



JUNE 14 + 15 2017
HOSTED BY INDEPENDENCE GOLF CLUB

**WIN A TRIP TO
PEBBLE BEACH**

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LEXUS OF RICHMOND CHAMPIONS FOR CHARITY
BENEFITING BON SECOURS RICHMOND HEALTH CARE FOUNDATION
JUNE 14 & 15, 2017 AT INDEPENDENCE GOLF CLUB

- Wednesday, June 14th @ 5:30pm – Tournament Players Pairing Party, hosted by Lexus of Richmond
- Wednesday, June 14th @ 6:00pm – Experience Amazing at the Lexus of Richmond Launch Party introducing the new LX/LC/LS models. RSVP required - Rachael via events@lexusofrichmond.com
- Thursday, June 15th Morning + Afternoon Tee Times - includes three golf options welcoming all players!
 - Independence Flight: 8:00am tee-off, with 18-holes of fun and casual play
 - Pine Needles Flight: 1:30pm tee-off, from age-specific tees, competing for a trip to Pine Needles Golf Resort in Pinehurst, NC
 - Pebble Beach Flight: 1:30pm tee-off, from Tournament Tees, playing for a spot in the national Lexus Champions for Charity event at Pebble Beach Resort in Pebble Beach, CA

All players receive invite to the Wednesday evening Pairings Party and Lexus of Richmond Launch event; VIP bag drop; premium player gifts; food truck lunch festival; and post-round awards reception.

Lexus of Richmond Champions for Charity proudly supports the work of the Bon Secours Richmond Health Care Foundation's East End Family & Children Development initiative. Event proceeds drive efforts to revitalize, educate and assist RVA's East End.

BSVAF - East End Family & Children Development Initiative

"Average life expectancy for someone who is born and remains their entire life in the census tract is just 66 years — almost 13 years less than the average U.S. life expectancy of 78.7 years. And almost 20 years less than someone who lives in the city's more affluent neighborhoods in the West End, where average life expectancy is as high as 83 years."

Source: Richmond Times Dispatch, "Richmond's East End has stark health challenges," Jan. 27, 2013



Before



After

Committed to the co-creation of healthy communities, Bon Secours understands the factors which most influence a person's health extend well beyond the scope of traditional health care services. The Bon Secours Center for Healthy Living Sarah Garland Jones Center will be the first step of many to continue the transformation of care delivery in the East End. The Center provides group health and community meeting space for therapy and education, a learning kitchen for nutrition and food skills training and the CHAT coffee shop for teen employment opportunities and social space.



Partnership Opportunities

Lexus of Richmond Champions for Charity offers partnership opportunities to fit your needs. Depending on your budget and your marketing expectations, we will create a partnership with you. Please review some of our ideas and let's set a time to discuss your interests and ideas on working together.

Create a Branded Experience Partnership

	AM	PM	BOTH
Grab N Go Breakfast <i>Eighty players in the morning to receive breakfast-on-the-go</i>	\$500	X	X
Bag Drop <i>Players greeted with bag drop-and-go assistance</i>	X	X	\$400
Beverage Cart + Snack Attack <i>Profile products and brands for all players - includes adult beverages</i>	\$600	\$600	\$1,000
Shoe Shine Station <i>Players offered shoes shining while playing</i>	X	X	\$1,000
Relaxation Station <i>Massage therapists available to guests and post-round</i>	X	X	\$1,000
Par 5 or Par 3 <i>Highlight your product with a sampling tent, demo, or prize drawing</i>	\$750	\$750	\$1,200
Golf Cart <i>Visibility to all players. Ability to provide branded, memorable take-home gifts to players</i>	\$750	\$750	\$1,200
Hydration Station <i>Refillable water bottles with access to on-course water refilling stations</i>	X	X	\$2,500
Looper Caddies <i>On-course Fore Caddies and player assistance</i>	\$2,000	\$2,000	\$3,500
Food Truck Luncheon <i>Outdoor festival type lunch service with live music and product showcase</i>	X	X	\$5,000
Awards Reception <i>Hors d'oeuvre and beverages provided during post-round awards</i>	X	X	\$5,000

Lexus of Richmond Champions for Charity will make a huge impact on the Bon Secours Richmond Health Care Foundation East End Family & Children Development initiatives with your help!

For More Information Contact: Tracy Hale Clark, 288 Sports Group
C: 804-347-3746 E: tracy@288sportsgroup.com



BENEFITING THE BON SECOURS
RICHMOND HEALTH CARE FOUNDATION

PLAYER EXPERIENCE

Wednesday, June 14 **PLAYER PAIRINGS PARTY 5:30 pm**

All players and partners are encouraged to attend

Wednesday, June 14 **NEW MODEL LAUNCH PARTY 6:00 pm**

All players and partners, with guests, are encouraged to attend the Lexus of Richmond Lexus LX/LC/LS Launch Party. Create your own Lexus with the Virtual Experience, enjoy amazing food, beverages and music. RSVP required - Rachael via events@lexusofrichmond.com

Thursday, June 15 **Tournament Day**

8 AM TEE TIME (80 players/40 Teams of Two)

Independence Flight

\$400 Team Partner

Two (2) players per team. Fun, casual play for prizes. All play is from gender & age appropriate tees. All players receive 'Grab-N-Go' breakfast; premium player gift; lunch and post-round happy hour; and other special experiences throughout the event.

1:30 PM TEE TIME (80 players/40 Teams of Two)

Pine Needles Flight (Age 60+)

\$800 Team Partner

Two (2) players per team. Age specific tees for tournament play to win a golf outing at Pine Needles. All players receive premium player gift; lunch; and post-round awards reception and other special experiences throughout the event.

Pebble Beach Flight

\$800 Team Partner

Two (2) players per team. Tournament tees for team to win a spot at the Lexus Champions for Charity tournament in Pebble Beach. All players receive premium player gift; lunch; and post-round awards reception and other special experiences throughout the event.

Team & Hole Partnership

\$1,000 Platinum Partner

See above descriptions for flight selection. Hole Partnership consists of signage at the tee box, sampling, product display, meet & greet or brand ambassadors. We are flexible and open to your ideas.

Select one of 3 Options

1. Four (4) players in Independence Flight plus, one (1) hole partnership
2. Two (2) players in Pine Needles Flight plus, one (1) hole partnership
3. Two (2) players in Pebble Beach Flight plus, one (1) hole partnership



BENEFITING THE BON SECOURS
RICHMOND HEALTH CARE FOUNDATION

REGISTRATION FORM

Online Registration:

WWW.BSVAF.ORG/LEXUS-GOLF

Deadline May 31, 2017

40 Morning Teams of Two and 40 Afternoon Teams of Two

Upon receipt of registration and payment, you will be contacted for additional information (handicaps, logos, player details, guest registration, etc.)

Offline Registration: Select Option

- \$400 Team Independence Flight**
 - Two (2) players AM flight
- \$800 Team Pine Needles Flight (Age 60+)**
 - Two (2) players PM flight
- \$800 Team Pebble Beach Flight**
 - Two (2) players PM flight
- \$1,000 Platinum Independence Flight**
 - Four (4) players AM flight
 - One (1) Hole Partnership
- \$1,000 Platinum Pine Needles Flight (Age 60+)**
 - Two (2) players PM flight
 - One (1) Hole Partnership
- \$1,000 Platinum Pebble Beach Flight**
 - Two (2) players PM flight
 - One (1) Hole Partnership

Complete below information:

Contact Name: _____

Company Name: _____

Address: _____ City/St/Zip _____

Phone: _____ Email: _____

Please direct invoices to (if different):

Contact Name: _____

Company Name: _____

Address: _____ City/St/Zip: _____

Phone: _____ Email: _____

Submit form via email: tracy@288sportsgroup.com

Questions or assistance please contact: Tracy Hale Clark, 288 Sports Group

C: 804-347-3746 E: tracy@288sportsgroup.com