

2024 Events Sponsorship Package



Network

Learn

Play

Serve



Dear Future Partner,

I trust this letter reaches you in good health. We are thrilled to unveil our upcoming series of empowering events, set to make a substantial impact on the golf and business landscape for women and children in Georgia. With genuine enthusiasm, we extend a cordial invitation for you to join us as a sponsor.

In 2024, our lineup features a Women's Golf Day in Georgia Business Summit, themed 'Par for the Course: Women in Business Excellence.' Additionally, we present the Women's Golf Day in Georgia Golf Classic Tournament and our annual Golf Women Mean Business Teen Summit. These events aim not only to cultivate connections among influential women in the business-golf sphere but also to create a platform for supporting and mentoring the upcoming generation of leaders.

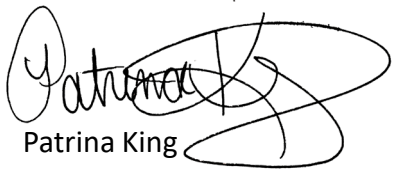
With your invaluable support, our goal is to elevate these events as catalysts for fostering inclusivity within the dynamic realms of both business and golf in Georgia. Your sponsorship serves not only as a testament to your dedication to diversity and inclusion but also promises exceptional visibility and networking opportunities, strategically positioned within our home state of Georgia.

In this packet, you will find detailed information about the events, sponsorship levels, and benefits available. We have carefully curated various sponsorship packages that offer a range of opportunities for brand exposure and engagement with our esteemed attendees and supporters. We are confident that your involvement will resonate with our mission and objectives and help us create a memorable and impactful event.

I am confident that through our collaborative efforts, we can truly make a meaningful impact on the realms of business and women's golf, inspiring more women to reach unprecedented heights of success.

I would be delighted to discuss this opportunity further and address any questions or concerns you may have. Please feel free to contact me directly at pk@golfwomenmeanbusiness.com or 678-620-9407.

Thank you for considering our request, and we hope to welcome you as a proud sponsor.



Patrina King
Founder & CEO
Golf Women Mean Business

About Golf Women Mean Business

Golf Women Mean Business is the leading authority in business golf with a strong commitment to creating leaders of future generations. We go beyond awareness and enjoyment by educating professionals on leveraging golf to further personal and business goals.

Our Mission is to enhance the overall competitive value of professionals through community service, professional development, golf training and networking opportunities.

Our community events are conducted in partnership with the Golf Women Mean Business Foundation, Inc., a 501(c)3 organization. Through this collaboration, we offer golf scholarships, financial literacy programs, and other high-quality training initiatives to ambitious women and youth who may be underprivileged or lack exposure.



The Golf Women Mean Business Difference



Collaboration over Competition:

As members, we collaborate and discuss opportunities on the golf course that allow us to effectively compete in the business world.

Our Mission: To enhance the overall competitive value of professionals through community service, professional development, golf training and networking opportunities.

Golf Women Mean Business is perfect for:

- Businesswomen who have been wanting to learn how to play golf but unsure where to start.
- Business Resource Groups or Affinity Groups aspiring to participate in Corporate Golf Outings.
- Companies looking for innovative ways to get women employees involved in golf.

Founder

Patrina King, Thought Leader in Business Golf, Founder & CEO of Golf Women Mean Business, Author of 9 Holes 9 Goals

Patrina was named one of Georgia Trend Magazine's 40 Under 40 Achievers, The Network Journal's 40 Under 40 Achievers and Woman of the Year by Progressive Techniques, Inc. Patrina recognizes that the path to success is often not a linear journey. In a deliberate choice, she opted out of the 36 opportunities to play collegiate golf and attend college without engaging in extracurricular activities. This decision was made with the intention of concentrating on launching her career and initiating the next chapter of professional growth. Prior to founding Golf Women Mean Business, Patrina owned and operator of a pre-employment screening company in Metro Atlanta, GA. She used her knowledge from her business to educate youth and young adults on how their actions (sexting, online social media, school fights, drug and alcohol use, theft, etc.) could affect future jobs and college applications.

Along with her interest in women's rights, Patrina has developed a great passion for educating professional women on how to use golf for business. Today, her life and career reflect that passion with informative and down-to-earth training through Golf Women Mean Business. Patrina has been featured on various television and blog talk radio shows. However, the epitome of Patrina's efforts to educate professionals come in her workshops and speeches which aim to "humanize" golf for those who are hesitant to give the sport a try.

Patrina's current home is in the Metro Atlanta Georgia area with her husband. She has been serving with the Mayor's Youth Program of Atlanta since 2007, providing Atlanta public high school seniors training on workforce readiness and job interview skills. She allots time in her activities for events with 21st Century Leaders, Junior Achievement, and various other high school groups. In spare time not filled with work, volunteerism, or friends and family, she divulges her love of athletics (softball, golf, and football) through sports watch parties and playing rounds of business golf.

Patrina is a member of the Alpha Kappa Alpha Sorority, Inc. and the National Coalition of 100 Black Women Inc. MECCA Chapter. Her past affiliation with various organizations and events such as SHRM-Atlanta, United Way VIP, Executive Women's Golf Association, the National Black MBA Association, and an Interview Expert for Women For Hire, has endowed her with unparalleled expertise and experience. Patrina studied Technical Management with a concentration in Human Resources at DeVry University and Human Resources at Keller Graduate School of Management.

Patrina believes the best way to serve the people is by taking an informative and realistic approach to everyday activities and issues.



Our Partners & Supporters



*Developing Golf's
Next Generation*



2024 Event Details and Dates

Women's Golf Day in Georgia Summit:

Theme: *Par for the Course: Women in Business Excellence*: The Summit's objective is to unite professionals, entrepreneurs, and leaders in a collective dialogue to address and champion the challenges and opportunities for women in business. Our goal is to create an environment where women will foster meaningful connections, cultivate new relationships, and unveil synergistic opportunities beyond the confines of traditional settings.

Topics include:

- **Women in Leadership**: We will explore the challenges and opportunities for women in leadership roles in various industries.
- **Networking Strategies**: We will provide tips and strategies for effective networking, both on and off the golf course.
- **Professional Development**: We will discuss opportunities for skill development, mentorship, and career advancement.
- **Business and Golf**: We will explore the parallels between golf and business, such as strategy, decision-making, and focus.
- **Work-Life Balance**: We will address how women can balance their professional and personal lives effectively.
- **Personal Branding**: We will discuss the importance of personal branding and how to build a strong professional image.
- **Financial Literacy**: We will provide financial planning and investment guidance for women in business.
- **Negotiation Skills**: We will teach negotiation techniques and strategies for career and business success.
- **Entrepreneurship**: We will explore the challenges and opportunities for women entrepreneurs, including startup funding, marketing, and scaling.
- **Health and Wellness**: We will discuss the importance of maintaining physical and mental health for professional success.
- **Diversity and Inclusion**: We will address the importance of diversity in the workplace and strategies for fostering inclusion.
- **Technology and Innovation**: We will address the impact of technology and innovation on businesses and careers.
- **Building Resilience**: We will teach strategies for developing resilience in the face of challenges and setbacks.

Date: June 6, 2024

Location: Metro Atlanta area

Time: 9:00 a.m. - 4:00 p.m.

A portion of the proceeds generated from both the Business Summit and the Golf Classic will be allocated to establish the first youth golf program at Uncle Remus Golf Course in Eatonton, GA.

2024 Event Details and Dates (continued)

Women's Golf Day in Georgia Golf Classic (Tournament)

This annual tournament will be held at the Historic Uncle Remus Golf Course in Eatonton, GA. This course's rich history includes being the lake country's original golf destination. Opening in 1962, it has been offering the chance for golfers of all skill levels and ages to experience the beauty and challenge of its landscape. In addition, the Founder of Golf Women Mean Business and Women's Golf Day in Georgia, Patrina King, was the first black female to play on this course back in 1986.

The tournament will consist of:

- Four person, best-ball scramble
- Lunch and Reception
- On-Course contests
- 1st, 2nd, and 3rd place winners

Date: June 8, 2024 **Location:** Uncle Remus Golf Course, Eatonton, GA **Time:** 10am Shotgun

A portion of the proceeds generated from both the Business Summit and the Golf Classic will be allocated to establish the first youth golf program at Uncle Remus Golf Course in Eatonton, GA.

2024 Event Details and Dates (continued)

Golf Women Mean Business Teen Summit: Beyond the Green *(Sponsor info not included. Let us know if you are interested in sponsoring this event)*

This one-day event happens simultaneously in 3 areas of the Atlanta-Metro area and is a transformative experience that aims to engage, inspire, and empower young minds.

Sessions Include:

- Education Planning
- Financial Literacy
- Health & Wellness
- Teamwork
- Golf Careers & Clinic
- Entrepreneurship

Key Takeaways for the participants:

- Develop golf skills and a passion for the sport.
- Gain insights into overcoming life's barriers through shared experiences.
- Build a supportive network of peers and mentors.
- Acquire valuable life skills to navigate challenges with confidence.

Date: June 22, 2024

Locations: Centennial High School, Dutchtown High School, APS School TBD

Time: 9:00am – 3:00 pm

Women's Golf Day in Georgia



About Women's Golf Day in Georgia

Women's Golf Day in Georgia is about golf education companies, club managers, teaching professionals, and amateur associations in Georgia working together to promote the game of golf by enhancing access to golf and raising public understanding and appreciation of women's contributions to the state's business and golf communities.

In March 2017, Patrina King, the visionary behind Golf Women Mean Business, accomplished a significant milestone by successfully petitioning the Georgia General Assembly. Her aim was to secure a resolution that would amplify recognition and appreciation for the invaluable contributions of women in both Georgia's business and golf realms.

The culmination of her efforts materialized when Governor Deal officially declared June 6, 2017, as "Women's Golf Day in Georgia." This proclamation marked the inception of a transformative movement. The subsequent series of events and initiatives sparked a wave of enthusiasm and dynamism among women passionately engaging in golf throughout the state of Georgia. The resolution and its ensuing activities catalyzed a surge of excitement, encouraging and empowering women to fearlessly embrace the game of golf.



Past Women's Golf Day in Georgia Highlights



Women's Golf Day in Georgia – 2024 Objectives

- Bring female members of the Georgia Business & Golf community together including players, business professionals, and girls who simply have an interest in golf.
- Build awareness of the number of women golfers in Georgia
- Allow women and girls to meet other members of the Georgia Business & Golf community, learn about golf and business opportunities in Georgia.
- Have fun while celebrating women in business and golf!

Sponsorship Benefits and Investments

We kindly invite you to join us as a sponsor as we continue our mission of empowering professional women and the next generation of leaders. We propose the sponsor levels below for your investment, but we welcome the opportunity to create a plan that may better fit your priorities.

Benefits:

- Corporate identity in promotional materials including event's print and digital communications
- Guaranteed seats
- Promotional opportunity

Sponsorship Investment:

Between \$500-\$20,000

Audience



- Golf Teaching Professionals
- Corporate Executives
- Established and Emerging Entrepreneurs
- Community Advocates
- Elected officials
- Non-Traditional Career Women
- Medical Physicians & Doctors of Philosophy
- Amateur Golfers
- Business Golfers
- Social Golfers

Ages:

- 30% are 55+
- 35% are 45-54
- 23% are 35-44
- 12% are under 35

Income Levels:

- 7% - \$500,000 +
- 35% - \$100,000 +
- 25%- \$80,000 - \$99,000
- 19% - \$60,000 - \$79,000
- 14% - under \$59,000

Education Levels:

- 67%- Advance Degrees
- 20%- 4- Year College Degree
- 13%- High School Diploma or Professional Certification(s)

Women's Golf Day in Georgia Business Summit & Golf Classic
TITLE SPONSOR - \$20,000
one available

- Inclusion of Company's logo on all marketing collaterals
- Distribution of Company's literature & promotional items
- Acknowledgement during media opportunities
- Acknowledgement at both events
- Signage at both events
- Table décor sponsor at the event
- Display booth in promotional areas
- Full page announcement on back of program booklet
- 10 passes to the Summit/ 3 foursomes in the golf tournament
- Keynote speaker option, option to sit on a panel, or option to speak on topic of choice during the Summit.
- Included in Women's Golf Day in Georgia Documentary

Women's Golf Day in Georgia Business Summit & Golf Classic
PRESENTING SPONSOR - \$10,000
one available

- Inclusion of Company's logo on all marketing collaterals
- Distribution of your Company's literature & promotional items
- Acknowledgement during media opportunities
- Acknowledgement at both events
- Table décor sponsor at the event
- Display booth in promotional areas
- Signage at both events
- 8 passes to the Summit/ 2 foursomes in the golf tournament.
- Full page signage in the program booklet
- Option to speak on topic of choice or sit on a panel during the Summit.
- Included in Women's Golf Day in Georgia Documentary
- Listed as Founding Supporter of Youth Golf Program

Women's Golf Day in Georgia SUMMIT SPONSOR - \$2,500

- Inclusion of Company's logo on all marketing materials
- Table of 8 or Display Booth
- 1 page in the program booklet
- Acknowledgement during the event

Women's Golf Day in Georgia GOLF CLASSIC RECEPTION - SOLD

- Foursome in golf tournament OR 4 Golf Lessons
- Sponsor acknowledgement from Podium
- Framed keepsake Hole Flag
- Sponsor signage with name and logo on a hole at tournament
- Sponsor signage with name and logo at 19th Reception
- Website name and logo placement
- Promotional items in player bags (optional)
- 2 Full Conference passes with prominent lunch seating
- Logo on bags to participants
- Included in Women's Golf Day in Georgia Documentary

Women's Golf Day in Georgia GOLF CLASSIC SPONSOR - \$3,000

- Foursome in golf tournament OR 4 Golf Lessons
- Sponsor acknowledgement from Podium
- Framed keepsake Hole Flag
- On-Course sponsor display with table and 2 chairs
- Sponsor signage with name and logo at 19th Hole Reception
- Website name and logo placement
- Promotional items in player bags (optional)
- Logo on bags to participants
- Listed as Founding Supporter of Youth Golf Program

Women's Golf Day in Georgia GOLF CLASSIC FOURSOME- \$250

- 4 playing spots or 4 Golf Lessons
- Gift bag
- 19th Hole Reception

Women's Golf Day in Georgia GOLF CLASSIC HOLE SPONSOR- \$500

- Sponsor signage with name and logo on a hole at tournament
- Promotional items in player bags (optional)
- Listed as Founding Supporter of Youth Golf Program

IN-KIND SPONSORS

- Letter of thanks
- Listed a Supporter in printer programs
- On-site sponsor display (optional)
- Promotional items in swag bags
- Other benefits available by request

Marketing Strategies:

- Email Blasts to a combined database of approximately 55,000+ ppl
- Event Calendar listings on various print & electronic media
- Radio Interviews on local radio stations and television stations
- Word-of-Mouth Marketing at local events
- Info on Golf Women Mean Business (GWMB) website (plus affiliates)
- Info & Registration on GWMB website
- Weekly social media blasts
- Women's Golf Day in Georgia and GWMB Ambassadors sharing details on their platforms.

Thank you for your consideration, I
am excited about working with you!

Patrina King

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678-861-4183

