

 NFP presents



SPONSORSHIP OPPORTUNITIES

April 21-22, 2024

Omni Barton Creek Resort & Country Club

Austin, TX

JOY^{Rx}

While children have the superpower of joy hard-wired inside them, during cancer treatment and other serious illness – it can lay dormant.

JoyRx is uniquely qualified to ignite joy, helping kids improve their mental, emotional, and physical states of being.

For more than 28 years, JoyRx programs have helped young patients positively shift their mood to relieve the sadness, anxiety, and isolation experienced during lengthy treatments and hospitalizations.



Kid-Prescribed Music Medicine

JoyRx Music delivers the healing power of music at no cost to kids and families at **38 hospital sites** across the country.

- One of the earliest music medicine programs tailored specifically for hospitalized kids
- Offers personalized music experiences led by trained specialists with music carts filled with instruments
- Music lessons, sing-a-longs, lullabies and more help alleviate the stress, isolation and anxiety caused by extended hospitalizations



Texas Impact



Operating in Nine Texas locations



Exclusive artist performances captured at SXSW & ACL



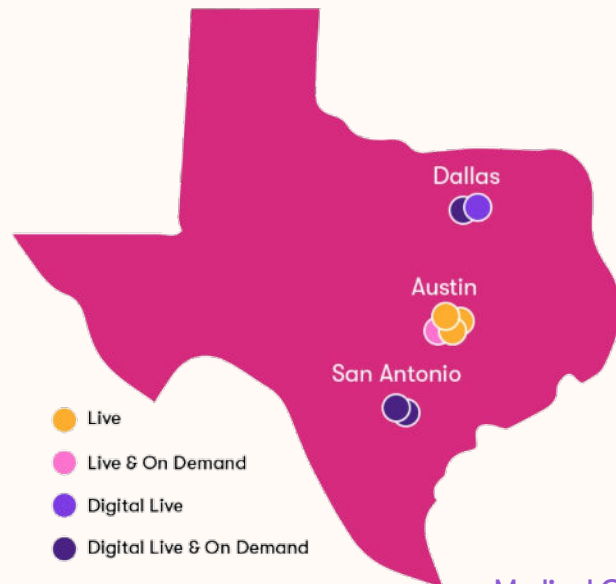
Free family concerts offered at Dell Children's Medical Center

19,861 Texas Children Served since 2018

through Live, Digital Live, and On Demand music delivery

427

Live Bedside Sessions



Medical City Dallas

Children's Medical Center Dallas

St. David's Children's Hospital (Austin)

Dell Children's Medical Center (Austin)

Dell Children's Blood & Cancer Center (CBCC) (Austin)

Dell Children's Comprehensive Care Clinic (CCC) (Austin)

Dell Children's Pediatric Neurosciences Clinic (Austin)

Methodist Children's Hospital (San Antonio)

Children's Hospital of San Antonio

 **NFP** presents



**Omni Barton Creek
Resort & Country Club**

Austin, TX

SUNDAY, APRIL 21

Dinner Reception & Auction

MONDAY, APRIL 22

Pro-Am Tournament at Fazio Canyons

JoyRx is thrilled to partner with NFP for our 2nd Annual Golf for Joy Tournament in the live music capital of the world, Austin, Texas.

This premium Pro-Am experience includes world-class golf at one of the top resorts in all of Texas – Omni Barton Creek Resort & Country Club – as well as an exciting evening reception with live entertainment, great food and drinks, and inspiring JoyRx program.

JOYRx



Sponsorship Opportunities

Sponsoring Golf for Joy supports Joy-based music programming, enabling JoyRx to continue to meet the critical needs of thousands of seriously ill kids and their families.

Eight sponsorship levels are available — however, if you're interested in additional benefits and exposure, we're eager to discuss a custom sponsorship package for your company.

SOLD

Presenting Sponsorship

Exclusive | \$40,000, **NFP**

- **Two foursomes entered into the tournament**
- VIP Experience: **option to play with a pro**, VIP parking at golf course, and a special gift for players in your foursome
- 10 tickets with VIP seating at the reception with your company's logo on-screen and recognition in the introduction
- **Signage at club entrance, #1 tee box, and #9 pin flags**
- **Recognition in "Longest Drive" Contest**
- Recognition in all media, including landing page, event program, and social media

***If your company is interested in donating a branded gift to players, please let us know.**





Reception Sponsorship

Exclusive | \$25,000

- **One foursome entered into the tournament**
- VIP experience: **tee off on hole #1**, VIP parking at golf course, and a special gift for players in your foursome
- **Signage at dinner reception**
- **Opportunity to speak at the reception**
- **Recognition at reception, including on-screen logo and mention from podium**
- 10 tickets with VIP seating at the dinner reception with Golf Pro, with your company's logo on-screen
- Recognition in media, including landing page, event program, and reception signage



***If your company is interested in donating a branded gift to players, please let us know.**

SOLD

Flag Sponsorship

Exclusive | \$10,000

- **One foursome entered into the tournament**
- **Company logo on pin hole flags placed at all 18 holes**
- 10 tickets to the reception
- VIP experience: VIP parking at golf course and a special gift for your players
- Recognition in media, including event landing page and social media
- Recognition during Putting Contest at putting green

***If your company is interested in donating a branded gift to players, please let us know.**



JOY^{Rx}

SOLD

Golf Cart Sponsorship

Exclusive | \$10,000

- **One foursome entered into the tournament**
- 10 tickets to the reception
- Company logo on each golf cart and opportunity to leave co-branded company gift
- VIP experience: VIP parking at golf course and a special gift for your players
- Recognition in media, including event landing page and social media
- Recognition during Putting Contest at putting green

***If your company is interested in donating a branded gift to players, please let us know.**



JOY_R



After Party Sponsorship

Exclusive | \$10,000

- **One foursome entered into the tournament**
- **Signage at post-reception live music outdoor lounge area and at closest to the pin glow in the dark contest area**
- 10 tickets to the dinner reception
- VIP experience: VIP parking at golf course and a special gift for your players
- Recognition in media, including event landing page and social media



Vehicle Sponsorship

Exclusive | \$10,000

- **One foursome entered into the tournament**
- **Vehicle display featured at hole-in-one**
- **Vehicle display (four cars) at course entrance**
- **Logo flag at putting green**
- Recognition in event program and on landing page
- 10 tickets to the reception

***Your company will underwrite the Hole in One insurance in addition to the sponsorship fee.**



JOY^R



Appeal Sponsorship

Exclusive | \$10,000

- **One foursome entered into the tournament**
- **Company Logo on Special Appeal paddles**
- 10 tickets to the dinner reception
- VIP experience: VIP parking at golf course and a special gift for your players
- Recognition in media, including event landing page and social media

***If your company is interested in donating a branded gift to players, please let us know.**

SOLD



Driving Range Sponsorship

One of Two | \$7,500

- **One foursome entered into the tournament**
- **Company logo on signage at driving range utilized for pre-tournament activities**
- Media recognition, including mentions on event landing page and social media
- 10 tickets to the dinner reception



Driving Range Sponsorship

Two of Two Available | \$7,500

- **One foursome entered into the tournament**
- **Company logo on signage at driving range utilized for pre-tournament activities**
- Media recognition, including mentions on event landing page and social media
- 10 tickets to the dinner reception



Hole Sponsorship w/ Team

Multiple Available | \$6,000

- **One foursome entered into the tournament (\$5,000 value)**
- **Company logo on signage at specified hole**
- **Opportunity for branded item and customized activation at specified hole**
- Media recognition, including mentions on event landing page and social media
- 8 tickets to dinner reception



JOY^R



Hole Sponsorship

Multiple Available | \$1,000

- **Company logo on signage at specified hole**
- **Opportunity for branded item and customized activation at specified hole**
- Media recognition, including mentions on event landing page and social media
- 4 tickets to dinner reception





Thank You
TO OUR IN-KIND DONORS

NINE
BANDED



WHISKEY
Made in Texas



The logo for Holderness & Bourne features a stylized 'H' and 'B' monogram to the left of the company name.
HOLDERNESS & BOURNE



In-Kind Sponsorship

- **Recognition at activation site (such as beverage, lunch, or cigar station)**
- Recognition on donated player gifts and prizes (opportunity for co-branded player gifts)
- Recognition in event program and landing page
- Opportunity to attend dinner reception



Thank You!

Register a Team
or Become a Sponsor

Betsy Boone

Director of Development
bboone@JoyRx.org

JOY^{Rx}



The Business of **JOY^{Rx}**

Financial Recognition

JoyRx, the mission delivery of Children's Cancer Association, is a trusted organization that has been recognized for more than 20 years as an excellent steward of financial resources.

We are proud to be recognized by the following esteemed organizations for best practices in financial transparency, employee engagement, creativity, and mission delivery.

