



**first tee**®

central ohio

**2024 Annual  
Sponsorship  
Opportunities**

# Who Is First Tee?

For over 25 years, First Tee has been Building Game Changers by empowering kids and teens through the game of golf.

Founded in 1997, First Tee began as a partnership among the PGA TOUR, LPGA, Masters Tournament, PGA of America, and USGA to make golf affordable and accessible for all kids.

The organization launched a program focusing on both the game and a life skills curriculum that supported the development of values found within the game of golf, including honesty, integrity, perseverance and respect. This was a game changer – for the kids, and for the organization.

Today there are more than 150 First Tee chapters across the country and around the world, who served 3.4 million kids and teens in 2022.



“With First Tee, we’re bringing a whole different group of people into the game – kids who have never played golf. And golf is not necessarily what we’re trying to teach them. We’re trying to teach them core values of life.”

– Jack Nicklaus, First Tee – Central Ohio Honorary Chairman



“This is a program that can make a real difference. These kids are going to be better people because of what First Tee has done, so I couldn’t be happier to be part of the First Tee here in Central Ohio.”

– John McCoy, First Tee National Trustee and Central Ohio Native

# Who We Are

First Tee – Central Ohio is a youth organization that promotes character development in kids and teens through the game of golf.

We enable kids to build the strength of character that empowers them through a lifetime of new challenges. By seamlessly integrating the game of golf with life skills curriculum, we create learning experiences that build inner strength, self-confidence, and resilience that kids carry to everything they do.

## Building Game Changers

We deliver experiences to help kids and teens uncover what is inside them and work each day to become the best version of themselves.

### Game Changers:

- Pursue goals
- Collaborate with others
- Grow through challenge
- Have positive self-identity
- Use good judgment



# Our Impact

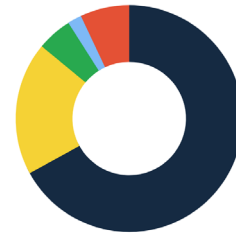
Over the past 12 months, we have reached **over 8,600 kids** and teens with life skills, golf instruction and safe places to learn and grow. We offered **56 onsite classes at six locations** in Columbus and the surrounding areas.

Our focus is on reaching kids in under-served communities who would otherwise not have been exposed to golf or aware of it as a potential extracurricular activity. We create equitable opportunities for as many children as possible to experience our programming by making financial aid available to everyone – no questions asked – and providing equipment for all participants.



# Who We Serve

## Ethnicity



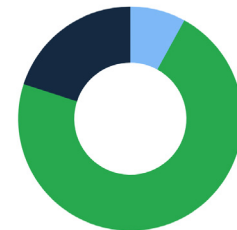
- White (67%)
- Black or African American (19%)
- Two or More Races (7%)
- Asian (5%)
- Hispanic or Latino (2%)

## Gender



- Female (37%)
- Male (63%)

## Age



- 0-5 yrs (8%)
- 6-12 yrs (72%)
- 13-17 yrs (20%)

# Program Snapshot

6

Program sites throughout Central Ohio

59

School and community partnerships

79

Coaches and volunteers

8,600

Kids and teens impacted



# Our Partners

Our partnerships extend our reach to even more kids – with **48 schools and 11 community partners** delivering First Tee programming throughout Central Ohio. We strategically target partners who help us reach kids and teens in under-resourced communities. All of our school and community programs are completely funded by support from donors like you.

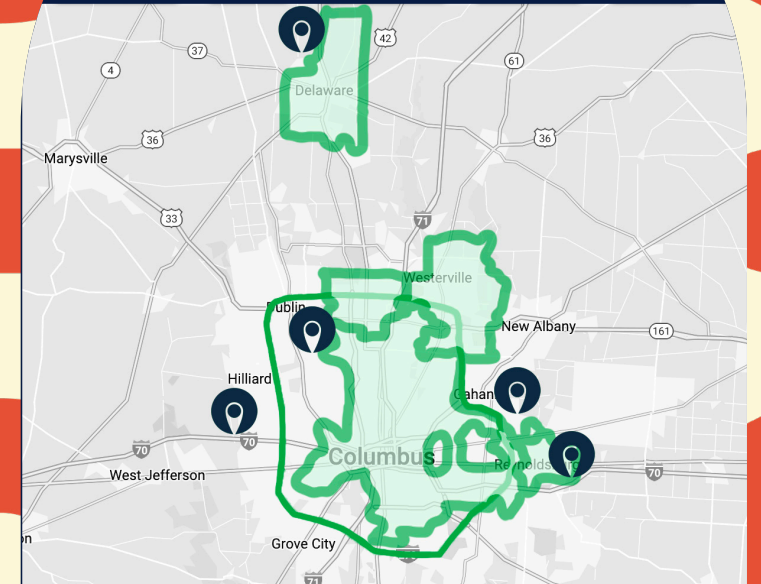
## Program Sites:

Blacklick Woods  
Golf Course  
Heritage Golf Club  
Oakhaven Golf Club  
PGA TOUR Superstore  
Valley View Golf Club

## Community Partners:

After School All Stars  
The Buckeye Ranch  
Columbus City Schools  
Columbus Recreation and  
Parks Department  
Down Syndrome Association  
of Ohio  
Girl Scouts of Ohio's Heartland  
Golf Not Guns  
Home for Families  
Ohio State School for the Blind  
OSU LifeSports  
The Soul Foundation

## School Partners:



Columbus City Schools  
Delaware City Schools  
Reynoldsburg City Schools  
Worthington City Schools  
Westerville City Schools



**“** It’s a lot of fun to be part of such a collaborative organization. I’ve learned so many lessons from First Tee about building a community and getting to know people on a personal level – golf is a way to do that in a very natural way. Those skills are going to continue with me when I go to Yale. **”**

***Grace, 17 – Ten year participant; Chosen for highly esteemed First Tee Game Changers Academy; earned full ride scholarship to Yale University***



**“** I learned more about life skills – especially sportsmanship and integrity – than golf, which is awesome to me. It shows First Tee is balanced between the golf side and the life skills side. **”**

***Jake, 18 – Ten year participant; Served as volunteer and intern, now going on to to play college golf; recipient of First Tee – Central Ohio’s Bob Morton and Jimmy Logan scholarships***

# YOUR Impact

Your investment in First Tee – Central Ohio impacts local kids and teens by providing access to character development and golf skills that will serve them for a lifetime.

Curious just how far your support goes?

**\$50,000**

Annual programming for **ten rec centers, impacting 1000 kids** by providing supplemental equipment and staffing

**\$25,000**

Launch First Tee programming in **five new schools**, including equipment, training and chapter support

**\$7,500**

Fund two high school or college summer **interns**, gaining valuable experience while they give back to First Tee

**\$15,000**

Supplement the cost of **120 kids in onsite programming**, contributing to equipment, coaching and supplies

**Every gift increases our ability to impact more kids in Central Ohio.**

# Annual Participation Opportunities

## Game Changer Level

**\$50,000**

## Promotional Benefits

- Opportunity to be a title sponsor at two First Tee – Central Ohio signature events
- In-event mentions/speaking opportunities that help boost brand equity
- Recognition in event promotional materials, emails, and on our website
- Increased brand exposure through year-round advertising and promotions
- Generate dynamic content for your social media marketing and corporate social responsibility efforts
- Opportunity to host a volunteer day at First Tee – Central Ohio programming

## Signature Event Benefits

- One foursome entry in the 2024 First Tee – Central Ohio Golf Classic
- One foursome entry in the 2024 Orty's Outing
- Eight tickets to our Game Changers Luncheon at the Memorial Tournament
- Opportunity to host a volunteer day with First Tee – Central Ohio at the Memorial Tournament Junior Day



**Annual  
Participation  
Opportunities**

**Collaboration  
Level**

**\$25,000**

## Promotional Benefits

- Opportunity to be a contributing sponsor at two First Tee – Central Ohio signature events
- In-event mentions/speaking opportunities that help boost brand equity
- Recognition in event promotional materials, emails, and on our website
- Increased brand exposure through year-round advertising and promotions
- Generate dynamic content for your social media marketing and corporate social responsibility efforts
- Opportunity to host a volunteer day at First Tee – Central Ohio programming

## Signature Event Benefits

- One foursome entry in the 2024 First Tee – Central Ohio Golf Classic
- Five tickets to our Game Changers Luncheon at the Memorial Tournament

# Annual Participation Opportunities

**Resilience  
Level**

**\$15,000**

## Promotional Benefits

- Opportunity to be a Resilience Sponsor at two First Tee – Central Ohio signature events
- Recognition in event promotional materials, emails, and on our website
- Increased brand exposure through year-round advertising and promotions
- Generate dynamic content for your social media marketing and corporate social responsibility efforts
- Opportunity to host a volunteer day at First Tee – Central Ohio programming

## Signature Event Benefits

- One foursome entry in the 2024 First Tee – Central Ohio Golf Classic
- Three tickets to our Game Changers Luncheon at the Memorial Tournament

# Annual Participation Opportunities

**Respect  
Level**

**\$7,500**

## Promotional Benefits

- Opportunity to be a Respect Sponsor at two First Tee – Central Ohio signature events
- Recognition in event promotional materials, emails, and on our website
- Increased brand exposure through event advertising and promotions
- Generate dynamic content for your social media marketing and corporate social responsibility efforts

## Signature Event Benefits

- Event tickets to two First Tee – Central Ohio signature events



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