



Merril Hoge

Celebrity Golf Classic ³³

benefiting the

HIGHMARK
CARING PLACE 

MONDAY, MAY 17, 2021
— SOUTHPOINTE GOLF CLUB —

MERRIL HOGE CELEBRITY GOLF CLASSIC

Celebrating our 27th year, the Celebrity Classic is one of the premier golf events in Pennsylvania. The Classic raises funds and awareness for the Highmark Caring Place, A Center for Grieving Children, Adolescents, and Their Families. We invite you to join us as a sponsor at this exclusive event. Highmark Blue Shield will match your contribution dollar for dollar.



HIGHMARK CARING PLACE

The death of a loved one is devastating to a child. The impact can be overwhelming and the children and family often need support. The Highmark Caring Place, with facilities in Pittsburgh, Warrendale, Erie, and Harrisburg, provides peer support, where the children who attend come to know that they are not alone in their experiences and feelings. With this caring support, families can find the hope, strength, and courage to continue on their journey of grief.



DID YOU KNOW?

1 child in 14 will experience the death of a parent or sibling by age 18. This means 4.9 million U.S. youth are bereaved.

4,428 grieving family members received compassionate, caring support at **no cost** through the peer support programs of the Highmark Caring Place in 2018 & 2019 combined.

1,000s more are helped through our education, referral, and consultation services - equipping the community to support grieving children.

HALL OF FAME SPONSOR

- 2 Foursomes
- Logo on Gift Bags included with gifts for all participants and celebrities
- Acknowledgment on a Sponsor Card included with gifts for all participants and celebrities
- Acknowledgment as Hall of Fame Sponsor on a sign at the event entrance
- Banner at event

\$20,000 (ONLY 1 Sponsorship Available)

- Full-page color advertisement on inside back cover of Program Book
- Special listing as Hall of Fame Sponsor in Program Book
- Tee sign at hole 1
- Announcement of your Hall of Fame Sponsorship on our Social Media
- Sponsor's name and logo on Caring Place Website
- 1 additional day of golf at Southpointe Golf Club

SUPER BOWL SPONSORS

- 2 Foursomes
- Logo on Volunteer Shirts
- Acknowledgment on a Sponsor Card included with gifts for all participants and celebrities
- Acknowledgment as Super Bowl Sponsor on a sign at the event entrance
- Banner at event

\$15,000 (ONLY 2 Sponsorships Available)

- Full-page color advertisement in Program Book
- Special listing as Super Bowl Sponsor in Program Book
- Tee sign
- Announcement of your Super Bowl Sponsorship on our Social Media
- Sponsor's name and logo on Caring Place Website

PLAYOFF SPONSORS

- 1 Foursome
- Acknowledgment as Playoff Sponsor on a sign at the event
- Full-page color advertisement in Program Book
- Special listing as Playoff Sponsor in the Program Book

\$10,000 (Multiple Sponsorships Available)

- Tee sign
- Announcement of your Playoff Sponsorship on our Social Media
- Sponsor's name and logo on Caring Place Website

PROGRAM BOOK

\$7,200

- 1 Twosome
- Acknowledgment on Back Cover of Program Book
- Full-page advertisement in Program Book
- Special listing as an Underwriter in the Program Book
- Announcement of your Underwriting on our Social Media
- Underwriter's name listed on Caring Place Website

GOLF CARTS

\$6,000

- Half-page advertisement in Program Book
- Acknowledgment as an Underwriter on a sign on each golf cart
- Special listing as an Underwriter in the Program Book
- Announcement of your Underwriting on our Social Media
- Underwriter's name listed on Caring Place Website

DINNER

\$5,500

- Half-page advertisement in Program Book
- Acknowledgment as an Underwriter on a sign at the event
- Special listing as an Underwriter in the Program Book
- Announcement of your Underwriting on our Social Media
- Underwriter's name listed on Caring Place Website

LUNCH

\$5,000

- Half-page advertisement in Program Book
- Acknowledgment as an Underwriter on a sign at the event
- Special listing as an Underwriter in the Program Book
- Announcement of your Underwriting on our Social Media
- Underwriter's name listed on Caring Place Website

TOURNAMENT PRIZES

\$4,000

- Half-page advertisement in Program Book
- Acknowledgment as an Underwriter on a sign at the tournament prize table
- Special listing as an Underwriter in the Program Book
- Announcement of your Underwriting on our Social Media
- Underwriter's name listed on Caring Place Website

GOLF FOURSOME

\$3,500

- Celebrity will be paired with your foursome
- 18 holes of golf at a private, championship course
- Half-page advertisement in Program Book
- Breakfast, lunch, and dinner

COCKTAIL PATRON

- Acknowledgment as a Patron on signs at the two bars
- Special listing as a Patron in the Program Book

\$2,000

GOLF BALL PATRON

- Acknowledgment as a Patron on a Tee or Green sign on course
- Special listing as a Patron in the Program Book

\$1,000

BREAKFAST PATRON

- Acknowledgment as a Patron on a sign at the breakfast
- Special listing as a Patron in the Program Book

\$1,500

PUTTING GREEN PATRON

- Acknowledgment as a Patron on a sign at the putting green
- Special listing as a Patron in the Program Book

\$1,000

BREAK AREA SIGNAGE PATRON

- Acknowledgment as a Patron on a sign at high-visibility areas on course
- Special listing as a Patron in the Program Book

\$1,500

DRIVING RANGE PATRON

- Acknowledgment as a Patron on a sign at the driving range
- Special listing as a Patron in the Program Book

\$750

DESSERT PATRON

- Acknowledgment as a Patron on a sign at the dessert table
- Special listing as a Patron in the Program Book

\$1,000

ON-COURSE SIGNAGE PATRON (Multiple Available)

- Acknowledgment as a Patron on a Tee or Green sign on course
- Special listing as a Patron in the Program Book

\$500

PROGRAM BOOK AD \$300 - Half-page color advertisement

MONETARY DONATION - A special listing as a Donor in the Program Book

NOTE: Your donation will be matched dollar-for-dollar by Highmark Blue Shield, benefiting the grieving children and families served by the Highmark Caring Place.

LEARN MORE **E:** michelle.vargas@highmark.com **P:** 412.544.1679 **W:** highmarkcaringplace.com/golf