

Tyrese Maxey Foundation

FRIENDS AND FAMILY WEEKEND
AUGUST 2024

SPONSORSHIP & BRAND PARTNERSHIP
OPPORTUNITIES





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 and 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 needed 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
- Seeking 25 students to attend celebrity hosted golf clinic and participate in caddy work
- Host at no cost the 3rd Annual 1% Skills Camp (free for students to attend)



About Friends and Family Weekend

August 1st–3rd, Philadelphia

Join the Tyrese Maxey Foundation this summer Aug. 1–3rd for the first annual TMF Friends and 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.



Celebrity Golf Tournament

Friday August 2nd, The Union League Golf Club at Torresdale
Tee up for the first annual Tyrese Maxey Friends and Family Celebrity Golf
Tournament on Friday, August 2 at The Union League Golf Club at Torresdale.
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 using the code "Sponsorship" to secure your team.



Community Award Dinner

Thursday August 1st, Fidler Club

Dine with us for the first annual Tyrese Maxey Foundation Friends and Family Weekend Community Award Dinner on Thursday, August 3, at the Fidler 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.



Annual 1% Skills Camp

Saturday August 3th, St. Joseph Preparatory

Join us August 5 for the Tyrese Maxey Foundation Friends and Family Weekend finale and annual 1% skills Camp at St. Joseph Preparatory 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 \$250,000
- Diamond Exclusive Weekend Sponsor \$100,000
- Platinum Exclusive Category Partner of the Weekend \$50,000
- Gold Weekend Sponsor \$25,000
- Silver Weekend Sponsor \$15,000
- Bronze Weekend Sponsor \$10,000
- Branded Items/Various (\$2,500 + per)
- Community Weekend Sponsor (\$1,000)
- 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) w/ Golf Pro (TBD)



- ✓ Exclusive Presenting sponsor of the TMF weekend event
- ✓ Logo Lock Up with TMF&FW + inclusion on all marketing materials (digital, print, event signage)
- ✓ One 60-minute Appearance by Tyrese Maxey at Sponsors Private Event or Business Location
- ✓ Mention in PSA spots during radio schedule June 1–August (value of \$50,000)
- ✓ Opportunity for luxury branded item inclusion in 18 Celebrity gift bags + guaranteed photos
- ✓ Includes 18 holes of golf for two (2) foursomes (8 golfers) Tyrese Maxey Team
- ✓ Includes 1 guaranteed celebrity golfer
- ✓ Admission for 6 golfers into the Tyrese Maxey Meet & Greet during Golf Tournament
- ✓ Free registration + Tyrese Meet & Greet for 10 kids to attend the TMF 1% Skills Camp
- ✓ Ability to give remarks at Dinner, Golf Tournament, or camp
- ✓ Post-event social media mention on both the @TyreseMaxey 685k & @TyreseMaxeyFoundation Instagram (1,239+ followers)
- ✓ Two 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

\$250,000

- ✓ Exclusive Presenting sponsor of the TMF weekend event
- ✓ Inclusion on all marketing materials (digital, print, event signage)
- ✓ Mention in PSA spots during radio schedule June 1–August (value of \$50,000)
- ✓ Opportunity for luxury branded item inclusion in 18 Celebrity gift bags + guaranteed photos
- ✓ Includes 18 holes of golf for one (1) foursomes (3 golfers + celebrity player)
- ✓ Admission for 6 golfers into the Tyrese Maxey Meet & Greet during Golf Tournament
- ✓ Free registration + Tyrese Meet & Greet for 10 kids to attend the TMF 1% Skills Camp
- ✓ Ability to give remarks at Dinner, Golf Tournament, or camp
- ✓ Post-event social media mention on both the @TyreseMaxey 685k & @TyreseMaxeyFoundation Instagram (1,239+ followers)
- ✓ Two designated tables at the Dinner (including 20 guests)
- ✓ Opportunity to activate designated booth/tent at golf tournament
- ✓ Press release mention
- ✓ Category Exclusivity

Diamond Exclusive Weekend 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 685k & @TyreseMaxeyFoundation Instagram (1,239+ followers)
- ✓ Two designated tables at the Dinner (20 guests)
- ✓ Opportunity to activate designated booth/tent at golf tournament
- ✓ Includes 18 holes of golf for one (1) foursomes (3 golfers + celebrity player)
- ✓ Includes 1 guaranteed celebrity golfer
- ✓ Admission for 4 golfers 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

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|-------------|---------------------|
| ✓ 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 one (1) foursomes (3 golfers + celebrity player)
- ✓ Admission for 4 golfers 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 Silver 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
- ✓ A designated table at the Dinner (10 guests)
- ✓ Includes 18 holes of golf for one (1) foursomes (4 golfers).
- ✓ Admission to Tyrese Maxey Meet & Greet during Golf tournament.
- ✓ Opportunity to donate product/branded items during the weekend

Silver Weekend Sponsor

\$15,000



- ✓ Recognized as the TMF Weekend Bronze Sponsor
- ✓ A designated table at the Dinner (10 guests)
- ✓ 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
- ✓ Opportunity to donate product/branded items during the weekend

Bronze Weekend Sponsor

\$10,000



Longest Shot Sponsor

\$10,000

Hole Sponsor

\$10,000

Golf Clinic Sponsor

\$10,000

Hole & One Sponsor

\$10,000

- ✓ Recognized as one of the following TMF Weekend Sponsors
- ✓ Logo inclusion on all marketing materials (digital, print, event signage)
- ✓ Press release mention and logo listed on tournament website
- ✓ 3 ticket Admission to Dinner
- ✓ Includes 18 holes of golf for one (1) foursomes (4 golfers).
- ✓ Admission to Tyrese Maxey Meet & Greet during Golf tournament.

- ✓ 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

\$1,000



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

\$500 per person
\$1,500 per team (3 golfers)

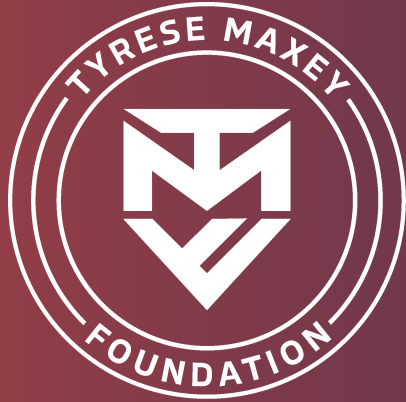


Future Opportunities to Sponsor...

- 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



*Friends
Family &*
WEEKEND 2024



Tyrese Maxey Foundation

SCHOLARSHIPS PROGRAM
2024



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

2024

To apply and be considered, download an application packet at <https://forms.gle/a9rvLZQHs96pZZb87>.

OR

Contact TMF at
Tyresemaxeyfoundation@maxlevels.com.



Tyrese Maxey Foundation

FRIENDS AND FAMILY WEEKEND
AUGUST 2024

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