

**Play
Yellow**

a program of
Children's Miracle Network Hospitals

**THE BEST
ROUND OF GOLF
YOU'LL EVER
PLAY**



FELDMAN **AUTOMOTIVE**
**CHILDREN'S
MIRACLE**
**CELEBRITY
INVITATIONAL**
BENEFITING **COREWELL HEALTH CHILDREN'S** & **MARK WAHLBERG**
YOUTH FOUNDATION

MONDAY, JUNE 9, 2025

**DETROIT GOLF CLUB
DETROIT, MICHIGAN**





**FELDMAN AUTOMOTIVE
CHILDREN'S MIRACLE
CELEBRITY INVITATIONAL**

is a unique celebrity golf event where every foursome enjoys an up-close and personal celebrity pairing. The event features national and local celebrities from the world of entertainment and professional sports. Last year's field of 50 celebrities included: Calvin Johnson, Tim O'Neil, Sidney Rice, Kevin Chapman, Johnny Damon, and Adam Doleac.

The invitational provides a full day of golf and hospitality ending with a live auction of truly exceptional experiences. All proceeds equally benefit Children's Miracle Network Hospitals at Corewell Health Children's and the Mark Wahlberg Youth Foundation.

THE PARTNERSHIP TO HELP KIDS

NAME: Kennedy Shallal

CURRENT AGE: 5 years old

In December 2020, Kennedy Shallal, a typically energetic and happy four-year-old, began showing signs of unusual fatigue, strange bruises, and a persistent nosebleed. Her concerned parents took her to Corewell Health Children's, where she was diagnosed with acute lymphoblastic leukemia (ALL). "It was pretty devastating, and it all happened very, very quickly," said Kennedy's mother, Cristina. The following chemotherapy and hospital visits were challenging, exacerbated by COVID restrictions, but the care teams at the Skandalaris Family Center for Children with Cancer and Blood Disorders and the Proton Therapy Center provided comfort. Therapy dogs Olive and Millie brought Kennedy immense joy, easing her through grueling treatments.

Kennedy's twin sister, Regan, also cherished time with the therapy dogs once COVID restrictions eased. Kennedy has been in full remission since April 2023 and, inspired by Olive and Millie, she and Regan plan to own an animal shelter and raise therapy dogs to help other kids.



COREWELL HEALTH CHILDREN'S & CHILDREN'S MIRACLE NETWORK



Corewell Health Children's and Children's Miracle Network Hospitals have been partners for nearly 40 years, raising more than \$90 million locally to provide critical health care services, secure life-saving pediatric medical equipment and support charitable care initiatives for more than 200,000 children served by Corewell Health Children's every year.

Children's Miracle Network Hospitals raise funds for 170 premier children's hospitals across the U.S. and Canada, and donations stay within the community where the funds are raised. This event is a proud partner of PlayYellow, a program of Children's Miracle Network Hospitals.



MARK WAHLBERG YOUTH FOUNDATION

Mark Wahlberg Youth Foundation

The Mark Wahlberg Youth Foundation improves the quality of life for inner-city youth by providing financial resources and community support to youth service and enrichment partner organizations. The Mark Wahlberg Youth Foundation has granted \$10,000,000 in resources to support summer camps, youth athletics, opioid awareness programs, and more, making dreams a reality and unlocking the individual potential of inner-city youths.



BECOME A PARTNER ADVANCING CHILDREN'S HEALTH IN SOUTHEAST MICHIGAN AND QUALITY OF LIFE FOR YOUTH THROUGHOUT THE COUNTRY.

DATE

Monday, June 9, 2025

LOCATION

Detroit Golf Club

17911 Hamilton Road

Detroit, MI 48203

FORMAT

Scramble

9:00 AM

Registration & celebrity breakfast mixer

12:00 PM

Shotgun start

5:00 PM

Cocktail reception followed by an exclusive post-tournament celebration dinner, a truly exceptional live auction of luxury experiences, and golf awards presentation. (Golf attire recommended.)



GOLF SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR: ~~\$100,000~~ - SOLD **FELDMAN AUTOMOTIVE** **EXCLUSIVE** FMV \$6,300

- Choice celebrity pairing
- Three premier North Course foursomes
- Two on-site display opportunities on course grounds (approach and course)
- Two hole-in-one contests (one on each course with vehicle display opportunity)
- Premium sponsor logo position in event logo
- Opportunity to distribute sponsor information/drive to retail promotions/sponsor gift in guest gift bag, logo on water bottles (item to be provided by sponsor)
- Provide a live auction gift valued at \$75K to assist with fundraising, focus on For the Kids Sponsor

PRESENTING SPONSOR(S): \$50,000

(4 available) FMV \$4,200

- Choice celebrity pairing
- Two premier North Course foursomes
- Sponsor logo in presenting position in event logo on all collateral
- Opportunity to distribute sponsor information/drive to retail promotions/sponsor gift in guest gift bag
- Provide a live auction gift valued at \$10K - \$15K to assist with fundraising

SUPPORTING SPONSOR(S): \$35,000

(7 available) FMV \$4,200

- Choice celebrity pairing
- Two premier North Course foursomes
- Sponsor logo in supporting position with event logo on select collateral
- Opportunity to distribute sponsor information/drive to retail promotions/sponsor gift in guest gift bag

PLATINUM SPONSOR(S): \$20,000

(20 available) FMV \$2,100

- One celebrity pairing
- One South Course foursome
- Sponsor logo on high-visibility options:
 - ▶ Bag drop
 - ▶ Bag tag
 - ▶ Driving range
 - ▶ Golf balls - one, four-sleeve Titleist ProV 1 (4 available)
 - ▶ Golf carts - North Course
 - ▶ Golf carts - South Course
 - ▶ Golfer registration
 - ▶ Golf tee pack
 - ▶ Golf towel
 - ▶ Locker rooms - Men's
 - ▶ Locker rooms - Women's
 - ▶ Photography
 - ▶ Pin flags - North Course
 - ▶ Pin flags - South Course
 - ▶ Putting green
 - ▶ Scoreboard
 - ▶ Scorecard
 - ▶ Valet

GOLD PARTNER: \$15,000 - \$50,000

- Customized sponsorship including cash sponsorship and trade of in-kind services.

SILVER HOSPITALITY SPONSORS(S): \$10,000

(5 available) FMV \$2,100

Available with Golf Season Partnership only. Minimum \$26,000 seasonal investment at all three Foundation golf events in 2025.

- One celebrity pairing
- One South Course foursome
- Choice of one of the following golf hospitality options:
 - ▶ Breakfast
 - ▶ Lunch (two locations)
 - ▶ Refreshment stations
 - ▶ Cocktail hour
 - ▶ Dinner

Celebrities will be added to each foursome for a total of five golfers per group. Due to celebrity availability and schedules, some cancellations may occur impacting your foursome.

All sponsorships \$10,000 and above include course signage, golfer gifts, full hospitality breakfast, lunch, cocktail reception, dinner, and logo on Foundation event website.

ADVERTISING & PHILANTHROPY SPONSORSHIP OPPORTUNITIES

TITANIUM TEE BOX SPONSOR(S): \$5,000

(18 available) FMV \$600

- One sign with sponsor logo at two tees (one North, one South)
- Four tickets to attend tournament dinner

VIP HOSPITALITY CABANAS: \$7,500

(8 available) FMV \$1,000

- 10 ft. x 10 ft. tent for 4 guests
- Breakfast, lunch and dinner included

ON-COURSE TOURNAMENT CONTESTS SPONSOR(S): \$7,500

(4 available) FMV \$1,000

- One sign with sponsor logo at two contests (one North, one South)
- Four all-day tickets to the tournament, including all-day club access, meals, open bar, and all non-golf activities.

FOR THE KIDS SPONSOR

- Support the cause directly with your philanthropic or advertising sponsorship of \$1,000, \$2,500, \$5,000, \$10,000, \$25,000 or more to help kids directly.
- Your name or company's logo will be featured prominently at the event.





For more information on sponsorship opportunities, please contact Charlotte Alex at 947.522.0044 or charlotte.alex@corewellhealth.org.

For event sponsorship registration online or to make a donation to this event, visit: corewellhealth.org/foundation/southeast/events

GOLF SEASON PARTNERS



MEDIA PARTNER



PRINT PARTNER



MAGAZINE PARTNER



**Thank you for supporting the Corewell Health Foundation Southeast Michigan.
Corewell Health Southfield Center, 5D, 26901 Beaumont Blvd., Southfield, MI 48033**

The foundation gratefully relies on support from the community. If you would prefer not to receive future communication, please reply by email to CHEbeaumonthealthfoundation@corewellhealth.org or call 947.522.0100. All events are subject to cancellation or change.