

StacheStrong Invitational

SPONSORSHIP LEVELS



\$50K - "Masters" Sponsor

Includes: Three (3) foursomes, premier signage placement, three (3) social media posts recognizing sponsorship, one (1) tee box sign, one (1) hole flag and name/logo on all event communications.

\$25K - "US Open" Sponsor

Includes: Two (2) foursomes, premier signage placement, two (2) social media posts recognizing sponsorship, one (1) tee box sign AND one (1) hole flag.

\$15K - "PGA" Sponsor

Includes: One (1) foursome, one (1) social media post recognizing sponsorship, one (1) tee box sign AND one (1) hole flag.

\$10K - "The Players" Sponsor

Includes: One (1) foursome, one (1) social media post recognizing sponsorship, and one (1) tee box sign OR one (1) hole flag.

\$5K - "Ryder Cup" Sponsor (several opportunities below)

Includes: Tournament signage at respective sponsorship area.

Bag Drop - \$5,000
Bev Cart Sponsor - \$5,000
Breakfast Sponsor - \$5,000

Scoring Sponsor - \$5,000
Vendor Sponsor - \$5,000
After Party Sponsor - \$5,000

WHERE?

Jonathan's Landing
Old Trail Medal Course

WHEN?

5/6/2024
8:30 AM

FORMAT?

Shotgun
Scramble

COST?

\$2,500 per
foursome
*before 4/1/24

Pre-night party at Evo Italian on May 5th



StacheStrong is a 501(c)3 non-profit devoted to raising funds and awareness for brain cancer research. Defeating brain cancer and improving the quality of patients' lives is our daily focus.

support.StacheStrong.org/golf

   @StacheStrong



STACHE STRONG

SUPPORTING BRAIN CANCER RESEARCH

Sept. 21st, 2024

5K

7th Annual

Run/Walk for Brain Cancer Research

Registration includes
StacheStrong t-shirt!

In-person race 3PM
Vestal High School

Participate virtually
(anywhere) all weekend

Scan to learn more



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www.StacheStrong.org

   @StacheStrong

StacheStrong@gmail.com



7th Annual

Run/Walk for Brain Cancer Research

Sponsorship Opportunities

Event (\$10,000)

Sponsor logo with premier placement on t-shirts, website and social media, with special mention that sponsor has covered the cost of t-shirts and postage for this flagship event. Includes a promo code for up to 15 registrations.

Platinum (\$5,000)

Large sponsor logo on t-shirts, website, and social media. Includes a promo code for up to 10 registrations.

Gold (\$2,500)

Medium sponsor logo on t-shirts, website and social media. Includes a promo code for up to 5 registrations.

Silver (\$1,000)

Small sponsor logo on t-shirts, website and social media. Includes a promo code for up to 2 registrations.

Bronze (\$500)

Sponsor logo on website and social media. Includes a promo code for up to 1 registration.

Contact us at
StacheStrong@gmail.com



Learn more at
support.stachestrong.org/5k



6th Annual **STACHE STRONG**

NYC Charity Fundraiser

Legends

6 W 33rd St, New York, NY

Friday 10/18 from 7-11PM

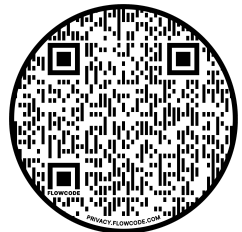
Register by
October 1st:

\$100

Register after
October 1st:

\$125

Scan QR
code to
Register or
Sponsor



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   @StacheStrong



5th Annual STACHE STRONG NYC Charity Fundraiser

Sponsorship Opportunities

"The Legend" ~ Event Sponsor (\$20,000)

"The Legend" Event sponsor pays homage to our inspiration, GJ Gerner & his battle against Glioblastoma, embodying what it means to #LiveStacheStrong.

Includes exclusive placement on all event communications (in-person and online), company branding on items given to all attendees, ten (10) event tickets, and the option to have our President, Colin Gerner, speak at a company event

Platinum (\$10,000)

Highlighted as Platinum Sponsor across all social media outlets/website, premium placement on all event communications (in-person and online), company branding on items given to all attendees, and five (5) event tickets

Gold (\$5,000)

Highlighted as Gold Sponsor across all social media outlets/website, placement on event communications, and three (3) event tickets

Silver (\$2,500)

Highlighted as Silver Sponsor across all social media outlets/website, placement on event communications and two (2) event tickets

Bronze (\$1,000)

Highlighted as Bronze Sponsor across all social media outlets/website, and one (1) event ticket



support.stachestrong.org/nycevent
StacheStrong@gmail.com



STACHE STRONG

SUPPORTING BRAIN CANCER RESEARCH

#BrewStacheStrong

a collaboration in support of brain cancer research

ABOUT US:

Every 'Stache tells a different story. StacheStrong was born from brotherly love after GJ Gerner underwent his first brain cancer surgery for Glioblastoma (GBM). He was determined to have a mindset to live life to the fullest regardless of the circumstances.

GJ and his brother Colin co-founded StacheStrong, a 501(c)3 non-profit organization, to raise funds and awareness for brain cancer research. GJ courageously battled GBM for 25 months before succumbing to this aggressive disease at 30 years old. As if fighting an incurable disease wasn't enough of a task, he was also focused on helping others in the brain cancer community; that's the epitome of how to #LiveStacheStrong!

The #BrewStacheStrong collaboration is bringing together breweries and communities across the country in support of a disease that impacts far too many people. Just like every 'Stache tells a story, every beer tells a story. We #BrewStacheStrong to help further StacheStrong's mission as a part of this national campaign with breweries across the country.

CAMPAIGN HIGHLIGHTS

We have now collaborated with 350+ breweries in more than 40 states and poured over 1M pints for brain cancer research!

- 1 Brew a new beer or utilize an existing beer
- 2 Commit to \$1 per pint/can of the batch your team brews (e.g.: Commit to brew a 10bbl batch)
- 3 Download media kit for #BrewStacheStrong assets (can art, flyers, press release, etc.)
- 4 Promote #BrewStacheStrong in your community and on social media
- 5 Raise a pint to fight brain cancer!





STACHE STRONG

SUPPORTING BRAIN CANCER RESEARCH

#BrewStacheStrong

a collaboration in support of brain cancer research

We are consistently humbled by the groundswell of support from the craft beer community for our #BrewStacheStrong campaign, which has now included 350+ breweries in 40+ states.

We are eager to work with your brewery and community in 2024 to amplify our impact on brain cancer research. Your brewery's donations will go directly to funding brain cancer research and your involvement will give HOPE to thousands of people across the country fighting this disease; even more will be able to raise a pint in memory of their loved ones!

Please email us at StacheStrong@gmail.com if you are interested in partnering with our organization for the 2024 #BrewStacheStrong campaign and see below for the detailed campaign logistics:



Confirm your donation commitment (e.g.: \$1 per pint/can), **batch size in BBLs** and plans around serving on **draft/in cans** for our records. **Please have the beer on tap/in cans by May 1 and sell until completion of batch.**



Our media kit includes the **can art to be used for your can labels**. We've included an instruction template, but each brewery will need to **edit/complete 4 main areas on this file before printing:**

①

Insert your logo on the center emblem and on the campaign detail box to show the collaboration.

②

If you wish, update the #BrewStacheStrong **banner/bordering oval around the emblem** with your brewery's primary and secondary colors.

③

Update your #BrewStacheStrong **beer style and ABV** on the bottom of the center emblem (e.g.: IPA • 6.7%).

④

Make any necessary updates/additions to the box with Craft Brewer's Association logo (e.g.: Brewery location, beer profile, etc.).





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SUPPORTING BRAIN CANCER RESEARCH

#BrewStacheStrong

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Our media kit includes our **QR code and Logo**. Please include these on your POS assets and menus/tap lists. Please also **list our organization name (StacheStrong) and our mission to raise funds and awareness for brain cancer research** on all menus/tap lists, as well as any necessary materials to clearly connect your beer to StacheStrong and brain cancer research.



Our media kit includes the **Press Release template** for all breweries to complete with your respective details. Please **send finalized PR release to your media contacts during April**. This will allow plenty of coverage of the #BrewStacheStrong campaign, the breweries/communities involved and why this mission is so vital!



Follow @StacheStrong on all social media platforms (Instagram, Facebook, Twitter, LinkedIn) to ensure we can engage throughout the campaign. Promote your participation in this campaign through regular social media posts using **#BrewStacheStrong and tagging @StacheStrong**.



Discuss #BrewStacheStrong and your involvement with other local breweries and friends in the industry to amplify the impact.



Our media kit includes **several editable digital assets**. Use them as is or as inspiration for your own promotional material in taprooms/social media (**e.g.: poster, table tent card, a check presenter, social media posts, etc.**).



If applicable, please provide us with any **anecdotes about how brain cancer has touched you/your community**.



Our media kit includes a **trademark licensing agreement**, which gives you the ability to use StacheStrong's trademark; you're agreeing to use the trademark in good faith to market, advertise and sell.

Please reach out with any questions or points of clarification. We are SO excited and blessed to work with each and every one of you and I want to reiterate how important your involvement is to tens of thousands of families across the country. Together we WILL flip the script on brain cancer!!!

~Colin Gerner, President and Co-Founder of StacheStrong
☎(607) 761-0365 ✉StacheStrong@gmail.com