



ADDIEVILLE EAST FARM | RHODE ISLAND

Our mission is to take young people out of their everyday environments and provide them with unique opportunities that ignite their passion, purpose, and **motivation to succeed.**

ABOUT THE EVENT

20 YEARS OF FUN

The Matt Light Celebrity Shoot-Out is one of the premier clay shooting tournaments in the country -- a testament to its continued success two decades later! The event has grown in popularity and participation every year since its inception in 2004, when just a dozen or so teams attended. Now, it routinely sells out. This one-of-a-kind fundraiser invites foursomes of shooters from all over the country to converge on Addieville East Farm in Rhode Island to mingle with celebrities, experience a host of exhibitions and activities that include 3-D archery, fly fishing, and axe throwing, test their skills out in a variety of shooting sports, and compete at a handgun range staffed by all of the participating big brand firearms companies.

More than 500 attendees will get the chance to match their shooting skills against Light and his VIP guests. The event also features the Hot Shot Contest, where celebrities and veterans are pitted against one another in a contest that always makes for a highly competitive and entertaining attendee experience. In addition to all the action, the Shoot-Out also consists of gourmet dining, an after party featuring live music, a live auction run by Light and comedians Lenny Clarke and Tony V, and a massive fireworks display.

This year, to mark our **20th anniversary**, we'll be doubling the fun with new features, more exhibits, a host of celebrities, and big name entertainment! It will all make for a very memorable day! If you're a Shoot-Out veteran, you'll





enjoy this new twist on a tried-and-true event, and if you're a newbie, well... you'll have the time of your life! Join us as we look back on the early days of the Light Foundation and show how far we've come and the impact you've made on thousands of young people who need our leadership lessons the most.

The Matt Light Celebrity has raised more than **\$9 million** for the Light Foundation -- helping to expand its mission across the country. Help us celebrate this incredible milestone. Our 20th consecutive year of this signature fundraiser -- proof that this ever-evolving event is still popular with sponsors, shooters, vendors and volunteers!

YOUR DOLLARS AT WORK

Proceeds from the Matt Light Celebrity Shoot-Out benefit the Light Foundation – a 501(c)(3) nonprofit that provides outdoor and hands-on learning experiences to 7,500 young people and their families each year. In 2001, former New England Patriot offensive lineman and 3x super bowl Champion, Matt Light, and his wife Susie, founded The Light Foundation to help kids develop the skills, values, and mindset they need to create a meaningful and productive future.





MARKETING & ENGAGEMENT OPPORTUNITIES

To discuss sponsorship opportunities, please contact Margrette Mondillo at margrette@mattlight72.com.
Visit: mattlight72.com for more information about the Light Foundation!

\$100K

Eight Foursomes to compete!

NAMING RIGHTS SPONSOR

- >> Ability to be recognized on stage at the Celebrity Shoot-Out and play a part in hosting a portion of the event.
- >> Comes with a VIP reception at your company for key clients and employees hosted by Matt and planned by his events team!
- >> Ability to use our Chenoweth Trails facility for a 2-day offsite for employees
- >> **SPECIAL THIS YEAR:** Get the naming rights to a major feature/spot at our Chenoweth Trails Facility for the next 3 years

PLATINUM SPONSOR

- >> **SPECIAL THIS YEAR:** One reserved spot at our exclusive Corporate Training Day event held on Monday, September 16, 2024. Valued at \$5,000.
- >> Ability to be recognized on stage at the Celebrity Shoot-Out and play a part in hosting a portion of the event and Comes with a VIP reception at your company for key clients and employees hosted by Matt and planned by his events team!
- >> Ability to use our Chenoweth Trails facility for a 2-day offsite for employees
- >> Space in our Expo Tent to promote your company or product to 500+

\$50K

Four teams of four shooters

\$40K

Perfect for our firearms
manufacturer sponsors!
Three teams of four shooters

TARGET SPONSOR

- >> Your logo will be looped on displays in the sponsor tent and your name will be mentioned in announcements throughout the day.
- >> Have your signage on the entire fleet of golfcarts and your brand represented in multiple locations throughout the event.
- >> Receive a shoutout from Matt Light produced for your website as well as social media mentions, co-branding opportunities and more!
- >> Use of the facilities and expo tent

FIREWORKS SPECTACULAR SPONSOR

- » **SPECIAL THIS YEAR:** One reserved spot at our exclusive Corporate Training Day event held on Monday, September 16, 2024. Valued at \$5,000.
- » **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 top-notch national events.

\$35K

Two teams of four shooters

\$30K

New this year!
Two teams of four shooters

GOLD SPONSOR

- » **SPECIAL:** Ability to use our Chenoweth Trails facility for a 2-day offsite for employees
- » Ability to be recognized on stage at the Celebrity Shoot-Out and play a part in hosting a portion of the event
- » Space in our Expo Tent to promote your company or product to 500+

HOTSHOT SPONSOR

- » **Naming rights to the Hotshot Contest** which also gives 1 representative from your company to participate along side celebrities, and photo opportunities before or after the contest.
- » Social media presence, an ad in our program book, and most exciting -- a :30 video of the Hotshot Contest for display on your website after the event!

\$25K

Two teams of four shooters

All of the above sponsorships also provide extensive marketing assets that include recognition on all printed and digital materials such as signage, website, communications, press releases and onsite mentions from the stage. Our team will collaborate with all sponsors to ensure fulfillment is met and accommodates the company's needs.





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

\$20K

Two teams of four shooters

ANNIVERSARY SPONSOR

SPECIAL THIS YEAR: Be a 20th Celebrity Shoot-Out Anniversary Sponsor and receive a special commemorative piece signed by all of the celebrities in attendance

- » Your company will be showcased on screens in the sponsor tent and in all day announcements. You will also have branding opportunities for social media, signage, and more!

BRONZE SPONSOR

- » Your company will be showcased on screens in the sponsor tent and in all day announcements. You will also have branding opportunities for social media, signage, and more!
- » Station signage, ad, social media mentions and more opportunities for co-branding!

\$15K

One team of four shooters

\$10K

One team of four shooters

SIGNAGE SPONSOR

- » Naming rights in Fly Fishing, and 3D Archery areas for the day
- » Your company will be showcased on screens in the sponsor tent and in all day announcements. You will also have branding opportunities for social media, signage, and more!

LANYARD SPONSORSHIP

- » Showcase your company name or logo on a customized lanyard to be worn by staff and guests all day long.
- » Your company will have social media mentions and your logo showcased on the event website.

\$5K

Two dinner tickets OR day passes

\$3K

New this year!
Two teams of four shooters

PHOTOBOOTH SPONSORSHIP

- » Branded sign on the tent or location of photobooth
- » Your company's logo featured on all photos and printouts taken with attendees and celebrities
- » Social media mentions and logo feature on website

CHARGING STATION SPONSORSHIP

- » Customized or wrapped charging station with company logo. Lots of exposure to attendees in high traffic areas!
- » Custom branding available on video screens
- » Social media mentions and logo feature on website

\$2.5K

Two available!

All of the above sponsorships also provide extensive marketing assets that include recognition on all printed and digital materials such as signage, website, communications, press releases and onsite mentions from the stage. Our team will collaborate with all sponsors to ensure fulfillment is met and accommodates the company's needs.

\$5K

Two teams of four shooters

TEAM PACKAGE

- » 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

- » Your company will be showcased on screens in the sponsor tent and in all day announcements. You will also have branding opportunities for social media, signage, and more!
- » Station signage, ad, social media mentions and more opportunities for co-branding!

\$1K- \$1.5K

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

VALUE PACKAGE

\$6000

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

DINNER GUEST PASS

\$450

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

SHOOTOUT 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





THE LIGHT FOUNDATION

INSPIRATION FOR GENERATIONS

WHO WE ARE

In 2001, former NFL player and 3x Superbowl Champion, Matt Light, and his wife Susie, established the Light Foundation to help young people develop the skills, values, and mindset they need to create a meaningful and productive future.

At **THE LIGHT FOUNDATION**, we believe through hard work and achievement, self-confidence is built. This is one of the best defenses a child can have against negative influences. Through our unique programming, we provide young people with access to outdoor recreation and hands-on learning opportunities that inspire them to believe in themselves and their ability to be great leaders. Not only are we helping them down their own path toward becoming successful adults, but we are building healthy, responsible, and motivated citizens for generations to come.

THE NEED WE SERVE

We believe that the outdoors can provide a rich learning environment where young people can develop important life and leadership skills and gain the confidence needed to take steps toward a productive and meaningful future.





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



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