



Dear Potential Sponsor:

We are proud to announce the 2021 Juneteenth Golf Classic benefiting the Dallas Black Chamber of Commerce. The Classic will be held on Saturday, June 19, 2021, at The Golf Club of Dallas, in Dallas, TX.

The goal of the 2021 Juneteenth Golf Classic is to Celebrate, Support, and Collaborate. This year we will be fulfilling our goal by raising awareness and funds for area Black-owned businesses. Micro-grants will be awarded to several Black-owned businesses in the Dallas area with the help of the Dallas Black Chamber of Commerce.

By supporting the 2021 Juneteenth Golf Classic you can take pride in the fact that you are supporting a golf classic established with the intention to bring local business owners and the community together, at the only Black-owned golf course in the state of Texas, located in the southern sector of Dallas.

Enclosed please find details of the sponsorship and participation opportunities for the 2021 Juneteenth Golf Classic. Your involvement will make this year's event a special and successful celebration. We appreciate your consideration and look forward to hearing from you soon.

Please register online at [www.juneteenthgolfclassic.com](http://www.juneteenthgolfclassic.com). If you have any questions, please do not hesitate to email us at [info@juneteenth.golf](mailto:info@juneteenth.golf).

Regards,

Iman Cole  
Co-Chair

Freddie D. Harris  
Co-Chair

Clay Myers II, PGA  
Honorary Co-Chair



# Sponsorship Guide



**June 19<sup>th</sup>, 2021**  
**Golf Club of Dallas**  
**Dallas, TX**  
**12pm Shotgun**  
**4-Person Scramble**



# Event Overview



## Tournament Introduction

We are pleased to announce the 2021 Juneteenth Golf Classic, a golf event with an intentional purpose to Celebrate, Support, and Collaborate. It is also with great pleasure that we present this year's honorary co-chair, Clay Myers II, PGA.

We're deliberate about our commitment to the community, which is why the 2021 Juneteenth Golf Classic will be held at The Golf Club of Dallas. This is an amazing opportunity to support and play at the only Black-owned golf course in the state of Texas!

## Benefiting Cause

This year, a portion of the monies generated by the Juneteenth Golf Classic will go to fund area Black business owners with micro-grants given by the Dallas Black Chamber of Commerce.

In the last year the Dallas Black Chamber of Commerce has helped numerous Black business owners in the Metroplex access over 5 million dollars in funding, and the goal is to assist them with their funding moving forward.

## Course Information

The Golf Club of Dallas is a 157-acre hidden jewel in the Oak Cliff community of Dallas. The Golf Club of Dallas was built in 1954 and was formerly known as the Oak Cliff Country Club. During its time as a country club, the Byron Nelson Golf Tournament was held there for eight years. In February 2019, Oak Cliff Bible Fellowship's senior pastor, Dr. Tony Evans, saw an opportunity to purchase the property that backs up to the OCBF Education Center.



# SPONSORSHIP OPPORTUNITIES



## **Presenting Sponsor (\$15,000)**

- Logo or company name on all marketing & promotional materials
- Logo or company name on official golf polo (every player gets one)
- Representative welcomes golfers and announces the Shotgun Start
- Logo or company name on volunteer t-shirt
- Dedicated Banners & Signage throughout course
- Logo or company name on website
- Social Media recognition (Instagram & Facebook)
- (3) Social media commercials & email blast
- VIP Sponsor Recognition Event
- (12) Individual Golfers Included

## **Diamond Sponsor (\$7,500)**

- Co-Branded with Classic logo Tee Box Wall
- Dedicated photographer for all drives off the 1st box
- Logo or company name on volunteer t-shirt
- Logo or company name on website
- Social media recognition: Instagram & Facebook
- (2) Social media commercials & email blast
- VIP Sponsor Recognition Event
- (8) Individual Golfers Included



# SPONSORSHIP OPPORTUNITIES



## Platinum Sponsor (\$5,000)

- Dedicated Signage at Lunch & Happy Hour Areas
- Logo or Company Names on Cups & Napkins\*
- Logo or company name on website
- Social Media recognition (Instagram & Facebook)
- (2) Social Media commercial post
- VIP Sponsor Recognition Event
- (4) Individual Golfers Included

## Gold Sponsor (\$3,500)

- Logo or company name on each cart of the Classic
- Logo or company name on website
- Social Media recognition (Instagram & Facebook)
- (2) Social Media commercial post
- VIP Sponsor Recognition Event
- (4) Individual Golfers Included

## Fairway Sponsor (\$1,000)

- Large branded banner displayed along a selected fairway of the golf course
- Logo or company name on website
- Social Media recognition (Instagram & Facebook)
- Ability to have a table and present at hole to golfers
- VIP Sponsor Recognition Event
- (2) Individual Golfers Included

*Note: Presenting Sponsor included on all digital/printed material*

*\*TBD depending on current COVID-19 restrictions*



# SPONSORSHIP OPPORTUNITIES

## Individual Hole Sponsor (\$350)

- Large branded sign prominently displayed on one hole
- Logo or company name on website
- Social Media recognition (Instagram & Facebook)
- Ability to have a table and present at hole to golfers
- VIP Sponsor Recognition Event



*Note: Presenting Sponsor included on all digital/printed material*

*\*TBD depending on current COVID-19 restrictions*

Juneteenth Golf Classic | [info@juneteenth.golf](mailto:info@juneteenth.golf) | [www.juneteenthgolfclassic.com](http://www.juneteenthgolfclassic.com)





## **2021 Juneteenth Golf Classic ~ Sponsorship Agreement ~**

*Yes – my company is proud to sponsor the 2021 Juneteenth Golf Classic,  
to be held June 19th, 2021 at the Golf Club of Dallas.*

**Sponsorship Type**    ☐ **Presenting Sponsor (\$15,000)**  
                                  ☐ **Diamond Sponsor (\$7,500)**  
                                  ☐ **Platinum Sponsor (\$5,000)**  
                                  ☐ **Gold Sponsor (\$3,500)**  
                                  ☐ **Fairway Sponsor (\$1,000)**  
                                  ☐ **Hole Sponsor (\$350)**

**Sponsor Company** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Email Address** \_\_\_\_\_

**Phone Number** \_\_\_\_\_

**Signature/Date** \_\_\_\_\_

*Payments can be made online at [www.juneteenthgolfclassic.com](http://www.juneteenthgolfclassic.com) or by check.  
Please make checks payable to **Juneteenth Golf Classic**.*

**Mail payments and this form to:**

Juneteenth Golf Classic  
c/o: Freddie D. Harris  
3662 W Camp Wisdom Rd #2044  
Dallas, TX 75237