills Camp at William Penn Charter School. The TMF 1% Skills Camp is a basketball camp like no other. Student Athletes will learn how to get 1% better as an overall athlete through game skills, intensive training, on-court instruction, basketball IQ, proper pre-game workouts, post-game regimes recoveries, and more.

THE VENUES

LANDMARK LOCATIONS



SPONSORSHIP LEVELS

- Exclusive Weekend Presenting Sponsor \$100,000
- Platinum Category Partner of the Weekend \$50,000
- Gold Weekend Sponsor \$25,000
- Bronze Weekend Sponsor \$10,000
- Branded Items/Various (\$3,000 per)
- Scholarship Donation \$1,000 +
- Hole & One \$10,000 (1 available)
- Longest Shot \$10,000 (1 Available)
- Hole Sponsor \$10,000 Each (18 available)
- Golf Clinic Sponsor \$10,000 (1 Available)



- ✓ Presenting sponsor of the TMF weekend sponsor
- ✓ Logo inclusion on all marketing materials (digital, print, event signage)
- ✓ Opportunity to provide weekend attendees with a promotional take home item
- ✓ Includes 18 holes of golf for two (2) foursomes (8 golfers) including Tyrese Maxey
- ✓ Admission to Tyrese Maxey Meet & Greet during Golf Tournament
- ✓ Free registration for 10 kids to attend the TMF 1% Skills Camp
- ✓ Ability to give remarks at Dinner, Golf Tournament, or camp
- ✓ Guaranteed one-on-one with Tyrese @1% Skills Camp
- ✓ Post-event social media mention on both the @TyreseMaxey & @TyreseMaxeyFoundation Instagram (517+ followers)
- ✓ 2 designated tables at the Dinner (including 20 guests)
- ✓ Opportunity to activate designated booth/tent at golf tournament
- ✓ Press release mention
- ✓ Category Exclusivity



**Exclusive Weekend
Presenting Sponsor**

\$100,000



Platinum Exclusive Category Partner of the Weekend

\$50,000

- ✓ Official TMF Partner of the Weekend
- ✓ Category Exclusivity
- ✓ Logo inclusion on all marketing materials (digital, print, event signage)
- ✓ Press release mention
- ✓ Post-event social media mention on both the @TyreseMaxey & @TyreseMaxeyFoundation Instagram (517+ followers)
- ✓ 2 designated tables at the Dinner (20 guests)
- ✓ Opportunity to activate designated booth/tent at golf tournament
- ✓ Includes 18 holes of golf for two (2) foursomes (8 golfers) with two guaranteed celebrity players
- ✓ Admission to Tyrese Maxey Meet & Greet during Golf Tournament
- ✓ Free registration for 5 kids to attend the TMF 1% Skills Camp
- ✓ Opportunity to donate product/branded items during the weekend

- | | |
|-------------|---------------------|
| ✓ Apparel | ✓ Sports Equipment |
| ✓ Beverages | ✓ Financial Partner |
| ✓ Food | ✓ Luxury Brand |
| ✓ Shoes | ✓ Jewelry |

- ✓ Recognized as the TMF Weekend Gold Sponsor
- ✓ Logo inclusion on all marketing materials (digital, print, event signage)
- ✓ Press release mention.
- ✓ 1 IG Social media mention (with other sponsors) with a guaranteed reach of 517+ accounts
- ✓ A designated table at the Dinner (10 guests)
- ✓ Includes 18 holes of golf for two (2) foursomes (8 golfers) with one guaranteed celebrity player.
- ✓ Admission to Tyrese Maxey Meet & Greet during Golf Tournament
- ✓ Free registration for 3 kids to attend the TMF 1% Skills Camp
- ✓ Opportunity to donate product/brand item during the weekend



\$25,000

Gold Weekend Sponsor

- ✓ Recognized as the TMF Weekend Bronze Sponsor
- ✓ Logo inclusion on all marketing materials (digital, print, event signage)
- ✓ Press release mention and logo listed on tournament website
- ✓ 1 Social media mention on Tyrese Maxey Foundation Page
- ✓ Half a designated table at the Dinner (5 guests)
- ✓ Includes 18 holes of golf for two (2) foursomes (8 golfers).
- ✓ Admission to Tyrese Maxey Meet & Greet during Golf tournament.
- ✓ Opportunity to donate product/branded items during the weekend

Bronze Weekend Sponsor

\$10,000



**Golf
Clinic
Sponsor**

\$5,000



**Golf
Dinner
Sponsor**

\$5,000



**Golf Awards
Presentation
Sponsor**

\$5,000



**Hole &
One
Sponsor**

\$10,000

- ✓ Recognized as the TMF Weekend Community sponsor
- ✓ Logo inclusion on all marketing materials (digital, print, event signage)
- ✓ Press release mention and logo listed on tournament website
- ✓ 1 ticket Admission to Dinner

Community Weekend Sponsor

\$500



BRANDED ITEMS

- Golf Ball Sponsor \$5,000
- Golf Cart Sponsor \$10,000
- Golf Glove Sponsor \$10,000
- Golf Tees Sponsor \$2,500
- Golf Towels Sponsor \$2,500
- Golf Marker Sponsor \$5,000

- ✓ Generate big brand awareness by including your logo on one of the items given to all tournament golfers
- ✓ Black/White logo included on selected sponsored item
- ✓ Mentioned as a sponsor at Registration Table
- ✓ Guaranteed exposure to all golfers



IN-KIND DONATION SPONSOR

- Golf Ball donation 100 Sleeves (min)
- Golf Gloves donation 100 Gloves (min)
- Golf Tees donation 500 Tees (Min)
- Golf Towels donation 150 Golf Towels (min)
- Golf Markers donation 100 (min)

- ✓ We are seeking In-kind donations from partners who have high quality products in one of the categories listed above
- ✓ Additional Items can be donated upon approval by the Foundation
- ✓ Mentioned as an in-kind donation sponsor at Registration Table
- ✓ Guaranteed exposure to all golfers

Individual Tickets | Registration | Tables



Individual & Group table tickets are available to purchase starting June 1st at TyreseMaxey.com

Future Opportunities to Sponsor...

- Annual 1% Skills Camp (Garland, TX)
- Tyrese Maxey Foundation Annual Turkey Drive
- Tyrese Maxey Foundation Superhero Holiday Toy Drive
- Tyrese Maxey Foundation Scholarship Program
- Year-round Youth League



Tyrese Maxey Foundation

SCHOLARSHIPS PROGRAM
2023



Scholarship Program

The Tyrese Maxey Foundation (TMF) is pleased to announce the launch of our scholarship program for the upcoming academic year.

At TMF, we believe that everyone should have the opportunity to achieve their academic dreams. Our scholarship program is designed to provide financial support to deserving students, helping them to overcome financial barriers and achieve their goals.

We invite all eligible students to apply for our scholarship program and take advantage of this opportunity to further their education.

At TMF, we consider it a privilege to play a small part in furthering the success of higher education in our communities and with our youth.

Life should be played to win! And we are excited that we are “in the game” with deserving students.



Eligibility

How does one become eligible for financial support from TMF?

- ✓ Philadelphia student attending school in the Philadelphia area
- ✓ High School Junior or Senior
- ✓ Minimum 2.5 Cumulative GPA
- ✓ Attendance and Participation in, at least one, TMF sponsored camps
- ✓ Acceptance to a 4-year College or University
- ✓ Annual Household Income less than or equal to \$60K



Criteria

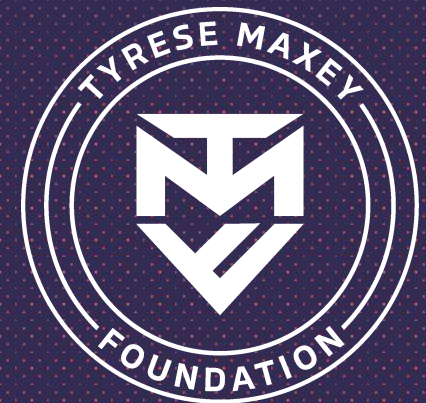
The following will be reviewed by TMF:

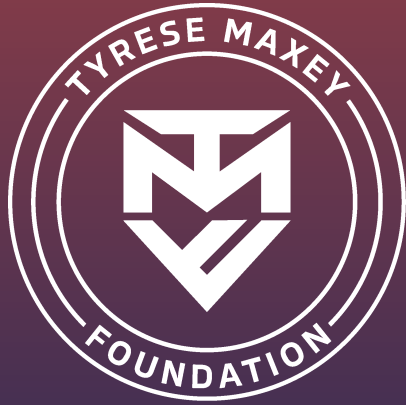
- ✓ High School Transcript showing 2.5 GPA or higher
- ✓ Acceptance Letter from a 4-Year College or University
- ✓ 100 Word Essay #1 – “What does getting 1% better every day mean to you?”
- ✓ 100 Word Essay #2 – “How will I impact the world?”
- ✓ 1 Letter of Recommendation from current Teacher, Counselor or Coach



Scholarship Awards

| Scholarship Award | Award Amount |
|--|-------------------------------|
| Tyrese Maxey Scholar Award | \$2500 (per year for 4 years) |
| Foundation Impact Award (Community Partner Recipient) | \$5000 (one-time) |
| All-Star Award | \$2500 (one-time) |
| Future Star Award | \$1500 (one-time) |





Tyrese Maxey Foundation

SCHOLARSHIPS PROGRAM

2023

To apply and be considered, download an application packet at <http://xxxxxxx.com>

OR

Contact TMF at xxxxxxx@xxxx.com or xxx.xxx.xxxx



Tyrese Maxey Foundation

FRIENDS & FAMILY WEEKEND

AUGUST 2023

JOIN THE WEEKEND

BY COMPLETING YOUR SPONSOR INFORMATION (ONLINE) BE SURE
TO INCLUDE YOUR CONTACT INFORMATION