

MONDAY, AUGUST 11th

5TH ANNUAL

GREYSTONE GOLF CLUB

NEWAY WORKS CHARITY GOLF CLASSIC

CONNECT | ENGAGE | GIVE BACK



High-Impact Brand Exposure To Business Professionals in Metro Detroit.



Align your brand with a charity golf tournament that brings together influential professionals, community leaders, and philanthropists—all united in empowering inner-city youth through workforce development, financial literacy, mentorship and athletic excellence.

WHERE GOLF MEETS PURPOSE

The Neway Works Charity Golf Classic is an annual tournament, this year held at the beautiful **Greystone Golf Club**, home to the “Best Finish in Michigan Golf,” drawing a highly engaged audience passionate about making a difference.

140

Golfers

Predominantly professionals and business leaders

High-Touch Networking: Business owners, executives, and decision-makers

Premium Experience: Championship-level course, 1st-class amenities & exclusive sponsorship activations

Featuring:



#37 World Ranking Long Drive Pro Golfer Josh Jackson



4-Time All-Big East Seton Hall University & Pro Tour Golfer Lizzie Win!

ABOUT NEWAY WORKS

Transforming Futures Through Opportunity

Neway Works is dedicated to empowering inner-city youth by providing them with the resources, mentorship, and opportunities needed to succeed in life.

TUTORING SERVICES

Academic support to improve student performance and prepare for college

YOUTH MENTORING

Career readiness and hands-on job experiences

FINANCIAL LITERACY

Teaching smart money management and long-term financial planning

STUDENT ATHLETE SUPPORT

Help athletes connect with college recruiters, secure scholarships, and explore opportunities at the collegiate level.

WORKFORCE DEVELOPMENT

Youth enrichment programs equip student-athletes with the skills, mentorship, and resources to succeed beyond sports.



Our programs combine academic support, career training, financial literacy, and athletic guidance to prepare student-athletes for success in college and beyond.

Your sponsorship fuels this mission.

DIGITAL FOOTPRINT

Extend Your Brand's Visibility Beyond the Course

16,5K

EMAIL
SUBSCRIBERS

Business professionals,
donors, and engaged
community members

18K

SOCIAL FOLLOWERS

Thousands of followers engaging
with our content on facebook and
Linkedin

60k

WEBSITE

Brand visibility through logo placement, sponsor
recognition, and direct links

As a sponsor, you gain exposure before, during, and after the event—ensuring ongoing visibility and engagement

OUR AUDIENCE

Philanthropic, Affluent, and Community-Focused

Our golfers and network is made up of affluent metro Detroiters, with 70% earning between \$100K–\$249K and 20% earning \$250K or more. Most reside in Macomb and Oakland counties and the group is made up of 75% males and primarily aged 45–64.

- **Charitable & Mission-Driven** – Actively support causes that create opportunities for inner-city youth
- **Local Influence** – Business owners and professionals based in Macomb, Oakland and Wayne counties
- **Affluent & Connected** – Strong purchasing power with a commitment to corporate social responsibility

INCOME

\$100K–\$149K: 40%
 \$150K–\$249K: 30%
 \$250K+: 20%
 Below \$100K: 10%

AGE

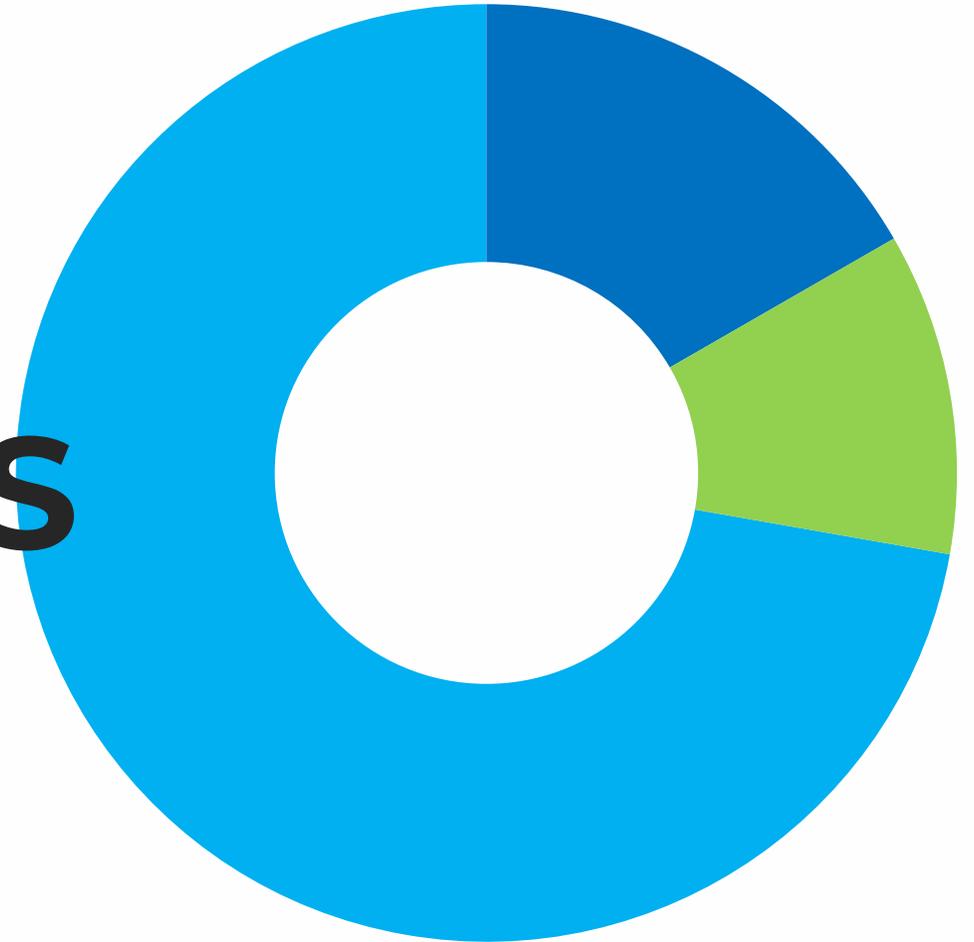
35% 45–54
 25% 55–64
 20% 35–44
 10% 25–34
 10% 65+

LOCATION

50% Macomb County
 30% Oakland County 15%
 Wayne County
 5% Other

PROFESSIONAL DEMOGRAPHICS

Most attendees (65%) work in business and corporate leadership, including executives, entrepreneurs, and professionals in sales, finance, and real estate. Others come from healthcare (15%), skilled trades (10%), legal and public sectors (5%), and fields like education, tech, and the arts (5%).



- Business & Corporate Leadership
- Healthcare & Medical Professionals
- Construction, Engineering, Trades

Who you'll reach as a sponsor:

BUSINESS OWNERS

Local entrepreneurs, small business owners, and franchise operators who understand the power of networking and brand visibility in the community. They are actively involved in local events and initiatives that align with their values.

What They Care About:

- Building relationships with other influential professionals
- Gaining local brand recognition and trust
- Supporting causes that directly impact their customer base
- Finding potential new clients, vendors, or partners



Who you'll reach as a sponsor:

CORPORATE EXECUTIVES

C-level executives, directors, and senior managers at regional or national corporations who oversee **Corporate Social Responsibility (CSR), sponsorships, or marketing initiatives**. These professionals seek ways to enhance their company's reputation while aligning with impactful charitable initiatives.

What They Care About:

- Enhancing their brand's public image & goodwill
- Meeting CSR goals while engaging employees & customers
- Strengthening relationships with local business & community leaders
- Positioning their company as a trusted corporate citizen



Who you'll reach as a sponsor:

GOLF ENTHUSIAST

Avid golfers, business professionals, and high-net-worth individuals who view golf events as both a leisure activity and a networking opportunity. Many are C-suite executives, real estate professionals, financial advisors, attorneys, and other professionals with disposable income and purchasing power.

What They Care About:

- Exclusive, high-end experiences with premium amenities
- Networking with like-minded professionals in a relaxed setting
- Access to top-tier brands that align with their lifestyle
- Luxury incentives & giveaways that enhance their experience



Who you'll reach as a sponsor:

THE PHILANTHROPIST

High-net-worth individuals, charitable donors, and foundation representatives who prioritize giving back to impactful causes. These individuals see philanthropy as part of their legacy and are drawn to opportunities where their contributions create measurable change.

What They Care About:

- Supporting education, youth development, and economic mobility
- Contributing to sustainable, long-term community initiatives
- Networking with like-minded donors and charitable organizations
- Recognizing the impact of their generosity through real success stories



OPPORTUNITIES

Our sponsorship activations offer unique ways to connect with a high-value audience through brand visibility, on-site engagement, and community impact. From premium placements to interactive experiences, each opportunity is designed to leave a lasting impression. **The following activations are prepackaged, yet we can develop a custom sponsorship for you including one-time or long-term digital exposure.**



High-Visibility, Exclusive Branding, Keynote Speaking Opportunities

Title Sponsor

Exclusive recognition as the event's Title Sponsor. Premium signage (4' x 10' and 3' x 5' banners). Marketing table on a premium hole with Tee Box Signage. Speaking opportunity at the opening ceremony. Full-page ad in the event program. Presenting Sponsor recognition on social media & email. Logo placement on event website & golfer swag bags. Participation in the Golf Committee meeting.

2 Foursomes (8 golfers) + Dinner & On-Course Beverage Service

\$10,000

(8 Activations)

\$10K Hole-In-One Sponsor

Exclusive branding on a premium Par 3. Premium signage (3' x 5' banner). Marketing table on the \$10K Hole-in-One hole. Company rep runs contest (direct networking opportunity). Tee Box Signage with large Golf Ball (20" x 28"). Logo placement on event website & golfer swag bags.

2 Foursomes (8 golfers) + Dinner & On-Course Beverage Service

\$3,000

(5 Activations)

Dinner Awards Sponsor

Recognized as the official Dinner Sponsor. Premium signage behind the stage podium (3' x 5' banner). Marketing table on a premium hole with Tee Box Signage. Quarter-page ad in the event program. Public acknowledgment during the dinner. Logo placement on event website & golfer swag bags.

1 Foursome (4 golfers) + Dinner & On-Course Beverage Service

\$2,500

(6 Activations)

High-Visibility, Exclusive Branding, Continued

Golf Cart Sponsor

Exclusive signage and more. Premium signage 3' x 5' banner. Signage on each golf cart. Marketing table on a premium hole with Tee Box Signage. Full page ad in event program. Sponsor recognition on social media & email. Logo placement on event website & golfer swag bags.

2 Foursomes (8 golfers) + Dinner & On-Course Beverage Service

\$5,000
(6 Activations)

Engage Golfers On the Course & Create Memorable Experiences

Beat the Pro Sponsor

\$2,000

Exclusive branding on a premium Par 3 hole. Signage (3' x 5' banner) on course. Marketing table alongside a Professional Golfer. Company rep helps run contest (high-touch networking). Logo placement on event website & golfer swag bags.

(5 Activations)

1 Foursome (4 golfers) + Dinner & On-Course Beverage Service

Closest to the Pin

\$1,500

Exclusive branding on a premium Par 3. Premium signage (3' x 5' banner). Marketing table on the \$10K Hole-in-One hole. Company rep runs contest (direct networking opportunity). Tee Box Signage with large Golf Ball (20" x 28"). Logo placement on event website & golfer swag bags. 1 Twosome (2 golfers) + Dinner & On-Course Beverage Service

(5 Activations)

Long Drive Sponsor (Men's & Women's)

\$1,000

Exclusive branding for Longest Drive Contest. Premium signage (3' x 5' banner) on course. Marketing table on assigned premium hole (optional). Logo placement on event website & golfer swag bags. 1 Twosome (2 golfers) + Dinner & On-Course Beverage Service

(3 Activations)

Putting Contest Sponsor

\$1,000

Exclusive branding for Putting Contest. Signage on putting green + Marketing Table at Contest. Company rep helps run contest (direct engagement). Logo placement on event website & golfer swag bags. 1 Twosome (2 golfers) + Dinner & On-Course Beverage Service

(4 Activations)

High-End Branding & VIP Engagements

VIP Hospitality Sponsor

Exclusive branding on a premium hospitality experience (e.g., cocktail hour, cigar lounge). Signage & activation area. Logo placement on event website & promotional materials. 1 Foursome (4 golfers) + Dinner & On-Course Beverage Service

\$2,000

(3 Activations)

Luxury Product Placement

Showcase golf equipment, apparel, vehicles, or premium spirits. Product integration with VIP golfer experiences. Signage at activation site. Company-branded giveaway opportunity

\$2,000

(3 Activations)

Golf Ball Launch Cannon Sponsor

Exclusive branding on the Golf Ball Launch Cannon. Company rep assists contest (high engagement). Premium signage (3' x 5' banner). Logo placement on event website & golfer swag bags. 1 Twosome (2 golfers) + Dinner & On-Course Beverage Service

\$1,500

(3 Activations)

Cigar Lounge Sponsor

Exclusive branding on the cigar activation area. Marketing table & premium signage. Logo placement on event website & golfer swag bags. 1 Twosome (2 golfers) + Dinner & On-Course Beverage Service

\$1,000

(3 Activations)

Support the Cause & Engage with Philanthropists

Named Scholarship Sponsor

Directly fund a Neway Works student scholarship. VIP recognition at the awards dinner. Logo placement in scholarship materials & event website.

\$2,500

(3 Activations)

Matching Donation Challenge Sponsor

Encourage live fundraising with a company-matching donation. Recognition at the awards dinner & online. Social media promotion reaching engaged donors.

\$2,000

(3 Activations)

VIP Donor Recognition Event Sponsor

Host an exclusive networking event for top donors. Branding on all event materials.

\$2,000

(3 Activations)

Champions of Changemaker

Annual Membership. 10% discount on Neway Works events including signature events and our GALA. Be a part of an exclusive peer-to-peer network. Be recognized with stand alone signage at the tournament. Website representation.

\$1,500

(3 Activations)

Cost-Effective Ways to Increase Visibility

Tee Box Sponsor

Logo placement on a Tee Box with a large Golf Ball sign (20" x 28"). Social media recognition. Dinner & Networking Access for 1.

\$250

(2 Activations)

Sign Sponsor

Company logo on an 18" x 24" lawn sign. Social media promotion. Dinner & Networking Access for 1.

\$150

(3 Activations)

Networking & Social Sponsorships

19th Hole Business Networking Sponsor

Marketing table at the post-event networking reception. Logo placement on event website & signage.

Dinner & Networking Access for 2 + 4 drink tickets.

\$500

(2 Activations)

Trophy Sponsor

Exclusive recognition as the official Trophy Sponsor. Branded signage at the awards ceremony.

Dinner & Networking Access for 2 + 4 drink tickets.

\$500

(3 Activations)

19th Hole Business Networking "Fore" Charity + Dinner Program

Access to the networking reception & dinner. 2 drink tickets.

\$75

(3 Activations)

MEDIA PARTNERS

HOUR Detroit has been a key partner including promotion and advertising of our most important events. Other support from metro Detroit media has helped develop exposure!



CRAIN'S DETROIT BUSINESS

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LET'S TALK

The Neway Works Charity Golf Classic is a great opportunity to elevate your brand to business professionals, make meaningful connections, and drive community impact.

Let's build a sponsorship package that aligns with your goals.

Contact us today to get started!

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