

SPONSORSHIP PROSPECTUS

BEYOND THE GAME

Creating Fairways Forward for Every Child

An Evening Benefiting First Tee – Western North Carolina,
featuring a Fireside Chat with USGA President, Kevin Hammer



Thursday, October 22, 2026

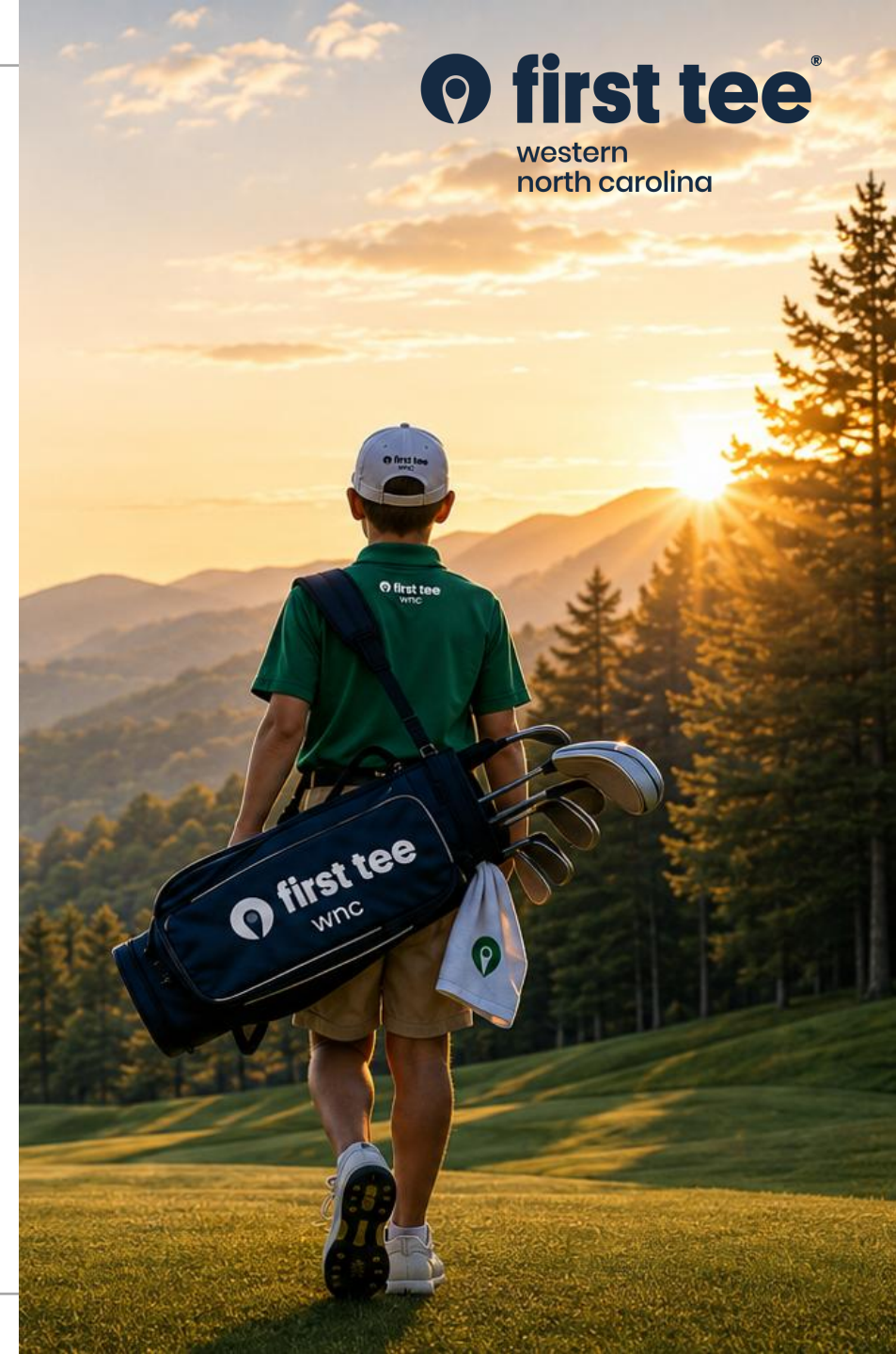


6:00 PM



Biltmore Forest Country Club

 **first tee**[®]
western
north carolina



AN EVENING TO REMEMBER

About Beyond the Game

Beyond the Game: Creating Fairways Forward for Every Child is the inaugural signature fundraising event for First Tee – Western North Carolina. This special evening brings together community leaders, business partners, and friends of junior golf at the historic Biltmore Forest Country Club to celebrate the impact of golf and life-skills mentorship on kids in Asheville and across the mountains of Western North Carolina.

Guests will enjoy cocktails, a silent auction, dinner, a program featuring a fireside chat with **USGA President Kevin Hammer**, and a live auction and paddle raise — all in support of First Tee – WNC's mission to positively impact the lives of young people on and off the course.

QUICK FACTS



Thursday
October 22, 2026



6:00 PM



Biltmore Forest Country
Club



First Tee – Western North Carolina is a youth development organization that enables kids to build the strength of character that empowers them through a lifetime of new challenges.

THE EVENING

Program Schedule

Draft schedule — subject to adjustment

	6:00 PM	Cocktail Hour on the Terrace
	6:45 PM	Welcome & Dinner — Biltmore Room
	7:30 PM	Program and Fireside Chat with Kevin Hammer, USGA President
	8:00 PM	Awards Presentations
	8:30 PM	Live Auction & Give From the Heart Paddle Raise
	9:00 PM	End of Event



FEATURED GUEST

An Evening with Kevin Hammer

President, United States Golf Association (USGA)

Guests will enjoy an intimate fireside chat with Kevin Hammer, exploring his perspective on the state of the game, the power of golf to build character in kids, and the importance of grassroots access to the sport.

A former first-team American Junior Golf Association All-American, Hammer played collegiately at the University of Florida and has qualified for multiple USGA championships.

On the USGA Executive Committee, Hammer has concentrated on expanding the game and fostering the next generation of American golfers at every level of the sport. Hammer led a future site strategy to bring all 15 USGA championships to the finest venues in the country, including the U.S. Open, U.S. Women's Open, Walker Cup, and Curtis Cup. He has also supported the U.S. National Development Program, which provides training, development, and funding for the country's most talented junior players.



Featured Fireside Chat & Q&A moderated by First Tee National CEO, Greg McLaughlin

Signature Sponsorships

Presenting Sponsor

\$10,000

1 available

- ✓ Event naming rights: "Beyond the Game presented by [Sponsor]"
- ✓ Opportunity to present an award on stage
- ✓ Threesome in Sponsor Golf Outing at BFCC with coordinated BFCC member
- ✓ Reserved table of 10 at dinner
- ✓ Logo on event website & printed program
- ✓ Tagged in all social media posts
- ✓ Enhanced signage throughout event

Fireside Chat Sponsor

\$7,500

1 available

- ✓ Official sponsor of the Kevin Hammer Fireside Chat
- ✓ Threesome in Sponsor Golf Outing at BFCC with coordinated BFCC member
- ✓ Reserved table of 10 at dinner
- ✓ Name recognized during event program
- ✓ Logo on event website & printed program
- ✓ Tagged in all social media posts
- ✓ Enhanced signage throughout event

Golf is day-of the event; final timing TBD.

Impact Sponsorships

Dinner Sponsor

\$5,000

3 available

- ✓ Reserved table of 10 at dinner
- ✓ Logo placement in designated area
- ✓ Logo on event website
- ✓ Name recognized during program
- ✓ Enhanced signage

Table Sponsor

\$2,500

4 available

- ✓ Reserved table of 10 at dinner
- ✓ Logo on event website
- ✓ Traditional signage at event

Friend of First Tee

\$1,000

multiple available

- ✓ 2 tickets to the dinner
- ✓ Logo on event website
- ✓ Traditional signage at event

AT A GLANCE

Sponsor Benefits Comparison

	Presenting \$10,000	Fireside Chat \$7,500	Dinner \$5,000	Table \$2,500	Friend \$1,000
Event Naming Rights	✓				
Opportunity to Present an Award	✓				
Named Fireside Chat Sponsor		✓			
Golf Threesome at BFCC	✓	✓			
Reserved Table of 10	✓	✓	✓	✓	
2 Tickets to Dinner					✓
Tagged in Social Media Posts	✓	✓			
Name Recognized During Program	✓	✓	✓		
Enhanced Signage	✓	✓	✓		
Traditional Signage				✓	✓
Logo on Event Website	✓	✓	✓	✓	✓

OUR MISSION

First Tee – Western North Carolina

First Tee is a youth development organization that enables kids to build the strength of character that empowers them through a lifetime of new challenges. By seamlessly integrating golf with a life-skills curriculum, First Tee – Western North Carolina creates active learning experiences that build inner strength, self-confidence, and resilience that kids carry into everything they do.

Launched in 2018, First Tee – Western North Carolina serves young people throughout the mountain region through life and golf skills programming, building character and confidence that lasts well beyond the course. This year, First Tee – WNC will serve over 300 kids throughout the mountains.

WHERE WE PLAY



Asheville Municipal Golf Course – Buncombe Co.



Mountain Glen Golf Club – Avery Co.



Red Bird Golf Links – Jackson Co.



Waynesville Inn & Golf Club – Haywood Co.



JOIN US

Become a Sponsor of Beyond the Game

Your 100% tax-deductible sponsorship directly supports First Tee – Western North Carolina's mission to build character and instill life skills in young people through the game of golf. Thank you for considering a partnership with us for this inaugural event.

CONTACT

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PAYMENTS

Make checks payable to:
First Tee – Western North Carolina
PO Box 9202, Asheville, NC 28815
Or online at www.firstteewnc.org



Beyond the Game

Event Committee

Simone Reynolds

Chris Wilmot

Eric Thorp

Nathan Stamey