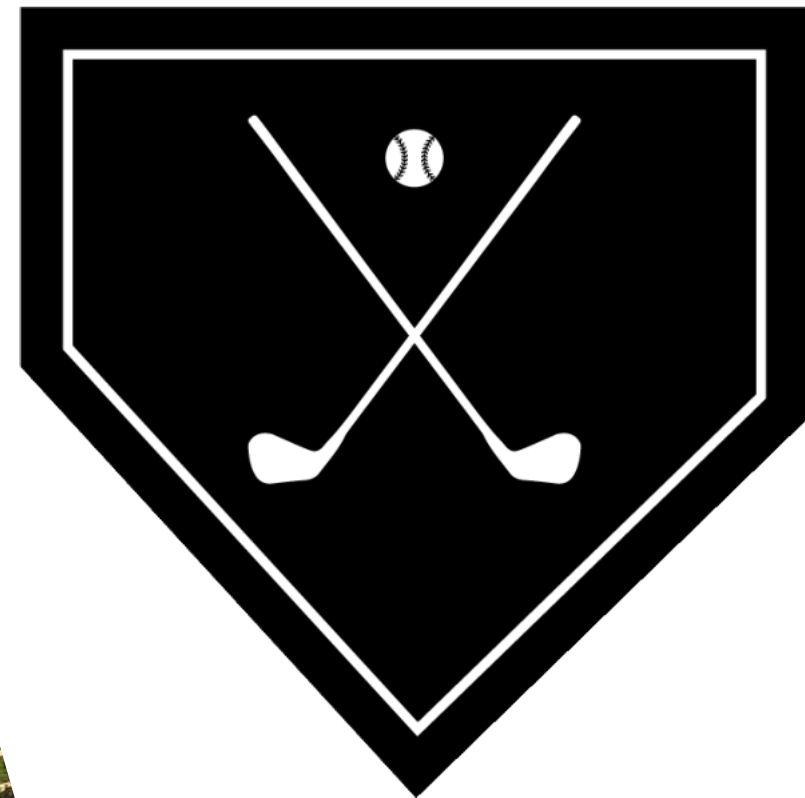


Los Angeles / 11.4.24

5th Annual

LEGENDS
ON THE
LINKS



BENEFITING




THE RIVIERA COUNTRY CLUB



LEGENDS ON THE LINKS

On behalf of the Dedeaux family, please join us at our 2024 Legends on the Links Golf Tournament. Legends on the Links is a charity fundraiser golf tournament featuring benevolent professionals from the Los Angeles area, current and former professional athletes, entertainment celebrities, and our family and friends, all teaming up to raise money for youth baseball and softball programs in underserved areas, and to have a lot of fun while doing so.

Brett Dedeaux, Chairman - Rod Dedeaux Foundation & Legends on the Links Board of Directors

Rivera Country Club / Los Angeles, CA

#18 Ranked Course in Golf Digest Top 100 in America

Annual Host Venue of the Genesis Los Angeles Open PGA Tour Golf Championship

Monday, November 4, 2024

8:30AM – 10:15AM / Registration, Pre-Golf Activities

10:30AM / Shotgun Start, Lunch, Course Contests

4PM / Post-Golf Reception, Silent Auction

5PM / Post-Golf Dinner, Auction, Live Music

Golf Format: 5-person Shamble

Team of 4 amateurs + celebrity. All golfers hit a tee shot and the best drive is selected for the entire team to play from this position. Then each golfer plays their own ball until holed. The team scoring will be a flighted competition, counting one gross score + one net score of the fivesome.

All funds raised will directly benefit Rod Dedeaux Foundation.





Rod Dedeaux Foundation

The Rod Dedeaux Foundation's (RDF) mission is to impact every step of a ballplayer's journey, from the dugout to the final out. We accomplish this by collaborating with groundbreaking beneficiaries to create equal opportunities for our city's at-risk youth to excel on the diamond, in the classroom, and in the game of life. Embodying Rod's fervent optimism for the communities he served, the Rod Dedeaux Foundation is steadfast in rewriting the narrative of baseball and softball in urban America.

RDF strives to accomplish our mission by:

- Providing annual college scholarships and grants, in partnership with the MLB Urban Youth Academy in Compton, to qualified candidates based on financial need and academic merits including GPA and community service. To date, RDF has awarded over \$400,000 to deserving students through scholarship funds.
- Offering professional coaching and mentoring experiences for 300+ Compton Unified School District middle school kids participating in our annual Youth Softball & Baseball Clinics and 1,000+ elementary kids in our annual Tee Ball Clinic, through our partnership with Educational Sports Institute (ESI). Over 25 coaches (former MLB stars & current collegiate and high school players) assist in ensuring that each participant has the most impactful experience possible by providing valuable instruction, breakfast, lunch, exciting giveaways, and memories to last a lifetime!
- Providing urban youth with access to valuable resources including sports equipment, coaching support, and athletic facilities which will allow them to play in year-round baseball and softball leagues.
- Raising funds and awareness of community needs through annual fundraisers, including our Annual Legends on the Links Golf Tournament, networking and grants.

Thanks to generous donors and supporters, such as Kennedy Wilson (scholarship sponsor since 2015), the Rod Dedeaux Foundation has been able to award at least two scholarships (one each to a male and female scholar athlete) to attend college since 2015. The scholarship grants \$7,500 per academic year (for 4 years) for those who maintain good standings with their scholarship (minimum 3.0 or higher). Thanks to people like you, we are helping keep kids in school, off the streets, focused on sports and giving them the opportunity to improve the quality of their future.



TROJANS

TEMPLEN, CA
YOUTH ACADEMY

Logo Calaca

Reid, Frankie



PACIFIC
Palisades

adidas



Sponsorship & Networking Opportunities

Come out to the beautiful Riviera Country Club to hit the fairways and grace the greens to network and have an incredible experience at the best event of its kind in this area.

Take a look at what's available to you as a sponsor and guest. Don't see something that feels like the right fit? Let's work together to create a custom package just for you!

Sponsorship Opportunities

- Golf Sponsorships
- Non-Golf Sponsorships

Non-Sponsor Golf Opportunities

Dinner Opportunities

Details of the sponsorship levels above, as well as additional opportunities, can be found on the following pages.



Golf Sponsorships



Legends on the Links Title Sponsor / \$50,000

- Designated as Title Sponsor of the 5th Annual Legends on the Links Golf Tournament (i.e. Legends on the Links Presented by “Your Company”)
- Branded as the Title Sponsor with logo prominently displayed on all event advertisements, clubhouse welcome banner, event signage, and front cover of the printed dinner program
- Inside front cover full-page advertisement in the printed dinner program
- Logo branding on all golf carts (cart sign placards)
- Logo branding on all golf balls
- Logo branding on all (18) pin flags or cup sinker discs
- (4) Feather flags with company logo & welcome banner at the clubhouse entrance
- (4) Tee signs with company logo
- Logo prominently displayed on the Rod Dedeaux Foundation and event registration websites
- (1) Fivesome for the tournament inclusive of (1) celebrity athlete captain to complete your fivesome
- (1) Forecaddie for your fivesome
- Logo on the front of all forecaddie bibs (** must be committed by September 1, 2024 to meet print deadline*)
- Certificate for each of your golfers (5 total) for a full set of new golf grips from Grips on the Go to be installed during the event
- Exclusive premium gift for all (5) golfers including group photos of your fivesome in a souvenir sleeve
- Company logo printed on the inside left sleeve of all golfer group photos (gold foil on black)
- Breakfast, lunch, and on-course refreshments for all golfers
- Admission for all (5) golfers to the post-golf reception & dinner plus (5) additional dinner guest invitations (10 guests total)
- (1) VIP table at the post-golf reception & dinner with reserved seating for (10) guests
- (1) Bottle of champagne for your VIP table
- Sponsor recognition during the post-golf reception & dinner





Legends on the Links Platinum Reception Sponsor / \$25,000

- Designated as the Platinum Reception Sponsor for the 5th Annual Legends on the Links Golf Tournament
- Logo prominently displayed on clubhouse welcome banner, event signage, printed materials, and in the printed dinner program
- Logo displayed on post-golf reception and dinner signage
- (1) Half-page advertisement in the printed dinner program
- (2) Feather flags with company logo
- (2) Tee signs with company logo
- Logo displayed on the Rod Dedeaux Foundation and event registration websites
- (1) Twosome for the tournament
- (1) Forecaddie for your fivesome (1 total)
- Logo on the back of all forecaddie bibs (** must be committed by September 1, 2024 to meet print deadline*)
- Certificate for both (2) golfers for new golf grips from Grips on the Go to be installed during the event on the golfer's choice of woods, wedges, or putter
- Premium gift for both (2) golfers including a group photo in a souvenir sleeve
- Breakfast, lunch, and on-course refreshments for both golfers
- Admission for both (2) golfers to the post-golf reception & dinner plus (2) additional dinner guest invitations (4 guests total) with unassigned seating
- Sponsor recognition during the post-golf reception & dinner





Non-Golf Sponsorships



Warehouse & Golf Sponsor / \$30,000

- Designation as the exclusive sponsor of the Pitch in for Baseball & Softball (PIFBS) West Coast Warehouse (located at Dart Warehouse – 1430 S. Eastman Ave.) (i.e. “Your Company” West Coast Warehouse for PIFBS)
 - ▶ PIFBS provides support for youth leagues, domestic & international grants and disaster relief. Impacting over 1-million children to date in all 50 states and 112 countries, and eliminating equipment barriers so kids can play ball.
 - ▶ Through our partnership with PIFBS, we provide and pay for storage of their west coast equipment. Annual costs of storage ranges from \$15-\$25K+ a year depending on the volume.
- Company listed on the Rod Dedeaux Foundation website (“Your Company” West Coast Warehouse for PIFBS Sponsor)
- Golf Sponsorship at the 5th Annual Legends on the Links Golf Tournament
 - ▶ (2) Tee signs with company logo
 - ▶ Logo prominently displayed on clubhouse welcome banner, event signage, and in printed dinner program
 - ▶ (1) Half-page advertisement in the printed dinner program
 - ▶ Logo displayed on the Rod Dedeaux Foundation and event registration websites
 - ▶ (1) VIP table at the post-golf reception and dinner with reserved seating for (5) guests
 - ▶ Sponsor recognition during the post-golf reception and dinner

Post-Golf Reception Sponsor / \$20,000

- Designated as the Reception Sponsor for the 5th Annual Legends on the Links Golf Tournament
- Logo on clubhouse welcome banner and in dinner program
- (2) Branded reception banners placed on stage and at the main bar during the post-golf dinner
- Full-page back cover advertisement in the printed dinner program
- Logo displayed on the Rod Dedeaux Foundation and event registration websites
- Logo on all cocktail napkins at the post-golf reception
- (1) Tee sign with company logo
- (8) Guest invitations to post-golf reception & dinner
- (1) VIP table at the post-golf dinner with reserved seating for (10) guests (1 table)
- (1) Bottle of champagne for your VIP table
- Sponsor recognition during the post-golf dinner



Exclusive Automotive Sponsor / \$10,000

- Designated as the Automotive Sponsor for the 5th Annual Legends on the Links Golf Tournament Logo on clubhouse welcome banner and in dinner program
- Exclusive rights to Hole-In-One prize package(s) (one package with 4 holes included)
**Hole-in-One insurance pricing may increase for high-end and exotic vehicles and prizes valued over \$100K.*
- Opportunity to prominently display up to (3) vehicles at the tournament with at least one vehicle as a hole-in-one prize (car at holes #4 and #14 + display vehicle at golfer registration)
- Logo on clubhouse welcome banner and in the printed dinner program
- (1) Half-page advertisement in the printed dinner program
- (4) Tee signs with company logo prominently displayed on all (4) hole-in-one contest holes
- Logo displayed on the Rod Dedeaux Foundation and event registration websites
- Opportunity for an activation and/or product/information display on tee box at grand prize hole-in-one hole
- (2) Guest invitations for the post-golf reception & dinner with unassigned seating

Lunch Sponsor / \$10,000

- Designated as the Lunch Sponsor for the 5th Annual Legends on the Links Golf Tournament
- Logo on clubhouse welcome banner and in printed dinner program
- Logo recognition on-course at the Halfway House (lunch station)
- (1) Tee sign with company logo
- (4) Guest invitations to the post-golf reception and dinner with unassigned seating
- Logo displayed on the Rod Dedeaux Foundation and event registration websites
- Sponsor recognition during the post-golf reception and dinner



Around The Box Sponsor (Trackman Swing Analysis) / \$10,000

- Designated as the Swing Analysis Sponsor for the 5th Annual Legends on the Links Golf Tournament
- Logo on email to all golfers with video swing analysis
- Logo on all prize presentations for the longest drive, straightest drive, longest and straightest combo, and most offline drive golf contests
- Logo on clubhouse welcome banner and in the printed dinner program
- (1) Tee sign with company logo prominently displayed at the Trackman station
- Logo on all cocktail napkins at the post-golf reception
- Opportunity to be present with the Trackman station (2 guest maximum)
- Logo recognition in the tournament videos/sizzle reels
- Logo displayed on the Rod Dedeaux Foundation and event registration websites
- Sponsor recognition during the post-golf reception & dinner
- (2) Guest invitations to the post-golf reception and dinner with unassigned seating

Grips On The Go Sponsor / \$7,500

- Designated as the Golf Grip Sponsor for the 5th Annual Legends on the Links Golf Tournament
- Logo on putter grips installed for all golfers on a tee box
- Logo on clubhouse welcome banner and in the printed dinner program
- (1) Tee sign with company logo prominently displayed at the Grips on the Go grip changing station
- Opportunity to be present at the grip changing station (2 guest maximum)
- Logo recognition in the tournament videos/sizzle reels
- Logo displayed on the event registration website
- Sponsor recognition during the post-golf reception and dinner
- (2) Guest invitations to the post-golf reception and dinner with unassigned seating



Lady Pro & Closest To The Pin Sponsor / \$5,000

- Designated as the Lady Pro & Closest to the Pin Sponsor for the 5th Annual Legends on the Links Golf Tournament
- Logo on the closest to the pin proximity marker
- Logo on clubhouse welcome banner and in the printed dinner program
- (1) Tee sign with company logo prominently displayed on the closest to the pin tee box
- Logo displayed on the event registration website
- Logo recognition in the tournament videos/sizzle reels
- Sponsor recognition during the post-golf reception and dinner
- Ability to outfit the Lady Pro with branded polo and/or hat

Golf Cart Sponsor / \$5,000

- Designated as the Golf Cart Sponsor for the 5th Annual Legends on the Links Golf Tournament
- Logo on golf cart signs on all (75) golf carts
- Logo on clubhouse welcome banner and in the printed dinner program
- (1) Tee sign with company logo prominently displayed on a tee box
- Logo displayed on the event registration website
- Logo recognition in the tournament videos/sizzle reels
- Sponsor recognition during the post-golf reception and dinner



Contest Card Sponsor / \$5,000

- Designated as the Contest Card Sponsor Sponsor for the 5th Annual Legends on the Links Golf Tournament
- Logo on all Contest Cards for each golfer
- Logo on clubhouse welcome banner and in the printed dinner program
- (1) Tee sign with company logo prominently displayed on a tee box
- Logo displayed on the event registration website
- Logo recognition in the tournament videos/sizzle reels
- Sponsor recognition during the post-golf reception and dinner

Photography & Videography Sponsor / \$5,000

- Designated as the Photography & Videography Sponsor for the 5th Annual Legends on the Links Golf Tournament
- Logo on clubhouse welcome banner and in the printed dinner program
- (2) Tee signs with company logo prominently displayed on the #9 tee and #13 green
- (1) Half-page advertisement in the printed dinner program
- Logo displayed on the event registration website
- Logo recognition in the tournament videos/sizzle reels
- Company logo printed on the inside left sleeve of all golfer group photos (gold foil on black)
- Sponsor recognition during the post-golf reception and dinner



Driving Range Sponsor / \$2,500

- Designated as the Driving Range Sponsor for the 5th Annual Legends on the Links Golf Tournament
- Logo on all driving range dividers
- Logo on clubhouse welcome banner and in the printed dinner program
- (1) Tee sign with company logo prominently displayed on a tee box
- Opportunity to be present at the driving range during registration hours
- Logo displayed on the event registration website
- Logo recognition in the tournament videos/sizzle reels
- Sponsor recognition during the post-golf reception and dinner

Hole Sponsor / \$2,500

- (1) Hole Sponsorship for the 5th Annual Legends on the Links Golf Tournament
- Opportunity for an activation and/or product/information display near the tee box or green on a hole during the event
- Logo displayed on the event registration website
- (1) Tee sign with company logo

Media & Press Sponsor / \$1,500

- Designated as the Media & Press Sponsor for the 5th Annual Legends on the Links Golf Tournament
- Mentioned in all event newsletters, e-communications, and similar event marketing materials
- (1) Tee sign with company logo
- Logo displayed on the event registration website

Full Page Program Ad / \$500

- (1) Full-page advertisement in the printed dinner program



Non-Sponsorship Golf Opportunities



Golf Team / \$15,000

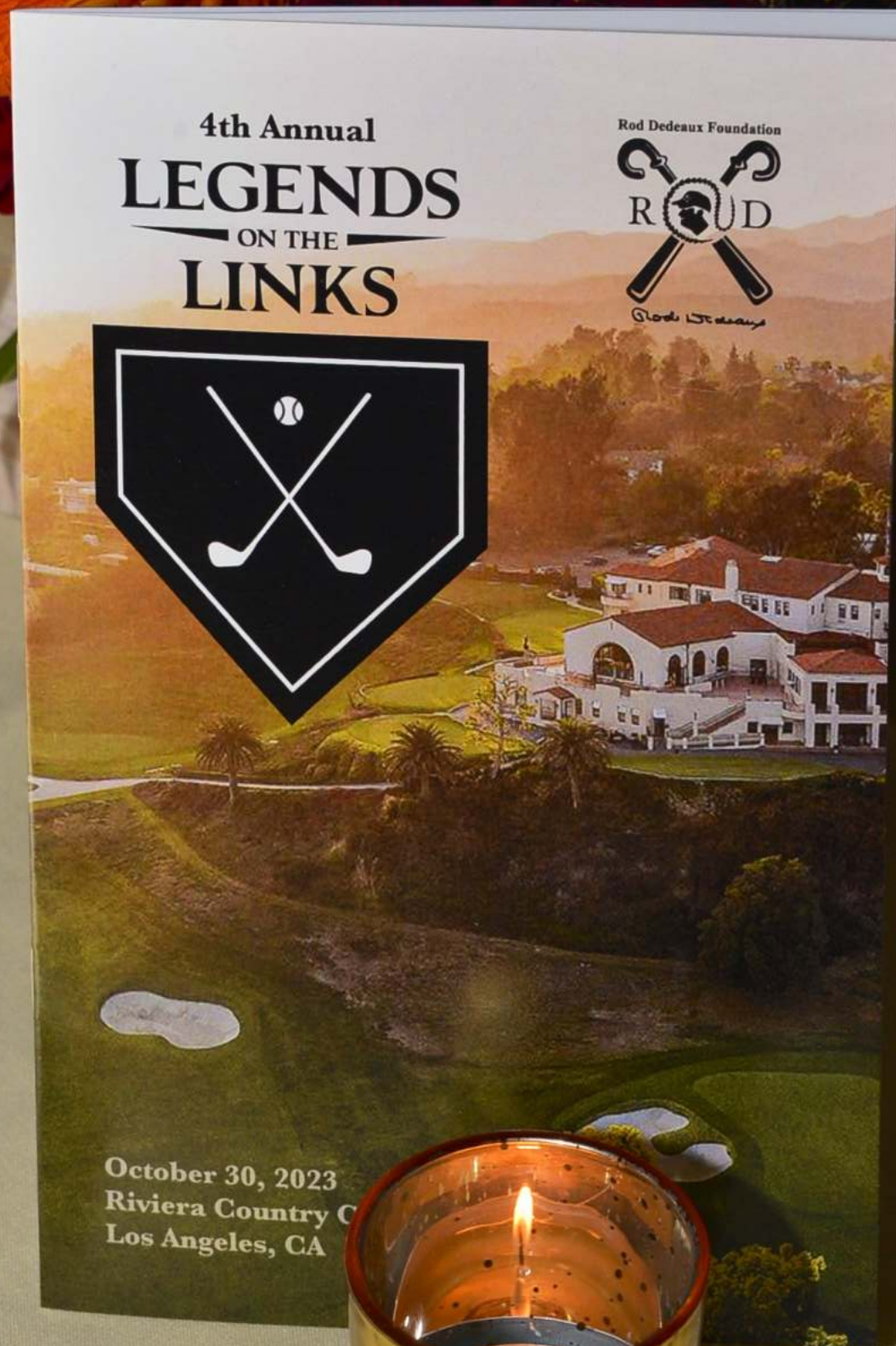
- (1) Fivesome for the 5th Annual Legends on the Links Golf Tournament inclusive of (1) celebrity athlete captain to complete your fivesome
- (1) Forecaddie for your fivesome
- Certificate for each of your golfers (5 total) for (1) new golf grip from Grips on the Go to be installed on the golfer's choice of club (excluding putter) during the event
- Gift for all (5) golfers including a group photo of your fivesome in a souvenir sleeve
- Breakfast, lunch, and on-course refreshments for all golfers
- Admission for all (5) golfers to the post-golf reception and dinner with unassigned seating

Golf Twosome / \$8,000

- (1) Twosome for the 5th Annual Legends on the Links Golf Tournament
- Certificate for both (2) golfers for (1) new golf grip from Grips on the Go to be installed on the golfer's choice of club (excluding putter) during the event
- Gift for both (2) golfers including a group photo in a souvenir sleeve
- Breakfast, lunch, and on-course refreshments for all golfers
- Admission for both (2) golfers to the post-golf reception and dinner with unassigned seating

Individual Golfer / \$4,500

- (1) Golf entry for the 5th Annual Legends on the Links Golf Tournament
- (1) Certificate for (1) new golf grip from Grips on the Go to be installed on the golfer's choice of club (excluding putter) during the event
- (1) Golfer gift including a team photo in a souvenir sleeve
- Breakfast, lunch, and on-course refreshments for all golfers
- Admission for (1) to the post-golf reception and dinner with unassigned seating



Premium Dinner Package / \$5,000

- (1) VIP table for (8) guests at the 5th Annual Legends on the Links Golf Tournament post-golf reception and dinner with reserved seating
- (2) Bottles of champagne for your VIP table
- (1) Half-page advertisement in the printed dinner program
- Recognition during the post-golf reception and dinner

Single Admission To Post-Golf Reception / \$350

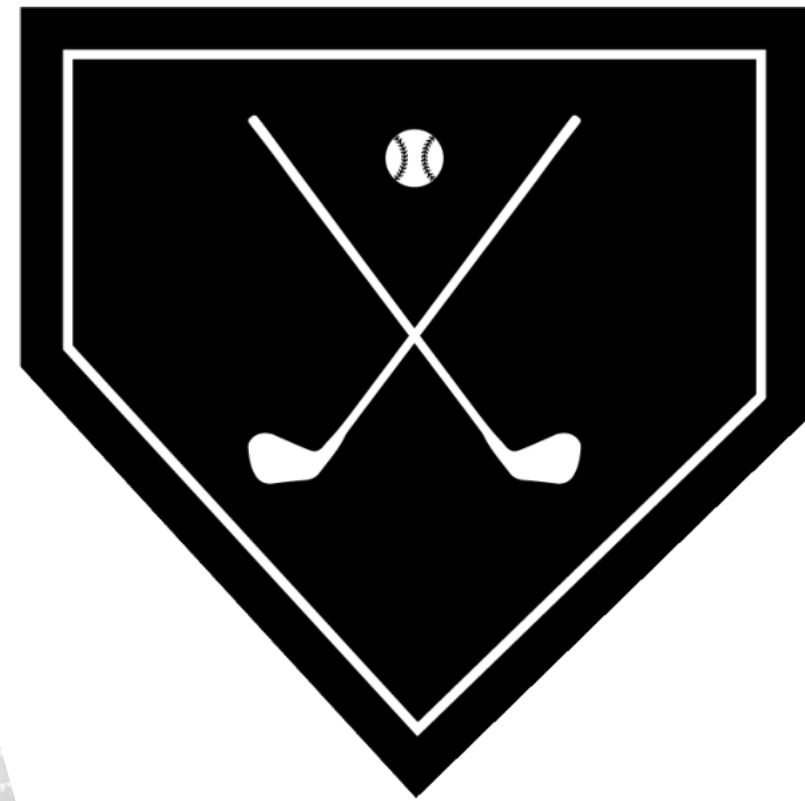
- Admission for (1) to the 5th Annual Legends on the Links Golf Tournament post-golf reception and dinner with unassigned seating

Custom sponsorship packages are available.

To inquire about a customized offering, please contact Kurt Schuette at kurt@roddedeauxfoundation.org



5th Annual
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LINKS



BENEFITING



Contact Us

Register Online

legendsonthelinks.golf

To Register

Hannah Brown, Event Manager / hannah@roddedeauxfoundation.org

Custom Sponsorships & Captain Registration

Kurt Schuette, Executive Director / kurt@roddedeauxfoundation.org

General Event Inquiries

events@roddedeauxfoundation.org

General Foundation Inquiries

Ashley Taylor, Director of Events & Operations / ashley@roddedeauxfoundation.org

About RDF

RodDedeauxFoundation.org

Rod Dedeaux Foundation

1430 S Eastman Ave / Los Angeles, CA 90023

Rod Dedeaux Foundation is a 509(a)(1) organization. EIN #20-4084224