

V I P P A R T Y

SUNDAY AUGUST 10TH

Seneca Niagara Resort & Casino
310 4th Street
Niagara Falls, NY 14303

5:00PM-11:00PM- VIP Party
Celebrity Pairings, Food, Beverage, Raffle
Entertainment, Silent & Live Auction



ABOUT THE FOUNDATION & EVENT

Kelly for Kids is dedicated to supporting disadvantaged and disabled youth in Western New York by distributing grant money raised throughout the year. Since its founding, the organization has donated over \$6 million to local children's charities, including Cradle Beach Camp, Kids Escaping Drugs, Make-A-Wish Foundation, Ilio DiPaolo Scholarship Fund, and Hunter's Hope.

Its main fundraising event is the **Jim Kelly Celebrity Classic**, which brings together sports and entertainment celebrities for a weekend of golf and celebration. The event features a VIP party on Sunday with silent and live auctions, food, entertainment, and a celebrity draft, where attendees can bid to golf with a specific celebrity. On Monday, over 50 foursomes, each paired with a celebrity, play on a 27-hole course with food and music tents throughout the venue.

PAST CELEBRITY GUESTS

CHRIS BERMAN

KURT WARNER

BRUCE SMITH

BRAD MAY

DARRYL TALLEY

BILL POLIAN

DEBBE DUNNING

DANNY GARE

THURMAN THOMAS

STEVE WILKOS

ROGER GOODELL

DREW BLEDSE

STEVE TASKER

MICHAEL IRVIN

ERIC WOOD

ZAC THOMAS

KATO KAEIN

WARREN SAPP

BILL COWHER

CHRIS McDONALD

FRED SMERLAS

ANTHONY MUNOZ

DAN MARINO

JEROME BETTIS

NON-GOLF SPONSORSHIPS

Individual tickets are NOT sold to this event

\$2500

MERCHANDISE/TICKETS/HOTEL PACKAGE

- 2 tickets to the VIP Party August 10th at Seneca Niagara Casino
- One hotel room night at Seneca Niagara Casino for 8/10/25 only
- Jim Kelly autographed Full Size Authentic Buffalo Bills Helmet
 - Full page ad in the program
 - Logo on website & Mention on social media
 - Tee Sign on the course.

You will receive the tee sign autographed by Jim Kelly after the event.

*ONE 2-3 MIN PERSONAL VIDEO MESSAGE FROM JIM KELLY
Anniversary, Birthday, A motivational message to your employees, get well messages etc.
Restrictions may apply

\$2000

TICKET PACKAGE FOR 4

- 4 tickets to the VIP Party
August 10th @ Seneca Niagara Casino 5:00pm
- Full page ad in the program
- Logo on website & Mention on social media
- Jim Kelly autographed Buffalo Bills Jersey

\$1000

TICKET PACKAGE FOR 2

- 2 tickets to the VIP Party
August 10th @ Seneca Niagara Casino 5:00pm
- Logo on website & Mention on social media
- Jim Kelly limited edition autographed football

\$450

1/2 PAGE AD & TEE SIGN

- 1/2 page ad in program
- Tee sign on course
- Mention on social media

\$250

TEE SIGN

- Tee sign on course
- Mention on social media &
& Website

\$250

1/2 PAGE AD

- 1/2 page ad in program
- Mention on social media &
& Website

CELEBRITY SPONSORSHIP \$3,500

1. VIP PARTY TICKETS:

- 4 tickets to the exclusive VIP Party on August 10th at Seneca Niagara Resort & Casino.

2. COMPANY BRANDING & EXPOSURE:

- Social media mentions on Twitter and Facebook Pages.
- Full-page color advertisement in the event program distributed to 750 attendees.
- Your logo on the Kelly for Kids website

3. EXCLUSIVE MEMORABILIA:

- Limited Edition 38th Annual Jim Kelly Celebrity Classic Autograph Board signed by Jim Kelly and participating celebrities.
(only given to the restaurants on the golf course)

4. ADDITIONAL PROMOTIONAL OPPORTUNITY:

- Opportunity to include literature, business cards or pamphlet about your company (that you would provide) in 400 golfer gift bags (approval required by KFK).
- Your logo is prominently displayed on the YETI SHOT GLASS CARRYING CASE given to all the celebrity attendees placed in their golfer gift bag.
- You will receive 12 TOTAL YETI SHOT GLASS CARRYING CASES that will also include the Kelly Tough logo.

This package offers an excellent way to gain exposure while participating in a charitable event, and includes various opportunities to showcase your company both at the event and through other promotional material



PROMOTIONAL SPONSORSHIP \$3500

1. VIP PARTY ACCESS:

- 4 tickets to the **Jim Kelly Celebrity Classic VIP Party**
- **Date:** Sunday, August 10
- **Location:** Seneca Niagara Casino

2. PROMOTIONAL GIVEAWAYS:

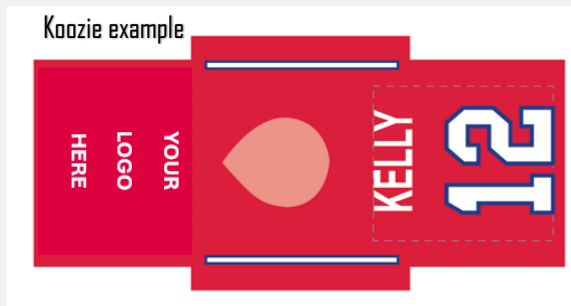
- 1000 **Buffalo Bills #12 / Your company logo on jersey koozies**
 - 500 at VIP party
 - 250 on golf carts
 - 250 for you to keep

3. COMPANY BRANDING & EXPOSURE:

- Your logo on the Kelly for Kids website.
- Social media mentions on Twitter and Facebook Pages.
- Full page color advertisement in the event program distributed to 750 attendees.
- Company logo featured in the PowerPoint presentation at the event.

4. MEMORABILIA:

- Jim Kelly Autographed Buffalo Bills Jersey
- Jersey Autograph Board signed by Jim Kelly



LATE-NIGHT SPONSORSHIP \$3500

1. VIP PARTY TICKETS:

- Six tickets to the exclusive VIP party on August 10th at Seneca Niagara Resort & Casino.

2. COMPANY BRANDING & EXPOSURE:

- Your logo on the Kelly for Kids website.
- Social media mentions on Twitter and Facebook Pages.
- Full-page color advertisement in the event program distributed to 750 attendees.
- Company logo featured in the PowerPoint presentation at the event.

3. SPONSOR OF THE LATE-NIGHT FOOD STATION AT THE ENTRANCE FOR GREAT EXPOSURE

- **Event Decor:** Your logo will be printed on select balloons decorating high-top tables and the LATE-NIGHT food station area
- **Late-Night Station Branding:** Logo featured at the late-night food station between 9:30 pm - 10:30 pm, with signage and printed napkins displaying your logo. The food will include Buffalo favorites such as pizza logs, Buffalo chicken logs, beef on weck, and pizza. Additionally, your logo will be on to-go bags for guests to take snacks.

4. EXCLUSIVE MEMORABILIA:

- **Autographed Photos:** 6 Jim Kelly autographed photos for your company or guests.



HECKLE HOLE SPONSORSHIP \$5,000

VIP PARTY TICKETS: **INCLUDES 2 PEOPLE AT THE GOLF COURSE – NOT GOLFING SEE DETAILS BELOW**

- 8 tickets to the exclusive VIP party on August 10th at Seneca Niagara Resort & Casino.

1. COMPANY BRANDING & EXPOSURE:

- One company tee sign on the golf course.
- Your logo on the Kelly for Kids website.
- Social media mentions on Twitter and Facebook Pages.
- Full-page color advertisement in the event program distributed to 750 attendees.
- Company logo featured in the PowerPoint presentation at the event.

2. SPONSOR OF THE HECKLE HOLE

- Your logo will be prominently displayed at the hole. Hole hecklers have revolutionized golf entertainment. Three professional comedians, including Rob Lederman, will roast golfers as they tee off. Unique and unforgettable experience to golfers and spectators alike. Everyone is going to remember this hole and it will be the talk of the day!

3. EXCLUSIVE MEMORABILIA:

- Jim Kelly Autographed Buffalo Bills Jersey and Football.

4. ADDITIONAL PROMOTIONAL OPPORTUNITY:

- Opportunity to include a small coupon, business card or pamphlet about your company (that you would provide) in 400 golfer gift bags (approval required by KFK).

5. SPECIAL ATTENTION:

- Jim Kelly will personally launch an autographed football from the stage to your representative at the VIP party when your company is mentioned

• 2 PEOPLE CAN HANG OUT AT THE GOLF COURSE WITHOUT GOLFING Very exclusive opportunity. You and a guest can join in the festivities but don't have to golf. We have 4 different tent areas located on the course: all with entertainment, and plenty of food and drink. **NOT TO MENTION THE HECKLE HOLE YOU WON'T WANT TO LEAVE.** Our main tent has live entertainment and you can watch Eric Wood and Chris Berman sing with the band. We also offer massages and stretches at the tents. You won't be bored, and don't have to worry about making par! Just show up and have a fantastic time. A representative from Terry Hills will be your chauffeur for the day! They will also let you tee off with a few of our top celebs!

This package offers an excellent way to gain exposure while participating in a charitable event, and it includes various opportunities to showcase your company both at the event and through other promotional materials.