



The Diamond Classic

Hosted by

RUNE, Inc.
&
Safe Alliance

Sponsor Pack

Annual Safe Alliance Domestic Violence Shelter Charity Golf Open
June 24, 2019 – Firethorne Country Club at Waxhaw, NC

The Diamond Classic

Overview

Charlotte’s newest annual golf open and social charity weekend. This year the weekend has expanded feature the golf tournament, fashion show, comedy show and kids mud run. Our aim is for this weekend to have something for everyone from the avid golfer to the socially conscious professional and all in between.

Diamond Classic Golf Tournament

Date: June 24, 2019
Timeline: 9:00am – 2:00pm
Tickets: \$400 (foursome) / \$110 (individuals)

Networking on the Greens Lawn Party

Date: June 24, 2019
Timeline: 12:00pm – 2:00pm
Tickets: \$60 - \$75

Fashion on the Fairway Fashion Show

Date: June 23, 2019
Timeline: 6:30pm – 9:30pm
Tickets: \$60 - \$125

Dirty Kidz Crew Mud Run & Outdoor Adventure*

Date: June 22, 2019
Timeline: 9:00am – 12:00pm
Tickets: Free to “at-risk” 4th-8th grade youth participants

Demographics (of similar events*):

Age:	Gender:	Interest:
21-34 31%	Male 42%	Entertainment 38%
35-44 39%	Female 58%	Networking 32%
45-54 24%		Philanthropic 30%
55+ 6%		

Does not include demographics of the Dirty Kidz Crew Mud Run

Target Audience:

- Socially active, professional that lives or works within Charlotte area searching for a new way to network and be entertained.
- Adults that are interested in the golf, fashion, arts, culinary & fitness events looking for a break from the norm.
- Socialites and philanthropists seeking new ways to support and give back to the community

Charity Weekend Summary

The Diamond Classic is a weekend built around an annual charity golf open, established to support Safe Alliance and its mission to provide hope and healing for those impacted by domestic violence and sexual assault. The weekend carries on the tradition of charitable giving within the Queen City's golf community with proceeds going directly to help a population in crisis through the lifesaving services provided by the Safe Alliance Domestic Violence Shelter.

The Diamond Classic Golf Open will be held on June 24th. The rest of the weekend will include a Dirty Kidz Crew Mud Run & Outdoor Adventure, a "Networking on the Greens" lawn party, and a "Fashion on the Fairways" fashion show. These events are for the non-golfing crowd that would like to come out and support this Safe Alliance. This newly-minted charity weekend is guaranteed to become one of the areas highly anticipated annual events for networking, fashion, fabulous entertainment, and of course, golf.

Ticket for all of the events will be available February 2019 and range from \$60-\$125. Registration for the Dirty Kidz Crew will be free to all participating youth. Golf tournament ticket prices range from \$110 for individuals and \$400 per foursome. In addition to supporting Safe Alliance, each golfer will receive an event shirt, golf glove, commemorative golf balls, discounted membership to the Charlotte Golf League, and a complimentary beginner's workout program for golfers. We hope you will join us in making this exciting new fundraiser a huge success!

For sponsorship information on the non-golf events contact RUNE or Safe Alliance.

About The Diamond Classic

The tournament itself will be held at the Firethorne Country Club in Waxhaw, NC on June 24, 2019. The Diamond Classic will provide a day of fun on the course, an inspirational experience at the Tournament Awards Luncheon, Networking on The Greens and media coverage.

Tournament Schedule

8:00 – 8:45A	Registration & Welcome Breakfast
9:00A	Shotgun Start
12:30 – 1:00P	Tournament Ends
12:30 – 1:45P	Catered Luncheon / Networking on The Greens / Awards Ceremony
	<ul style="list-style-type: none">• Recognition of Tournament Sponsors & Volunteers• Safe Alliance Testimony• Awards Ceremony<ul style="list-style-type: none">○ Championship Award – 1st Place Foursome○ Winner’s Circle – Top Three Foursomes○ Best Score – Individual○ Longest Drive○ Hole in One
2:00P	Networking Reception Ends

Firethorne Country Club at Waxhaw, NC

Located in Marvin, Firethorne Country Club provides the ideal setting for golf tournaments and outings of all sizes. The heart of Club is the truly magnificent golf course that meanders through the backdrop of a mature hardwood forest. From planning to preparation, our Tournament Professionals provide personalized service and help take care of the details to ensure your guests enjoy a private club experience.

Firethorne features a golf course that is both challenging and enjoyable for players of all skill levels — your guests will be treated to a truly unique and memorable golf experience.

- 18-hole, par-72, 6,904-yard golf course with a 74.3 rating
- Event space for meetings, award ceremonies, luncheons and post-outing dinners and receptions
- Access to range balls and practice facilities

Griffins at Firethorne offers a casual dining atmosphere featuring a beautiful, newly renovated bar, table seating, and several televisions and is surrounded by windows overlooking the golf course with a backdrop of mature hardwood forest. Our chefs focus on delivering Members a special dining experience with exciting and innovative menus. Griffins is perfect for drinks after a round of golf or game of tennis, a quick bite after work or just to visit while unwinding after a long day.

About Us

Safe Alliance

Our Mission is to provide hope and healing for those impacted by domestic violence and sexual assault. We do this through a continuum of life-saving programs and services such as emergency shelter, trauma counseling, court advocacy, and legal representation.

In Mecklenburg County, including Lake Norman:

Domestic Violence Crisis Line
704-332-2513

Rape Crisis Line
704-375-9900

Safe Alliance assists more than 10,000 people annually throughout Mecklenburg County, including Lake Norman. We also reach thousands more through our educational and prevention programs as well as institutional advocacy efforts.

Safe Alliance is a United Way of the Central Carolinas member agency. We strive to make our services accessible to all people.

RUNE, Inc.

RUNE, Inc. (RUNE) is a premier, boutique event planning group. The main goal of RUNE is to enrich the lives and social connections of Charlotteans through social, civic and professional events, commerce, culture and the arts. RUNE also aims to elevate the Queen City's fragmented social scene into one rivaling other major cities around the country.

All events promoted and organized by RUNE benefit a variety of local charities ranging from youth groups, area food banks, and veterans group. The target audience for our events is comprised of professionals, entrepreneurs, local politicians, socialites, and area elite both new to town or born and raised in the Queen City looking for a new way to experience Charlotte. We stand apart by mixing a little East Coast swag, West Coast spirit, and Southern charm. Welcome to the new Sophisticated Southern Lifestyle.



"Where Cool and Conscious Meet"

Mission

The purpose of The Diamond Classic is to raise capital for the Safe Alliance Domestic Violence Shelter with its mission to provide hope and healing to those impacted by domestic violence and sexual assault. Since there are approximately 120 residents at the shelter, approximately half of whom are children, there is always a need for additional funding and resources. Your support of this tournament will allow for Safe Alliance to provide safe sanctuary to our neighbors in crisis.

We aim for The Diamond Classic to become an annual festive weekend and social movement that kick starts the summer season and brings further light to the populations in crisis within the Charlotte region. The Diamond Classic is a part of a new social existence, *“Where Cool and Conscious Meet.”*

Non Golf Weekend Events and Goals

- Expand youth involvement through various events including the Dirty Kidz Crew Mud Run
- Add Joke and a Smile Comedy Show
- Raise awareness for Safe Alliance and On My Genius Campaign
- Future event dates: Last weekend of June 2020, 2021, and 2022

Dirty Kids Crew Mud Run & Outdoor Adventure

Our Diamond Classic Weekend will include an obstacle course called the Dirty Kidz Crew Mud Run & Outdoor Adventure at the U.S. National Whitewater Center in Charlotte, NC. This event will be for 4th-8th grade aged youth and will focus on team building, problem solving, and relationship building with local law enforcement. Teams will be comprised of children residing in “at-risk” communities around Charlotte with local police and sheriff departments as Team Leaders. Each team will complete tasks and challenges as a group. The groups will vie for the winner’s medallions by grade. A portion of the proceeds from the Mud Run will benefit On My Genius Campaign, a Safe Alliance Partner. Our participation goal is to host 60-100 youths. Our overall aim is to use this event to begin fostering a healthier relationship and dialogue between “at-risk” youth and law enforcement. A light breakfast, lunch, competition t-shirts, day pass to the center and completion certificates will be provided for each participant. The entire competition will be free of charge for each participating child.

Fashion on the Fairway Fashion Show

Fashion on the Fairway is a fashion event that will be held on the grounds of the Firethorne Country Club, in an effort to highlight the ambience of the course. Weather permitting, the greens outside of the club house at the golf course is where the “Fashion on the Fairway” will take place. Using this location will give a unique and breath-taking backdrop that no other fashion show has offered in Charlotte. Local designers and high end boutiques will showcase their creations for approximately 300 guests. As the theme of the night is “Outrageous,” our goal is to leave you in awe with the couture, evening and resort wear you see, as well as, wowed by the signature drinks and delicacies specially prepared for this event. There will be a silent auction made up of items donated by the participating designers and local high end boutiques. We will begin the evening with a Red Carpet Welcome complete with a paparazzi photographer pool snapping pictures. There will be two local online web-series hosts interviewing VIP, partners and sponsors, as well as, offering commentary during the show. In addition to the traditional runway aspect of the show, we are coordinating

“Mannequin Modeling” of various designer pieces during the VIP and Welcome Reception. During the VIP Reception there will be a Meet & Greet with the designers and boutique representatives. Finally, after the show, the silent auction winners will be announced as well as an opportunity to purchase items at the featured boutique pop-up shop.

Networking on the Greens Lawn Party

Networking on the Greens is a traditional lawn party that will be held on the grounds of the Firethorne Country Club. This event is aimed at anyone that loves all things golf but would prefer to be entertained at the club house rather than on the course. Weather permitting, the greens outside of the club house at the golf course is where the lawn party will take place. Signature drinks, hor d’oeuvres, a silent auction and live music will entertain guests until the golfers return. Attendees are welcome to stay for the tournament awards and presentations. Out on the links won’t be the only place great networking and fun will be had.

We will be looking to add a Joke and a Smile Comedy Show, as well as, other social events in the years to come to round out the entertainment portion of the weekend.



“Where Cool and Conscious Meet”

Sponsor Levels

Your sponsorship contribution allows us to maximize our goals for this fundraiser weekend, which is to increase awareness of domestic violence and sexual assault issues and raise much-needed funds for the Safe Alliance Domestic Violence Shelter. Your support as a sponsor will also assist with making this event one to remember.

The various sponsor levels available are listed below and detailed, in order, on the following pages.

- Event Sponsors
 - Platinum, Gold and Silver
- Hole Sponsors
- Luncheon Sponsor
 - Food and Beverage
- Specialty Sponsor
 - Merchandise (T-shirts, Visors, Golf balls)
 - Awards (Winner's Circle, Hole in One, Longest Drive, Best Score)

As a sponsor, in addition to the items listed for each level, you will also get "mentions" by the emcee throughout the event and during the luncheon, as well as, VIP passes to other weekend events. There is also opportunity for exposure to news and radio media that will be invited to attend event registration and the luncheon.

Event Level Sponsors will also have mentions in all radio and television ads. Radio advertising space is being purchased on WBAV 101.9, WDAS 105.3, WFAE 90.7, 102.5 the Fan, WLNK 107.9, WKQC K104.7 and WKKT 96.9. Television advertising space will be purchased on WSOC-TV (Channel 9), WBTV (Channel 3), WCNC (Channel 36), WJZY Fox 46, and Spectrum News.

There will be daily social media blasts which will continue through to the day of the tournament.

We have two easy payment options:
Pay with credit card or Check.

For additional information, or to schedule a presentation, please contact Kelly Bree via email kellyb@rune-inc.com or cell (704) 898-2394.

Event Sponsor: Platinum - \$40,000 (limit 2)

- **Category Exclusivity**
- **28 golf registrations**
- **Dedicated signage at entrance & along walkway**
- **2 Hole Flags with Company Logo**
- **VIP Passes to all other weekend events**
- Company Logo on Golf Carts
- Provide welcome remarks during networking event
- VIP Reserved Table for Luncheon and NOTG event
- Opportunity to include item in swag bag
- 12 VIP event T-shirts, visors and player swag
- Logo on Step & Repeat
- Logo on Golfer T-shirts
- Sponsorship acknowledgement during NOTG event
- Logo on event Staff shirts
- Logo on website and social media
- Exclusive event branding & marketing opportunity
- Rights to retain Sponsor level at same cost for 1 year continuum

Event Sponsor: Gold - \$25,000 (limit 4)

- **Category Exclusivity**
- **20 golf registrations**
- **Dedicated signage at entrance & along walkway**
- **1 Hole Flag with Company Logo**
- **VIP Passes to all other weekend events**
- Company Logo on Golf Carts
- VIP Reserved Table for Luncheon and NOTG event
- Opportunity to include item in swag bag
- 12 VIP event T-shirts, visors and player swag
- Logo on Step & Repeat
- Logo on Golfer swag T-shirts
- Sponsorship acknowledgement during NOTG event
- Logo on event Staff shirts
- Logo on website and social media
- Exclusive event branding & marketing opportunity
- Rights to retain Sponsor level at same cost for 1 year continuum

Event Sponsor: Silver - \$15,000 (limit 10)

- 12 golf registrations
- Dedicated signage at entrance & along walkway
- VIP Passes to all other weekend events
- VIP Reserved Table for Luncheon and NOTG event
- Opportunity to include item in swag bag
- 8 VIP event T-shirts, visors and player swag
- Sponsorship acknowledgement during NOTG event
- Logo on event Staff shirts
- Logo on website and social media
- Event marketing opportunity
- Rights to retain Sponsor level at same cost for 1 year continuum

Hole Luncheon and Specialty Sponsor Options

Tournament Hole Sponsor - \$3,000 (Based on availability)

- Six (6) golf tickets
- One (1) premium hole sponsorship
- Sponsorship acknowledgement during NOTG event
- Logo on website and social media
- Event marketing opportunity
- Rights to retain Sponsor level at same cost for 1 year continuum

Luncheon Sponsor - \$2,000 (Limit 2 – can be in kind food/drink donation)

- Four (4) golf tickets
- VIP Reserved Table for Luncheon and NOTG event
- Sponsorship acknowledgement during NOTG event
- Logo on website and social media
- Event marketing opportunity
- Rights to retain Sponsor level at same cost for 1 year continuum

Award & Merchandise Sponsor Options

Grand Winner's Circle Prize \$800 (Limit 3)

- Two (2) golf tickets
- Name/Logo on Winner's Circle Signage
- Contest/Branding w/mention on certificate
- "Winner's Circle" Prize for top three foursomes is associated with your company
- Sponsorship acknowledgement during NOTG event
- Logo on website and social media
- Event marketing opportunity

Best Score - \$500 (limit 2)

- **One (1) golf ticket**
- Prize and award is associated with your company
- Listed on Tournament Program
- Sponsorship acknowledgement during NOTG event
- Logo on website and social media
- Event marketing opportunity

Longest Drive - \$500 (limit 2)

- **One (1) golf ticket**
- Prize and award is associated with your company
- Listed on Tournament Program
- Sponsorship acknowledgement during NOTG event
- Logo on website and social media
- Event marketing opportunity

Hole In One - \$500 (Limit 6)

- **One (1) golf ticket**
- Prize and award is associated with your company
- Listed on Tournament Program
- Sponsorship acknowledgement during NOTG event
- Logo on website and social media

T-shirt Sponsors - \$500 (Limit 2)

- **One (1) golf ticket**
- Prize and award is associated with your company
- Listed on Tournament Program
- Sponsorship acknowledgement during NOTG event
- Logo on website and social media

Visor Sponsors - \$500 (Limit 2)

- **One (1) golf ticket**
- Name/Logo on Tournament Visor
- Listed on Tournament Program
- Sponsorship acknowledgement during NOTG event
- Logo on website and social media

All sponsors are eligible to include products/marketing material in player swag bags

Contact

For inquiries, or to secure a sponsorship spot, please contact:

Kelly Bree
Executive Partner
RUNE, Inc.
Kellyb@rune-inc.com
(704) 898-2394

Tambra Soliday
Community Engagement Coordinator
Safe Alliance
tambra.soliday@safealliance.org
(704) 332-9034

Mark Frazier
Co-Founder/Executive Director
PositiveOne/OnMyGenius Campaign
Mark@iampositiveone.com
(908) 477-4087

Lee Williams
Co-Founder/Executive Director
PositiveOne/OnMyGenius Campaign
Lee@iampositiveone.com
(704) 618-0905

Richard Straitiff
Charlotte Golf League
CharlotteGolfLeague@gmail.com
(716) 753-0138

Arletha McClelland
Soirees Entertainment
soireesentertainment@gmail.com
(704) 559-9650

For More information please visit:

www.diamondclassicweekend.com

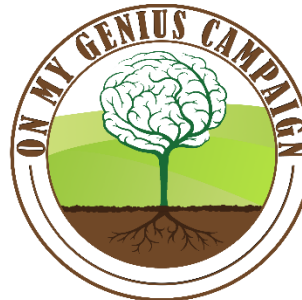
<http://www.safealliance.org/programs/domestic-violence-shelter/>

Facebook, Instagram, and Eventbrite - @DiamondClassicWeekend

Noted Sponsors



Soirées Entertainment



All sponsor packages and donations are tax deductible.