

# MATT LIGHT CELEBRITY SHOOT★OUT



TUESDAY, SEPTEMBER 22ND, 2020

## A SALUTE TO AMERICAN HEROES

HONORING OUR ACTIVE MILITARY, VETERANS, AND FIRST RESPONDERS

ADDIEVILLE EAST FARM | RHODE ISLAND

Help lead America's at-risk youth down a path to success through targeted programs and services.

# ABOUT THE EVENT



*The Matt Light Celebrity Shoot-Out* is one of the premier clay shooting tournaments in the country and continues to grow in popularity and participation year after year. This one-of-a-kind event invites foursomes of shooters from all over New England to converge on Addieville East Farms in Rhode Island to mingle with celebrities, experience a host of exhibitions and raffles, and test their skills out in a variety of shooting sports, and compete at a handgun range. Attendees can also take part in 3D archery and fly fishing!

The theme of this year's Shoot-Out is *A Salute to American Heroes*. Nearly 500 attendees will get the chance to match their shooting skills against Light and his celebrity guests, which will include US Military Special Operations Veterans. The event also features the Hot Shot Contest, where celebrities and veterans are pitted against one another in a competition that always makes for a highly competitive and entertaining attendees experience. In addition to all the action, the Shoot-Out also consists of an after party featuring live music and an auction run by Light and Comedians, Lenny Clarke and Tony V.

Since its inception in 2004, the Matt Light Celebrity Shoot-Out has raised more than **\$7 million** for the Light Foundation – helping to expand its mission and impact across the country. 2020 marks the 16th year of this signature fundraiser – proof that the ever-evolving event is still popular with its sponsors, shooters, vendors and volunteers!

## YOUR DOLLARS AT WORK

Proceeds from the Matt Light Celebrity Shoot-Out are used to run the Light Foundation's annual Leadership Conference in New England. This one-day interactive conference is held at Bridgewater State College and brings in 250+ high schoolers from area towns. Hosted by Matt Light, it offers programming that helps these young adults develop leadership skills, engage with local corporate leaders, learn about social responsibility, create programs to implement in their schools, and explore the characteristics of successful leaders. They walk away with the tools they need to carry on the torch of leadership in their own communities.



# 16th Annual Matt Light Celebrity Shoot-Out **Sponsorship Opportunities**

## **NAMING RIGHTS SPONSOR: \$100,000**

### **TICKETS**

- Eight foursomes to compete in tournament (\$40,000)
- First right to add additional teams (promotions available for any above the first 15)
- 25 dinner tickets (\$10,000 value at \$400 each)

### **SIGNAGE**

- Logo on custom standout signage
- Flag with logo produced for entryway to Addieville East Farm
- Four station signs (\$4000 value)
- Custom gobos produced and lit on interior backdrop in main tent
- Logo on all volunteer shirts
- Logo looped on plasma televisions in main tent during day-long festivities
- Your company logo with link back on Light Foundation's website
- Company name or logo on customized lanyard – which all staff and celebrities wear

### **MARKETING AND ADS**

- Commercial to run on all plasma TVs during lunch or dinner portion of event when all eyes are on the stage/show (commercial provided)

- Name of sponsoring company or individual on every piece of collateral material, as part of every mention of the event, in media outreach and related appearances, and during all on-air mentions, via all Light Foundation social media vehicles, and on ALL signage at event
- Corporate name and logo on all press materials and in write-ups distributed to journalists in the months leading up to the event, the day of the event, and post-event (media includes all sports media, trade media, mainstream news media, and broadcast media)
- Social Media: mentions on all Light Foundation handles about sponsor's participation
- Corporate name and logo on any and all advertising: radio, television, print media, online media
- Facebook Live with Matt at the company headquarters
- Full page interior cover of program book (\$1000 value)
- Goodwin Group PR, organizers of the Shoot-Out, will coordinate a "Customer Appreciation Day" at company headquarters for the benefit of employees and corporate executives on a mutually agreed-upon date and time; could feature appearance and talk given by Matt. Lunch, photo and autograph session with Matt, photos and autograph session with staff, etc.

- A co-branded opportunity to distribute three e-mail blasts to your customers sent directly from Light Foundation and linked to your company's website
- :30, :45 or :60 video clip produced for Sponsor's website featuring Matt Light thank you/shout-out for Sponsor's philanthropic efforts
- Ability to provide corporate information for display at tournament, in gift bags, giveaways, etc.

### **STAGE PRESENCE**

- The naming rights to this well-publicized, sold-out event in the months leading up to and after the event (corporate name and logo included in the TITLE of event).
- Opportunity to light the cannon that kicks off the shooting tournament with Matt Light and his special celebrity guests
- Opportunity for two company representatives to participate in midday shooting contest between on-site celebrities
- Recognition in all announcements day of the event

### **EXTRA!**

- Dinner for four with Matt Light (expires September 2020)
- Four VIP Tickets to Fools' Night Out

## **PLATINUM SPONSOR: \$50,000**

### **TICKETS**

- Four teams of four shooters each (\$20,000 value)
- Six additional dinner tickets, (\$2,400 value)

### **SIGNAGE**

- Signage on the main tent where guests spend the majority of their time when not shooting the course
- Logo on all volunteer shirts
- Flag with logo produced for entryway to Addieville East Farm
- Two station signs (\$2,000 value)
- Custom gobos produced and lit on interior backdrop in main tent
- Your company logo with link back on Light Foundation's website
- Logo looped on plasmas in sponsor tent

### **MARKETING AND ADS**

- Social Media: mentions on all Light Foundation handles about sponsor's participation before and during the event
- Instagram takeover on a mutually agreed upon date.
- One full page ad in the program book (\$750 value)
- Goodwin Group PR, organizers of the Shoot-Out, will coordinate a Facebook Live from either the Light Foundation's Facebook account or the sponsor's Facebook account on a mutually agreed upon date and time. During the live video, Matt Light will do a Q&A with the CEO, corporate executives, company employees or customer base. This video can be re-purposed for the company's use.

- Also includes a co-branded opportunity to distribute one e-mail blast to your customers sent directly from you & linked to the Light Foundation's website
- :30 video clip produced for Sponsor's website featuring Matt Light thank you/shout-out for Sponsor's philanthropic efforts
- Ability to provide corporate information for display at tournament, in gift bags, giveaways, etc.

### **STAGE PRESENCE**

- Opportunity to set up display/exhibition in main tent near auction area
- Access to Shoot-Out Sponsor Lounge area in Main Tent

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# 16th Annual Matt Light Celebrity Shoot-Out **Sponsorship Opportunities**

## **TARGET SPONSOR: \$40,000** Perfect for Our Firearms Manufacturer Sponsors!

### **TICKETS**

- Three teams of 4 shooters (\$15,000 value)
- 8 dinner tickets (\$3,200 value)

### **SIGNAGE**

- Signage on entire fleet of 150+ golf carts!
- Custom gobos produced and lit on interior backdrop in main tent
- Logo on all volunteer t-shirts
- Flag with logo produced for entryway to Addieville East Farm

- Two station signs (\$1,500 value)
- Your company logo with link back on Light Foundation's website

### **MARKETING AND ADS**

- Social Media: mentions on all Light Foundation handles about sponsor's participation before and during the event.
- One ½ page ad in event program (\$500 value)
- :30 video clip produced for Sponsor's website featuring Matt Light thank you/shout-out for Sponsor's philanthropic efforts

- Ability to provide corporate information for display at tournament, in gift bags, giveaways, etc.

### **STAGE PRESENCE**

- Logo looped on plasmas in sponsor tent
- Name mentioned in all day-of announcement

## **FIREWORKS SPECTACULAR SPONSOR: \$35,000**

### **TICKETS**

- Two teams of four shooters each (\$10,000 value)
- 20 dinner tickets (\$8000 value at \$400 each)

### **SIGNAGE**

- Flag with logo produced for entryway to Addieville East Farm
- Your company logo with link back on Light Foundation's website
- One station sign (\$1000 value)
- Logo looped on plasmas in sponsor tent
- Logo on all volunteer t-shirts

### **MARKETING AND ADS**

- ½ page ad in event program book
- Additional signage about fireworks display in main tent
- Social Media: mentions on all Light Foundation handles about sponsor's participation before and during the event
- :30 video clip produced for Sponsor's website featuring display, and/or Matt Light thank you/shout-out for Sponsor's philanthropic efforts
- Co-branded opportunity to distribute one email blast
- Ability to provide corporate information for display at tournament, in gift bags, giveaways, etc.

### **STAGE PRESENCE**

- The naming rights to the world-class fireworks display that closes out this well-publicized, sold-out event; produced and executed by professional fireworks company known for its high-profile, top-notch national events around the country
- Name on all fireworks display signage and promotion leading up to and after the event
- Name in lights – literally! (American Fireworks will do a special display just for sponsor)
- Name mentioned in all day-of announcements

## **CELEBRITY HOT SHOT CONTEST SPONSOR: \$25,000**

### **TICKETS**

- Two teams of four shooters each (\$10,000 value)
- 15 dinner tickets (\$6000 value at \$400 each)

### **SIGNAGE**

- Company name and logo on all area signage
- Flag with logo produced for entryway to Addieville East Farm
- Your company logo with link back on Light Foundation's website
- Logo on all volunteer t-shirts
- One station sign (\$1000 value)

### **MARKETING AND ADS**

- ½ page ad in event program book
- :30 video of contest cut together after event and provided to sponsor for use on sponsor's web page or social media platforms
- Social Media: mentions on all Light Foundation handles about sponsor's participation before and during the event
- Ability to provide corporate information for display at tournament, in gift bags, giveaways, etc.

### **STAGE PRESENCE**

- Naming rights to "Celebrity Hot Shot Contest" where celebrities compete with one another in a speed-based, best-of contest
- Company logo worn by all Hot Shot contestants during contest
- Ability to have up to 1 company representative participate in contest with celebrities, which is heavily promoted before and after Shoot-Out, and covered by the media
- Photos with celebrity participants before or after contest

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**The Matt Light Celebrity Shoot-Out** has become the premiere shooting tournament in the country, growing in popularity and participation year over year.

## **SILVER SPONSOR: \$20,000**

### **TICKETS**

- Two teams of 4 shooters (\$10,000 value)
- 8 dinner tickets (\$3,200 value)

### **SIGNAGE**

- Banner signage on the new-and-improved, expanded Exhibition tent, which gets foot traffic all day long
- Two station signs (\$1,500 value)
- Company logo posting on Light Foundation website

### **MARKETING AND ADS**

- One 1/4 page ad in event program (\$250 value)
- Social media mentions on all Light Foundation platforms
- :30 video clip produced for Sponsor's website featuring Matt Light thank you/shout-out for Sponsor's philanthropic efforts
- Ability to provide corporate information for display at tournament, in gift bags, giveaways, etc.

### **STAGE PRESENCE**

- Logo looped on plasmas in sponsor tent
- Name mentioned in all day-of announcements

## **BRONZE SPONSOR: \$15,000**

### **TICKETS**

- One team of 4 shooters (\$10,000 value)
- 4 dinner tickets (\$1,600 value)

### **SIGNAGE**

- Two station signs (\$1,500 value)

### **MARKETING AND ADS**

- One 1/4 page ad in event program (\$250 value)
- Social media mentions on all Light Foundation social media platforms
- Company logo posting on Light Foundation website
- :30 video clip produced for Sponsor's website featuring Matt Light thank you/shout-out for Sponsor's philanthropic efforts
- Ability to provide corporate information for display at tournament, in gift bags, giveaways, etc.

### **STAGE PRESENCE**

- Logo looped on plasmas in sponsor tent
- Name mentioned in all day-of announcements

## **SIGNAGE SPONSOR: \$10,000**

### **TICKETS**

- One team of 4 shooters (\$5,000 value)

### **SIGNAGE**

- Logos on all newly produced signage
- One station sign (\$1,000 value)

### **MARKETING AND ADS**

- One 1/4 page ad in event program (\$250 value)
- Social media mentions on all Light Foundation platforms
- Ability to put collateral in all participant gift bags as marketing opportunity

### **STAGE PRESENCE**

- Naming rights to Fly-Fishing area OR
- Naming rights to 3D Archery area
- Logo looped on plasmas in sponsor tent
- Name mentioned in all day-of announcements

## **LANYARD SPONSORSHIP: \$5000**

- Company name or logo on customized lanyard – which all staff, guests and celebrities wear all day long
- Company name on 200 volunteer t-shirts
- Social media mentions
- Logo hyperlinked on Light Foundation website
- Two dinner tickets OR day passes (\$400 – 500 value each)

## **PHOTO BOOTH SPONSORSHIP: \$3000**

- Logo on all digital photos and printouts of photos taken with celebrities and attendees
- Sign on the tent/location where the photo booth is
- One day pass (\$500 value)
- Social media mentions
- Sponsor listing on Light Foundation website

## **CHARGING STATION SPONSORSHIPS: \$2500 (Two Available)**

- Customized OR wrapped charging station with company logo
- Ability to do custom branding on the video screen – logo or commercial
- Lots of exposure for company as this will be placed in a high-traffic area where attendees will charge their phones!
- Social media mention
- Custom branded wraps – \$380 each (optional)

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## **TEAM PACKAGE: \$5,000**

- Teams are comprised of four shooters to compete in the tournament. Participants are served lunch, dinner, and beverages, and have the chance to mix, mingle and compete with celebrity guests. Guns, ammunition and golf carts are provided.

## **STATION SPONSOR: \$1,000-\$1,500**

- Company name and logo will be placed on one of approximately 30 shooting stations on the course. Buy two for \$1,500, and save \$500. Extra signs available at a cost of \$500 each after purchase of two. Limit 5 signs per company.

## **VALUE PACKAGE \$6,000**

Buy a team and a single station sponsorship together, and receive a **FREE** extra dinner ticket (\$400 value).

## **Shoot-Out Pass: \$750**

- Enjoy the daytime activities of the Shoot-Out like fly fishing, archery, auctions, lunch and more – this pass is from 10 a.m. to 4 p.m.

## **Program Book Ads: \$250-750**

- \$750: full page ad in event program book distributed to several hundred participants, including sponsors and media.
- \$500: ½ page ad in event program,
- \$250: ¼ page ad in event program

## **Dinner Guest Pass: \$400**

- Enjoy dinner, live music, and live and silent auction, entertainment and fireworks display



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Addieville East Farm / 200 Pheasant Drive / Mapleville, Rhode Island



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