

# THIS IS LONG DRIVE!

## EVENT SPONSORSHIP OPPORTUNITIES

### TITLE SPONSOR\*

Make this premier event yours! As the Title Sponsor, your brand will be THE commercial partner linked to all aspects of this high profile World Long Drive Tour event.

### PREMIER SPONSOR\*

In addition to being featured prominently in pre and post-event promotional materials, the Premier Sponsor will experience the power of Long Drive up-close.

### CORPORATE SPONSOR\*

### CONCERT SPONSOR **\$25,000**

The concert is a key element of the fundraising efforts for Driving Out Cancer. Both professionals and pro-am participants will enjoy a special affair including a recording artist performance, great food, entertainment and an auction as they mingle with celebrities and business leaders. As a Concert Sponsor, you will enjoy preferred seating and special recognition at the concert, plus a great day on the course in the pro-am.

### PRO-AM FOURSOME **\$15,000**

\$12,500 if paid and registered before 2/15/24. Includes all-inclusive status for all aspects of event.

### LUNCH SPONSOR **\$7,500**

### PHOTOGRAPHY SPONSOR **\$7,500**

### LONG DRIVE HOLE SPONSOR **\$3,000**

### CLOSEST TO PIN SPONSOR **\$3,000**

### TEE SPONSOR **\$2,500**

### INDIVIDUAL TICKETS **Please see website**

### OTHER DONATION: \_\_\_\_\_

\*Please call for opportunity pricing

For more information, please visit: [www.drivingoutcancer.com](http://www.drivingoutcancer.com)  
or call (714)-330-9111.



**MARCH 17-18 2024**



For the first time ever, The Michael Brown Invitational Pro-Am and Monday evening's final long drive shoot out will be LIVE on NBC Golf! The event will be held at The Huntington Club in Huntington Beach, CA. Initial commitments have been received from multiple World Long Drive Champions and other top ranked WLD tour players. These professionals have been wowing spectators and NBC Golf Channel viewers around the world. Don't miss this detonating event as Long Drivers will battle to divvy up a purse of \$50,000

NEW THIS YEAR- ESPN will be taping a made for TV celebrity team Long Drive competition! Before the Sunday night concert, a celebrity will team up with an open division and ladies division competitor forming a team of three hitters. This will be a fun action packed thrill to watch!

The Huntington Club re-defines the private golf club experience. Blending the time-honored traditions of golf with modern, upscale conveniences, the club boasts a magnificent J. Press Maxwell-designed championship layout; an array of golf, tennis, fitness, dining and social amenities.



# A MUST-SEE EXHIBITION OF POWER FOR A GREAT CAUSE

The Michael Brown Invitational is a unique cancer fundraiser that will showcase the world's longest golf professionals. In association with Driving Out Cancer (DOC), this is the 10th time this exciting event has come to Southern California. This special two-day event includes a Long Drive Event, Concert, Pro-Am Tournament and Taste of SoCal! On March 17-18, 2024, 36 Long Drive Professionals will gather in Southern California to raise money for pediatric cancer research and compete for the Michael Brown Invitational Championship. Amateur participants will get front row seats to the power of long drive as the event will air LIVE on Golf Channel.

[www.drivingoutcancer.com](http://www.drivingoutcancer.com)



In past years money has helped toward research to help find a cure for Diffuse Intrinsic Pontine Glioma (DIPG) which is a type of pediatric brain cancer with no current cure. Hollis Doherty was a 7 yr old boy who was going to be our honoree and he lost his life Jan 2017. We need to fight for kids like Hollis. DIPG, an extremely rare tumor, makes up 10-15% of all brain tumors in children, with about 100-150 new diagnoses per year in the United States. DIPG receives a minuscule slice of the 4% of research funding allocated for all pediatric cancers by the National Cancer Institute. 4% of U.S. federal funding is solely dedicated to childhood cancer research. We want to help researchers find a cure for DIPG and to give children like Hollis a longer and healthier life.

Last year some of our money went toward freezing the eggs of a bride to be so that she could still have children. The chemotherapy treatment destroyed her ability to have children.

Money raised this year will go to unique research projects at UCI Health and City of Hope. We will focus on funding breakthrough research at these hospitals. Our inspiration comes from a young boy named Reese Imhoff who battled a rare form of bone cancer called osteosarcoma. Reese was an incredible little athlete and never wanted to be known for cancer. He wanted to be known for something much bigger. This event would be right up his alley as these athletes pound the golf ball for an incredible cause. Reese battled for 3 years and now it is our job to continue his battle so other kids may not have to battle this terrible disease.

## MB INVITATIONAL LONG DRIVE TOUR EVENT

The Long Drive Event of the MB Invitational will follow the on course qualifying format. Monday's on course qualifying will take place while amateurs are playing with their pro. Every pro will hit 3 balls on each of the par 5's earning points. Points will accumulate on each par 5 and the top 8 point earners will enter into the final 8 match play finals for the prize purse and crown of MB Inv. Champion.

## ESPN CELEBRITY LONG DRIVE TEAM COMPETITION AND SUNDAY EVENING CONCERT

The event will kick off with a festive celebrity team long drive competition filmed by ESPN. This is a new edition to the event and will feature a celebrity, open division and ladies division pro. This is a made for TV exhibition! Next, move over to the concert venue just steps away from the stadium on hole 1. The concert (with full hospitality) is a key element of the fundraising efforts for Driving Out Cancer. Golfers and their guests will enjoy a special concert including great food, award winning artist, and both live and silent auctions—all while mingling with long drive professionals, community and business leaders. Before the concert, enjoy tableside magic from acclaimed magician Danny Magic from The Magic Castle. While bidding on your favorite auction items make sure and stop by the whiskey tasting, wine tasting and martini bar from Neft Vodka. This is also your chance to mingle with the celebrities as past attendees have included Goose Gossage, Norm Nixon, Shawn Green and country artist Tyler Rich.

## MB INVITATIONAL PRO-AM TOURNAMENT

This is a chance for amateurs to play golf with the world's longest golf professionals. Players will be able to choose their team for the Pro-Am but the pro will be determined randomly. However, teams can bid to be paired with long drive professionals who have the best career record. Teams will play a scramble format with the option to play the pro's drive and use the pro's score. All Pro-Am participants are invited to relax and unwind following the tournament by enjoying food, drinks and front-row seats to Monday's final long drive shoot out.

## REGISTRATION

In order to participate in the event and/or the concert, please visit [drivingoutcancer.com](http://drivingoutcancer.com)

# SCHEDULE OF EVENTS

## SUNDAY, MARCH 17, 2024

- 2:00 PM** Celebrity Team Long Drive Competition on Stadium Grid.
- 4:00 PM** VIP, Sponsor, and Pro-Am participant ONLY cocktail reception/silent auction/live auction.
- 6:00 PM** Concert/VIP Access for all Pro-Am participants. Includes appetizers.
- 8:00 PM** Post Concert cocktails and professional pairings announcement.

## MONDAY, MARCH 18, 2024

- 8:30 AM** Registration for Pro-Am at The Huntington Club (Breakfast provided by 602 Coffee, pre-golf activities and clinic).
- 10:00 AM** Shotgun start/Scramble format
- 2:00 PM** Restaurant Expo opens for post golf food and drinks.
- 3:00 PM** Golf finishes/ Long Drive Finals Stadium Grid Hole #1.
- 3:30 PM - 6:00 PM** 8 Long Drive Professionals compete for the MB Invitational Championship.
- 6:00 PM** Awards Ceremony
- 6:30 PM - 7:30 PM** Restaurant Expo open until close.

## PLEASE CONTACT US

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