



Scram Bull

21st Annual Golf Tournament

Sponsorship Opportunities

January 31st, 2024 | 9:00 AM
MacDill Air Force Base
Bay Palms Golf Complex



21st Annual ScramBULL Golf Tournament



To whom it may concern,

My name is Emilie and I am the Co-President of the American Marketing Association at the University of South Florida. I am pleased to invite you to our 21st Annual ScramBULL Golf Tournament, hosted on Friday, January 31st, 2025 at the MacDill Air Force Base Bay Palms Golf Complex. I want to express my deepest gratitude for your consideration to support our organization and hope that you can join us and play an integral part of our event.

ScramBULL is our biggest fundraiser of the year. Last year we broke our fundraising record, bringing in over \$26,000 in our 20th year hosting the tournament. This remarkable event attracts an average of 100 business professionals and attendees from all across the Tampa Bay area, making this a great opportunity for your business to connect with potential customers and help support our certified non-profit student organization. The proceeds of this fundraiser will go towards covering the expenses required for our student members to attend the AMA International Collegiate Conference, held annually in New Orleans. In 2024, AMA USF proudly placed in the top 4 out of over 350 collegiate chapters across the United States, Canada, and Puerto Rico. Our previous ScramBULL was essential in gaining this accolade, and we are excited that you will be joining us in our journey of reaching #1.

As one of the leading student organizations at the University of South Florida, our mission is to develop students' professional skills through our functions, including speaker series, workshops, corporate tours, and through marketing projects for small businesses executed by our student-led marketing agency, Consult-A-Bull. AMA USF does not receive any funding from the University, therefore our fundraising efforts are essential to maintaining the vitality of our organization. We uphold the status of a 501(c)(4) organization, making us an official non-profit charitable organization under United States federal law.

Please see the enclosed documents detailing the specific sponsorship opportunities available. If you choose to become a sponsor, your organization will be featured and celebrated throughout our event program, as well as on our social media platforms and official AMA website. Anything you can offer will be greatly appreciated!

I may be reached via email at usfama.directorofscramBULL@gmail.com or via phone at (561)-563-1775.

Thank you for your kind consideration.

Best Regards,

Emilie Leyva

Co-President and the interim director of the 21st Annual ScramBull Tournament
University of South Florida - American Marketing Association



Sponsorship Opportunities

ScramBULL Title Sponsor

\$10,000 | 1 opportunity available

This sponsorship opportunity allows your company to headline our largest fundraising event, the 21st annual ScramBULL golf tournament. As ScramBULL Title Sponsor, your company will gain exposure to American Marketing Association members across the nation. "The 21st Annual ScramBULL Golf Tournament is sponsored by ____". This opportunity is the most visible and deluxe sponsorship and is limited to only one company.

We would like to offer you these benefits as the ScramBULL Title Sponsor:

- ❖ Event presented by sponsor "ScramBULL presented by _____ Company"
- ❖ Name and logo on all signage and printed material
- ❖ Verbal announcement as title sponsor during opening and closing remarks
- ❖ Sponsor-provided banner and promotional material displayed in golf course
- ❖ One contest hole sponsorship (chosen by title sponsor)
- ❖ Two all-inclusive foursome golfer registration packages
- ❖ A complimentary student run marketing project completed by the AMA USF Consult-A-Bull marketing agency over the duration of the Fall 2025 semester.*
- ❖ Company featured in AMA e-newsletter that is sent to +100 AMA USF students
- ❖ Recognition on the AMA USF website as a Title Sponsor with hyperlink to sponsor webpage
- ❖ One speaking opportunity at AMA USF general body meeting to over 100 active members
- ❖ Recognition a minimum of 3 times on all AMA USF social media (Facebook, LinkedIn, Instagram, and TikTok) with company logo
- ❖ Opportunity to have promotional items in goody bag (100 items needed)

**Types of projects Consult-A-Bull can execute include social media management, basic website design/development (no coding), content creation, graphic design, branding, and event promotion.*

Fill out Sponsorship Form at: <https://forms.gle/3sy2zuG3q4GNVgdr5>.



Contest Sponsorships

\$600-\$750 | 6 opportunities available

Golf Tournament contests are easy and affordable ways for companies to promote a business to a captive audience while generating goodwill. Golfers will be participating in an 18-hole tournament on the day of the event. With that, there will be a number of contests every golfer will engage in. \$75 of the sponsorship donation will go towards organizing a prize for the contest winner. Sponsored companies will have their logo printed on a 2'x3' sign, placed at the tee box that will be seen by every golfer. This sponsorship opportunity guarantees recognition by all the tournament golfers.

The 6 possible opportunities are Longest Drive, Closest to the Pin, Hole-in-One, Straightest Drive, Mystery Worst Play, and Wine Bottle Putting Competition. These exciting competitions will captivate players and test their skills. From the thrill of the Longest Drive and the precision of Closest to the Pin, to the exhilaration of a Hole-in-One and the challenge of the Straightest Drive, our roster promises a dynamic range of competitions. The Mystery Worst Play and Wine Bottle Putting competitions are lighthearted additions to the classic tournament challenges to keep everyone entertained. Each of these six events offers a distinct and memorable golfing experience, and an extraordinary opportunity for the sponsoring brand to shine on the green.

Longest Drive | \$600

The Longest Drive contest is one of the most popular contests in any golf tournament! It is a favorite of many golfers as many people love the competitive spirit of 'grip it and rip it.' This contest will be held at the hole with the longest par throughout the tournament. The golfer who hits the ball the farthest on the predetermined hole wins the contest!

Closest to the Pin | \$600

Another contest that golfers will look forward to is the Closest-to-the-pin contest. The winner of the company is determined by whoever's tee shot comes to rest closest to the designated hole. To win this competition, the ball must have stopped on the green. Any tee shot that rests off the green are ignored, even if they are the closest!

Hole-in-One | \$750

A Hole-in-One contest gives a lucky golfer the chance to win big, with just one swing. The chances of winning this competition may be low, but golfers are constantly excited and optimistic about winning this contest. The sponsoring company may advertise a prize, like a new car, a destination vacation, or a cash prize. In past years, prizes have included a \$25,000 cash prize.



Straightest Drive | \$600

A straight chalk line will be drawn running down the center of the fairway during the Straightest Drive contest. The winner is determined by the golfer who will be able to hit the ball closest to the line! It is no doubt one of the most exciting opportunities as every team gets to show off their golfing ability.

Happy Gilmore Prize | \$600

While traditional golf rewards the best, this competition is all about embracing players of all skill levels. The suspense begins when a secret hole is selected, kept under wraps until the end of the event. Teams of golfers will play their hearts out, striving for a remarkable display of achievement, but the twist is that the team that achieves the poorest score on the chosen mystery hole will be crowned the victor, taking home a special prize named after the great film, *Happy Gilmore!*

Wine Bottle Putting | \$600

A fan favorite at the 19th Annual ScramBULL tournament, this unique version of a classic putting competition introduces an enticing twist onto the green. Held prior to the tournament at 8 a.m., carefully selected bottles of wine are scattered across the putting green. The bottle a player successfully taps is theirs to keep, making this not only a test of a golfer's skills but also an opportunity to take home a special bottle of wine.

We would like to offer you these benefits as a Contest Sponsor:

- ❖ Company name and logo will be displayed at contest hole tee box for every golfer to see (with the exception of the Happy Gilmore Prize)
- ❖ Corporate identification included on event program
- ❖ Recognition on official AMA USF website with hyperlink to sponsor webpage
- ❖ Recognition of company name (with tag) on AMA USF social media (LinkedIn, Instagram and TikTok)
- ❖ Opportunity to have promotional items in goody bag (100 items needed)

Fill out Sponsorship Form at: <https://forms.gle/3sy2zuG3q4GNVgdr5>.



Exclusive/Shared Hole Sponsor

\$300/\$150 | 18 opportunities available

Exclusive hole sponsors will have a sole display of their name and company logo at the specific hole. Our shared hole sponsor will display two individual companies' names and logos at chosen holes. This guarantees visibility to all participating golfers.

We would like to offer you these benefits as an Exclusive/Shared Hole Sponsor:

- ❖ Choice of exclusive or shared hole sponsorship with name and logo displayed at desired tee box
- ❖ Corporate identification included in event program
- ❖ Recognition on AMA USF website with hyperlink to sponsor webpage
- ❖ Recognition of company name (with tag) on AMA USF social media (Linkedin, Instagram and TikTok)
- ❖ Opportunity to have promotional item in goody bag (100 items needed)

Golf Cart Sponsor

\$650 | 1 opportunity available

Our golf cart sponsor will be visible on all golf carts provided to all golfers throughout the entire tournament. The name and logo of the sponsored company will be ensured visibility to all golfers as they travel from hole to hole.

We would like to offer you these benefits as the Golf Cart Sponsor:

- ❖ Name and logo display on all golf carts for all golfers
- ❖ Verbal recognition to all attendees on the day of event
- ❖ An all-inclusive foursome golfer registration
- ❖ Corporate identification included on event program
- ❖ Recognition on official AMA USF website with hyperlink to sponsor webpage
- ❖ Recognition of company name (with tag) on AMA USF social media (Linkedin, Instagram and TikTok)
- ❖ Opportunity to have promotional items in goody bag (100 items needed)



Photography Sponsor

\$600 | 1 opportunity available

Our photography sponsor's logo will be displayed on all photography taken at the event, which will be distributed digitally to golfers post-tournament. The name and logo of the sponsored company will be ensured visibility to all golfers as they travel from hole to hole.

We would like to offer you these benefits as the Golf Cart Sponsor:

- ❖ Name and logo displayed on all event photography
- ❖ Verbal recognition to all attendees on the day of event
- ❖ An all-inclusive foursome golfer registration
- ❖ Corporate identification included on event program
- ❖ Recognition on official AMA USF website with hyperlink to sponsor webpage
- ❖ Recognition of company name (with tag) on AMA USF social media (LinkedIn, Instagram and TikTok)
- ❖ Opportunity to have promotional items in goody bag (100 items needed)

Fill out Sponsorship Form at: <https://forms.gle/3sy2zuG3q4GNVgdr5>.



Food and Beverage Sponsorships

\$200-\$700 | 6 opportunities available

Over 100+ golfers will be participating in the tournament and will be given two portions of the day where they are served food. These would include a breakfast being served before the start of the tournament and a lunch served at the end of the golf tournament.

Lunch Sponsor

\$700 | 1 spot available

Cocktail Sponsor

\$400 | 1 spot available

Breakfast Sponsor

\$400 | 1 spot available

Beer Sponsor

\$300 | 1 spot available

Snack Sponsor

\$200 | 1 spot available

Water Sponsor

\$200 | 1 spot available

We would like to offer you these benefits as Food or Beverage Sponsor:

- ❖ Choice of exclusive or shared hole sponsorship with name and logo displayed at desired tee box
- ❖ Corporate identification included in event program
- ❖ Recognition on official AMA USF website with hyperlink to sponsor webpage
- ❖ Recognition of company name (with tag) on AMA USF social media (LinkedIn, Instagram and TikTok)
- ❖ Opportunity to have promotional items in goody bag (100 items needed)



Donation Sponsorships

Goody Bag Sponsor \$300 | 10 spots available

Every golfer will receive one goody bag on the day of the event as a welcome packet. Therefore, Goody Bag Sponsors have the opportunity to have their company promoted to all golfers through: recognition through the event program, exposure through promotional items and listed names in goody bags.

We would like to offer you these benefits as a Goody Bag Sponsor:

- ❖ Corporate identification included in event program
- ❖ Distribution of ALL goody bags to every golfer on the day of event
- ❖ Recognition on AMA USF website with hyperlink to sponsor webpage
- ❖ Recognition of company name (with tag) on AMA USF social media (Linkedin, Instagram and TikTok)
- ❖ Opportunity to have promotional item in goody bag (100 items needed)

Raffle and/or Silent Auction Item Donation

There will be a raffle and silent auction held on the day of the event. Raffle items are usually worth less than \$75 of value while silent auction items value over \$75. Both sponsorship categories will gain verbal and visual exposure to all participating attendees at the announcement of results.

We would like to offer you these benefits as a Raffle and/or Silent Auction Item Donor:

- ❖ Donation of an item to be raffled and/or auctioned on the day of event
- ❖ Corporate logo identification included in event program
- ❖ Verbal recognition to all attendees during opening and closing remarks
- ❖ Recognition of company name (with tag) on USF AMA social media (Linkedin, Instagram and TikTok)
- ❖ Opportunity to have promotional item in goody bag (100 items needed)

Fill out Sponsorship Form at: <https://forms.gle/3sy2zuG3q4GNVgdr5>.



Sponsorship Opportunities

- ❖ ScramBULL Title Sponsor | \$10,000
- ❖ Contest Sponsorships | 6 opportunities available
 - ❖ Longest Drive | \$600
 - ❖ Closest to the Pin | \$600
 - ❖ Hole-in-One | \$750
 - ❖ Straightest Drive | \$600
 - ❖ Happy Gilmore Prize | \$600
 - ❖ Wine Bottle Putting | \$600
- ❖ Exclusive/Shared Hole Sponsor | \$300-\$150 | 18 opportunities available
- ❖ Golf Cart Sponsor | \$650
- ❖ Photography Sponsor \$600
- ❖ Food and Beverage Sponsorships | 6 opportunities available
 - ❖ Lunch Sponsor | \$700
 - ❖ Cocktail Sponsor | \$400
 - ❖ Breakfast Sponsor | \$400
 - ❖ Beer Sponsor | \$300
 - ❖ Snack Sponsor | \$200
 - ❖ Water Sponsor | \$200
- ❖ Donation Sponsorships
 - ❖ Goody Bag Sponsor | 10 Spots Available | \$300
 - ❖ Raffle and/or Silent Auction Item Donation

Fill out Sponsorship Form at: <https://forms.gle/3sy2zuG3q4GNVgdr5>.
Golfer Registration available at: amausf.org/scramBULL

****Important Note****

MacDill Air Force Base requires ALL players to submit their Driver's License number a minimum of 5 days prior to the tournament for a background check (10 days for non-US Citizens). Inputting the Driver's License number of EVERY team member is a required part of the registration process, you will not gain entry to the base, otherwise. The background check is non-invasive and is a formality as the event is held on an US Air Force Base.



Golfer Registration Information

Includes tournament costs and entry to all competitions - save the Wine Bottle Putting. Also includes a deluxe goody bag, breakfast, lunch, snacks, water, and adult beverages. There will be a raffle and silent auction on the day of the event.

Pricing

Early Bird:

August 5, 2024 - October 31, 2024

Individual Registration: \$125

Foursome: \$475

Holiday Season:

November 1, 2024 - December 31, 2024

Individual Registration: \$149

Foursome: \$595

Final Sale:

January 1, 2024 - January 24, 2025

Individual Registration: \$159

Foursome: \$635

Important Note

MacDill Air Force Base requires ALL players to submit their Driver's License number a minimum of 5 days prior to the tournament for a background check (10 days for non-US Citizens). Inputting the Driver's License number of EVERY team member is a required part of the registration process, you will not gain entry to the base, otherwise. The background check is non-invasive and is a formality as the event is held on an US Air Force Base.

Golfer Registration available at: amausf.org/scramBULL

Fill out Sponsorship Form at: <https://forms.gle/3sy2zuG3q4GNVgdr5>.

For more information, please contact

Emilie Leyva: (561)-563-1775

or email us amausf.directorofscrambull@gmail.com

