

VWILLZ X MHI OPEN

SEPTEMBER 3, 2026



The Experience

An exclusive day at the prestigious Hermitage Golf Course, Nashville bringing together leaders in music, business, and culture for a high-end, purpose driven event.

Format

4 PERSON
SCRAMBLE TEAMS

Time

1:00PM TEE OFF

Audience

72+ PLAYERS

Beneficiary

MENTAL HEALTH
INITIATIVE

2025 RECAP

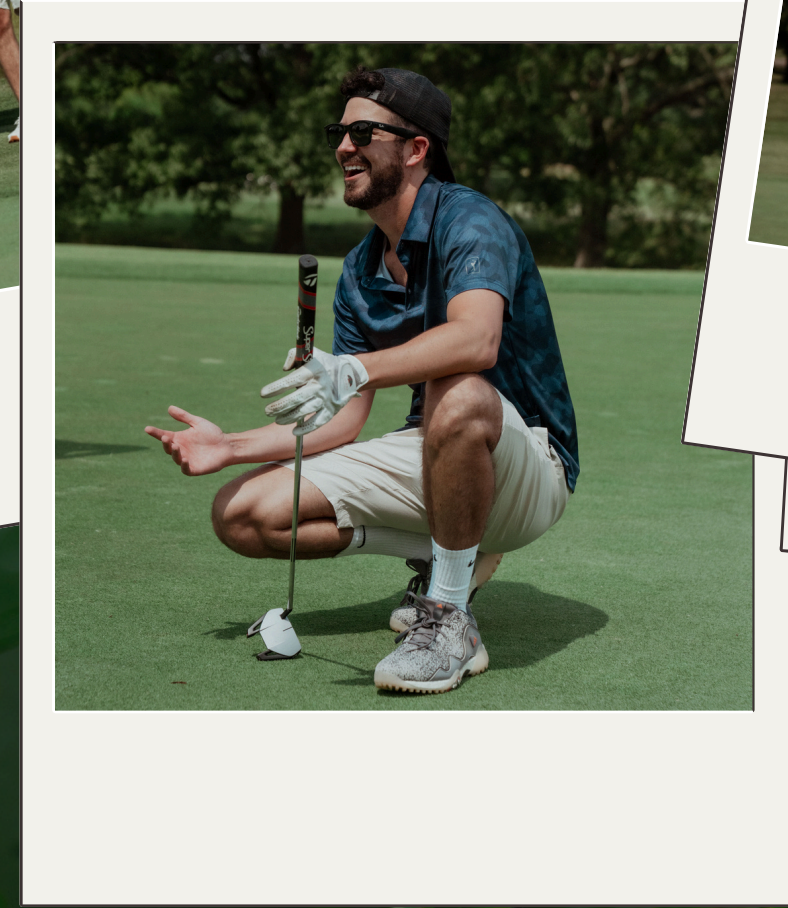
\$18,065 raised in Year 1

Funds from our inaugural tournament directly provided a two-month residential treatment grant for an individual who otherwise would not have been able to access care.

At a critical moment, this support helped save and reshape a life.

Goal for Year 2: Expand our impact to support multiple individuals in need of life-saving care.

100% of funds raised are directed toward life-changing mental health support.



Event Reach and Impact

200,000+
Digital Impressions

1,500+
Social Engagements

60
Golfers

15
Teams

100+
Attendees

Who You Reach

High-Value, Influential Audience

Attendees include a curated mix of high-income and high-influence individuals across music, entertainment, and business, including:

- Business owners and entrepreneurs
- Brand-aligned consumers with significant spending power
- Music industry executives (radio, publishing, management)
- Songwriters, artists, and creative leaders

Why Brands Partner With Us

- High-quality video, images and digital amplification included with all sponsorships
- Content and messaging shared with over 475k active followers
- Alignment with a meaningful cause
- Direct access to a high-value, curated audience



OUR VISION

Building a long-term platform for impact

Expanding our reach beyond a single event - this tournament is the foundation of something bigger



Early partners have the opportunity to lock in premium positioning as this event scales into a nationally recognized platform

3-5 Years

- Grow into a six-figure annual fundraiser
- Expand into a multi-day experience (golf + music + VIP events)
- Increase brand integrations and premium sponsor activations

5-10 Years

- Become a premier Nashville charity golf tournament
- Attract top artists, athletes, and national sponsors
- Potential expansion into multi-city events



PRESENTING Sponsor*

Put your name on something great by becoming the Presenting Sponsor for the VWillz x MHI Open Golf Tournament, which includes everything in other sponsorship tiers as well as:

- **Naming Rights**
- **VIP Table at announcements/closing**
- **Entry** for up to 12 golfers
- **Awards Ceremony** recognition
- **Branded** gift bags
- Branded Tournament x Your Brand Merch
- Social media features
- Email and digital campaign
- Post-event reporting

\$20,000

*Only 1 available

SPONSORSHIP OPPORTUNITIES



DIAMOND

Includes everything in Gold as well as:

- Prominent course signage
- **Team Entry up to 8 golfers**
- **VIP Table at Opening Remarks**
- Awards Ceremony mention
- Branded tee box

\$10,000



GOLD

Includes everything in Silver as well as:

- Course signage
- **Team Entry** up to 4 golfers
- Dinner program mention
- Event day recognition

\$5,000



SILVER

- Event program listing
- Social Media Mention
- **Event Access: 2** Guests
- Website listing
- Email inclusion
- Digital recognition
- Event day visibility

\$2,500

Supporting Partners (Flexible)

Partner with us through flexible opportunities designed to maximize brand visibility and engagement

PARTNER BENEFITS MAY INCLUDE

- Category exclusivity (e.g. official beverage, water, apparel)
- On-course branding and activations
- Inclusion in curated swag bags
- Social media and digital promotion

ADDITIONAL OPPORTUNITIES

Custom partnership packages can be tailored to your brand, including:

- Experiential activations (hole specific games or activities, awards show integrations, etc)
- Product integrations
- Direct audience engagement

Contact us to find out how your brand can enhance the player experience and impact of the event

TIMELINE

Key Dates and Next Steps

EVENT DATE:
September 3, 2026

SPONSOR COMMITMENT DEADLINE:
July 1

FINAL BRANDING AND ASSET DEADLINE:
July 15

POST EVENT REPORTING AND DELIVERABLES:
September 20

***Early partners receive maximum brand exposure
and premium placement across all event materials***



To learn more and become a sponsor, visit us at givebutter.com/vwillzmhiopen2026



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