

2024 Mayor's Cup Sponsorship Overview

Benefiting the Mayor's Youth Scholarship Program

Location/Date: TBD



This year, Mayor Andre Dickens will host the Twenty-Fifth Mayor's Cup Golf Tournament to support the Mayor's Youth Scholarship Program, which provides Atlanta students with need-based funding to attend college. The Mayor's Cup brings together members of the business and philanthropic communities to make an impact on the lives of promising Atlanta youth.



Celebrating its 18th year, the Mayor's Youth Scholarship Program (MYSP) will help to ensure that the cost of college is not a barrier to Atlanta students who seek a higher education, as well as to help them minimize or eliminate student loan debt.

For the last 17 years, the Mayor's Youth Scholarship Program (MYSP) has provided more than 3,000 Atlanta youth with financial support to pursue post-secondary education and attend any college or university of their choice. MYSP provides up to \$2,000 per semester and \$4,000 per academic year to pay the balance of unmet student obligations, thus allowing students to focus on completing their degrees without financial worry.



TOURNAMENT RULES AND REGULATIONS

- Each team includes four (4) players.
- Golf Carts will be assigned; two (2) players per cart.
- Specific rules will be provided prior to the event.



MASTER'S | \$40,000

- Digital exposure available through a platform includes: Tournament's event registration website, mobile app used by participants to live-score the round, live leaderboards in the mobile app, live leaderboards on the event website
- Listed as Master sponsor on all marketing and media materials (to include press releases, media alerts, tournament program and post event recap)
- Mentioned as Master Sponsor in all recordings, live and pre-recorded (radio & TV interviews, press conferences & event hosts)
Prominent logo placement on print and marketing material
- Logo placement on 8-10 hole/tee box signages at the Golf Tournament
- Eight playing spots in the Golf Tournament
- Onsite Activation
- Banner Placement
- Company name, logo and link included in event recap on Mayor's Youth Scholarship Program website
- Team photo opportunity with Mayor and special guests
- Placement of company items in gift bags (200 units)



ACE | \$25,000

- Onsite activation
- Listed as Participating sponsor on select marketing and media materials (to include press releases, media alerts, tournament program and post event recap)
- Prominent logo placement on select marketing material
- Banner Placement
- Logo placement on 2-6 hole/tee box signages at the Golf Tournament
- Eight playing spots in the golf tournament
- Company name and/or logo included in event recap on Mayor's Youth Scholarship Program website
- Team photo opportunity with Mayor
- Placement of company items in gift bags (200 units)



BIRDIE | \$10,000

- Onsite activation
- Listed as Participating sponsor on select marketing and media materials (to include press releases, media alerts, tournament program and post event recap)
- Prominent logo placement on select marketing material
- Banner Placement
- Logo placement on 1 hole/tee box signages at the Golf Tournament
- Four playing spots in the golf tournament
- Company name and/or logo included in event recap on Mayor's Youth Scholarship Program website
- Team photo opportunity with Mayor
- Placement of company items in gift bags (200 units)

SPONSORSHIP



PAR | \$5,000

- Onsite activation
- Listed as sponsor on select marketing and media materials (to include tournament program and post event recap)
- Logo placement on select marketing material
- Four playing spots in the golf tournament
- Company name and/or logo included in event recap on Mayor's Youth Scholarship Program website
- Placement of company items in gift bags (200 units)

GOLFING IN SPIRIT PATRON PARTNER



I am unable to attend or commit to the above sponsorship levels, but I would like to contribute \$_____ to support the Mayor's Youth Scholarship Fund.

My name will be listed as a MYSP Family and Friends Patron Partner.

In-kind donations: contact us at
keross@atlantaga.gov

ADDITIONAL INFORMATION

- **Email your high-resolution logo file**
(300 dpi or higher) to:
Scholarships@myspatl.org
- **Please make your check payable to:**
Mayor's Youth Scholarship Fund
Your donation is tax deductible: Tax ID #82-1472875
- **Mail payment to:**
Community Foundation of Greater Atlanta
Attn: Accounting – Mayor's Youth Scholarship Program
191 Peachtree Street, N.E., Suite 1000
Atlanta, Georgia 30303



CONTACT

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Thank You,

Andre Dickens

Andre Dickens
61ST Mayor of Atlanta



MAYOR'S YOUTH
SCHOLARSHIP PROGRAM

