



**MONDAY, OCTOBER 20**

1904 Old Hickory Blvd.



Old Hickory, TN 37138

**REGISTRATION BEGINS 9 a.m. | SHOTGUN START 11 a.m.**



Please join us for the Speedway Children's Charities golf scramble benefitting youth throughout Middle Tennessee. The event features exclusive NASCAR prizes, giveaways and all-inclusive food and drink and after-party. Proceeds will be distributed to local charitable organizations supporting children in need.

For more information, please contact Traci Roberts at [troberts@nashvillesuperspeedway.com](mailto:troberts@nashvillesuperspeedway.com).

# SPONSORSHIP LEVELS

(SPONSORSHIP LEVELS CAN BE SPLIT AMONG MULTIPLE PARTNERS)

## SPONSORSHIP PACKAGES INCLUDE:

### TITLE SPONSOR - \$20,000

- Exclusive title sponsorship
- Includes two teams, four golfers per team
- Prominent logo inclusion on all pre-event assets
- Opportunity to address golfers and other attendees prior to shotgun start
- Opportunity to set up promotional display and provide promotional items to attendees
- Media exposure and prominent recognition in all event announcements
- Prominent, dedicated sponsor recognition on social media networks (Speedway Children's Charities -Nashville and Nashville Superspeedway)
- Prominent logo inclusion on step and repeat photo backdrop
- Prominent logo inclusion on all print and digital event signage
- One hole sponsorship on tee with corporate display and scoreboard recognition
- Complimentary lunch and beverage
- Complimentary dinner and beverage
- After party featuring award-winning songwriters

### PRESENTING SPONSOR - \$15,000

- Includes two teams, four golfers per team
- Corporate logo included on all promotional and sales materials
- Opportunity to set up promotional display and provide promotional items to attendees
- One hole sponsorship on tee and corporate display and scoreboard recognition
- Potential media exposure and prominent recognition in all event announcements
- Sponsor recognition on social media networks (Speedway Children's Charities - Nashville and Nashville Superspeedway)
- Logo inclusion on all print and digital event signage
- One hole sponsorship on tee with corporate display
- Complimentary lunch and beverages
- Complimentary dinner and beverages
- After party featuring award-winning songwriters

### DINNER/HAPPY HOUR SPONSOR \$12,000

- Includes one team of four golfers
- Corporate logo displayed at dinner serving station and happy hour area
- One hole sponsorship on tee with corporate display
- Corporate logo displayed at the event and in promotional information
- Potential media exposure and recognition in event announcements
- Sponsor recognition on social media networks (Speedway Children's Charities – Nashville & Nashville Superspeedway)
- Logo inclusion on all print and digital event signage
- Complimentary lunch and beverages
- Complimentary dinner and beverages
- After party featuring award-winning songwriters

### GOLF CART SPONSOR - \$10,000

- Includes one team of four golfers
- Corporate logo displayed on every golf cart
- Opportunity to set up promotional display and provide promotional items to attendees
- Corporate logo displayed at the event and in promotional information
- One hole sponsorship on tee with corporate display
- Potential media exposure and recognition in event announcements
- Sponsor recognition on social media networks (Speedway Children's Charities - Nashville and Nashville Superspeedway)
- Logo inclusion on all print and digital event signage
- Complimentary lunch and beverages
- Complimentary dinner and beverages
- After party featuring award-winning songwriters

### LUNCH SPONSOR - \$8,000

- Includes one team of four golfers
- Corporate logo displayed at the lunch serving station
- One hole sponsorship on tee with corporate display
- Corporate logo displayed at the event and in promotional information
- Potential media exposure and recognition in event announcements
- Sponsor recognition on social media networks (Speedway Children's Charities - Nashville and Nashville Superspeedway)
- Logo inclusion on all print and digital event signage
- Complimentary lunch and beverages
- Complimentary dinner and beverages
- After party featuring award-winning songwriters

ALL REGISTRATION OPTIONS INCLUDE AN **EVENT WELCOME BAG** AND:

• Green Fee • Light Breakfast • Beverages • Lunch • Happy Hour • Dinner • Live & Silent Auction • Entertainment

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# SPONSORSHIP LEVELS

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## SPONSORSHIP PACKAGES INCLUDE:

### SNACK CART SPONSOR - \$8,000

- Includes one team of four golfers
- Corporate logo displayed on snack carts
- One hole sponsorship on tee with corporate display
- Corporate logo displayed at the event and in promotional information
- Potential media exposure and recognition in event announcements
- Sponsor recognition on social media networks (Speedway Children's Charities – Nashville and Nashville Superspeedway)
- Logo inclusion on all print and digital event signage
- Complimentary lunch and beverages
- Complimentary dinner and beverages
- After party featuring award-winning songwriter

### CONTEST SPONSOR - \$8,000

- Includes one team of four golfers
- Corporate logo displayed at holes with contests
- One hole sponsorship on tee with corporate display
- Corporate logo displayed at the event and in promotional information
- Potential media exposure and recognition in event announcements
- Sponsor recognition on social media networks (Speedway Children's Charities – Nashville and Nashville Superspeedway)
- Logo inclusion on all print and digital event signage
- Complimentary lunch and beverages
- Complimentary dinner and beverages
- After party featuring award-winning songwriters

### ENTERTAINMENT SPONSOR - \$5,000

- Includes one team of four golfers
- Corporate logo displayed at prize table and at the event
- One hole sponsorship on tee with corporate display
- Corporate logo displayed at the event and in promotional information
- Potential media exposure and recognition in event announcements
- Sponsor recognition on social media networks (Speedway Children's Charities – Nashville and Nashville Superspeedway)
- Logo inclusion on all print and digital event signage
- Complimentary lunch and beverages
- Complimentary dinner and beverages
- After party featuring award-winning songwriters

### BREAKFAST SPONSOR - \$5,000

- Includes one team of four golfers
- One hole sponsorship on tee with corporate display
- Corporate logo at breakfast area and scoreboard recognition
- Corporate logo displayed at the event and in promotional information
- Potential media exposure and recognition in event announcements
- Sponsor recognition on social media networks (Speedway Children's Charities and Nashville Superspeedway)
- Complimentary lunch and beverages
- Complimentary dinner and beverages
- After party featuring award-winning songwriters

**SOLD**

### REGISTRATION SPONSOR - \$3,000

- Signage at registration table
- Potential media exposure and recognition in event announcements
- Sponsor recognition on social media networks (Speedway Children's Charities - Nashville and Nashville Superspeedway)
- Complimentary lunch and beverages
- Complimentary dinner and beverages
- After party featuring award-winning songwriters

### HOLE SPONSOR - \$2,500

- One hole sponsorship on tee with corporate display
- Sponsor recognition on social media networks (Speedway Children's Charities - Nashville and Nashville Superspeedway)
- Complimentary lunch and beverages
- Complimentary dinner and beverages
- After party featuring award-winning songwriters

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**SPEEDWAY  
CHILDREN'S  
CHARITIES**



## **WHO WE ARE**

The mission of Speedway Children's Charities remains true to the ideals it was founded upon in 1982: To care for children in educational, financial, social and medical needs in order to help them lead productive lives. SCC is a nonprofit 501(c)(3) organization and provides funding for hundreds of nonprofit organizations meeting the direct needs of children. Our vision is that every child has the same opportunities no matter what obstacles they are facing.

## **OUR HISTORY**

Speedway Children's Charities was founded by Bruton Smith, then Chairman of Speedway Motorsports and Sonic Automotive, as a memorial and legacy to his son, Bruton Cameron Smith, who passed away at a very young age. Given his experience, Smith became passionate about wanting to help children in need. Speedway Children's Charities was created to focus on communities surrounding Speedway Motorsports facilities. "Our sole concern at SCC is to help a child in need," said Smith. SCC expanded nationally in 1982, and throughout the years has grown to funding thousands of organizations that help children directly with everything from educational support to the basic need of a coat or a simple meal.

## **WHAT WE DO**

Speedway Children's Charities is more than just a fundraiser. Our local chapters are partners in change, working with a broad range of people and organizations to identify and resolve pressing issues dealing with children in their communities. Because of the unique conditions in every community, the issues Speedway Children's Charities addresses are determined locally. Marcus Smith, Chairman of Speedway Motorsports, continues the mission with a vision to provide greater-impact funding to the daily challenges facing orphaned and foster children, those from broken homes, and those who have been a victim or affected by sex trafficking. Although priorities for Speedway Children's Charities are set locally, we have one common goal - to ensure every child in need be given the tools to build a better, brighter and healthy future.

*To learn more, please visit **SpeedwayCharities.org**.*

**WE THANK YOU FOR YOUR SUPPORT!**