



May 20 & 21, 2024

The Hamptons at
Sebonack Golf Club



Introduction

Join Jerome Bettis and a star-studded celebrity line-up comprised of Notre Dame greats and icons in sports and entertainment in **The Hamptons on May 20 & 21, 2024** for the 4th Annual Blue and Gold Classic. This premiere event benefits the Jerome Bettis Bus Stops Here Foundation and Notre Dame endowment.

This two-day event will kick off with an intimate pairings-party featuring an exclusive Chalk Talk, live auction and entertainment, followed by a Celebrity-Amateur Golf Tournament and Awards Dinner.

MONDAY, MAY 20TH

11:00 AM Guest Arrivals, Registration & Gift Bags

8:00-11:00 PM Welcome Party

TUESDAY, MAY 21ST

8:30 AM Registration & Driving Range Opens

11:00 AM Blue and Gold Classic (Shotgun)
(Play Your Own Ball)

5:00 PM Cocktails, Dinner & Closing Awards
Ceremony



About Jerome



At the University of Notre Dame, Jerome Bettis finished his career with 337 rushing attempts for 1,912 yards (5.7 yards per attempt), and made 32 receptions for 429 yards (13.4 yards per reception). Pro Football Hall of Famer and Super Bowl Champion, Jerome Bettis is one of the best all-time running backs in the NFL. “The Bus” finished his NFL career in Januar 2006 after 13 seasons, retiring immediately following the Pittsburgh Steelers’ 21-10 win over the Seattle Seahawks in Super Bowl XL in his hometown of Detroit.

Career Highlights

- Super Bowl Champion (XL)
- Six Pro Bowl Selections (1993, 1994, 1996, 1997, 2001, 2004)
- Two-Time First Team All-Pro (1993, 1996)
- 2001 Walter Payton Man of the Year

Giving Back

The Jerome Bettis Bus Stops Here Foundation was created in 1997 by Pro Football Hall of Fame Running Back Jerome Bettis to provide opportunities for inner-city youth to succeed and become productive individuals in today’s society. Jerome Bettis wants to lead by example and give back to societies and communities, which enabled him to achieve the level of success he has acquired. He strongly believes that in addition to his parents and extended family, a multitude of individuals and programs assisted in shaping his life. Now, it is his turn to impact the lives of our youth.

The Jerome Bettis “Bus Stops Here” Foundation is dedicated to improving the overall quality of life for troubled and underprivileged inner-city youth. We accomplish this by providing financial resources, educational and recreational programs and mentoring that will assist youth in learning to distinguish between healthy and unhealthy choices.



Sponsorship Opportunities



TITLE SPONSOR

\$250,000

Hospitality & Marketing Benefits

- Tournament naming rights (i.e. Jerome Bettis Blue and Gold Classic presented by...)
- Eight (8) Playing Positions in the Blue and Gold Classic
 - Pairing with Premium Celebrities
- Eight (8) VIP Gift Bags
- Eight (8) Jerome Bettis Meet & Greet Invitations
- Eight (8) VIP Invitations to the Blue and Gold Classic Welcome Party
- Ability to activate, provide co-branded gifts/prizes and display product to attendees
- Inclusion in all marketing & advertising (i.e. radio, print & television)
- Logo on all appropriate Event branding to include Sponsor Boards, Website and Program
- Naming rights to one of the Bus Stops Here Foundation programs
- Opportunity to have Jerome Bettis speak at your company event for one hour on mutually agreed upon date
- Two (2) Autographed Jerome Bettis jerseys
- Four (4) Autographed Jerome Bettis footballs
- Company recognition in one press release and two e-blasts
- 10 social media mentions from Bus Stops Here Foundation social media
- 5 social media mentions from Jerome Bettis personal social media outlets (reach of 1million)+
- Special recognition plaque to display at your office



Sponsorship Opportunities



GOLD SPONSOR

\$75,000

Hospitality & Marketing Benefits

- Naming rights to one Event Function
 - Pairing Party, Awards Ceremony or Gifting Suite
- Four (4) Playing Positions in the Blue and Gold Classic
 - Pairing with Premium Celebrity (vs. Celebrities)
- Four (4) VIP Gift Bags
- Four (4) Jerome Bettis Meet & Greet Invitations
- Four (4) VIP Invitations to the Blue and Gold Classic Welcome Party
- Ability to activate, provide co-branded gifts/prizes and display product to attendees
- Inclusion in all marketing & advertising (i.e. radio, print & television)
- Logo on all appropriate Event branding to include Sponsor Boards, Website and Program
- One (1) Autographed Jerome Bettis jerseys
- Two (2) Autographed Jerome Bettis footballs
- Company recognition in two e-blasts
- 8 social media mentions from Bus Stops Here Foundation social media
- 3 social media mentions from Jerome Bettis personal social media outlets
[reach of 1million]+



Sponsorship Opportunities



BLUE SPONSOR

\$30,000

Hospitality & Marketing Benefits

- Four (4) Playing Positions in the Blue and Gold Classic
 - Pairing with Premium Celebrity (vs. Celebrities)
- Four (4) VIP Gift Bags
- Four (4) VIP Invitations to the Blue and Gold Classic Welcome Party
- Inclusion in all marketing & advertising (i.e. radio, print & television)
- Logo on all appropriate Event branding to include Sponsor Boards, Website and Program
- Company recognition in one e-blast
- 3 social media mentions from Bus Stops Here Foundation social media
- 1 social media mentions from Jerome Bettis personal social media outlets
[reach of 1million]+

GOLF SPONSOR

\$25,000

Hospitality & Marketing Benefits

- Four (4) Playing Positions in the Blue and Gold Classic
 - Pairing with Premium Celebrity (vs. Celebrities)
- Four (4) VIP Gift Bags
- Logo on all appropriate Event branding to include Sponsor Boards, Website and Program



Sponsorship Opportunities

HOSPITALITY SUITE SPONSOR

\$10,000

Hospitality & Marketing Benefits

- Four (4) VIP Gift Bags
- Four (4) VIP Invitations to the Blue and Gold Classic Welcome Party
- Logo on all appropriate Event branding to include Sponsor Boards, Website and Program
- Two Autographed Jerome Bettis footballs
- Company recognition in one e-blast
- 3 social media mentions from Bus Stops Here Foundation social media
- 1 social media mentions from Jerome Bettis personal social media outlets (reach of 1million)+

GOLF SHIRT SPONSOR

\$5,000

Hospitality & Marketing Benefits

- Company name and logo on golf shirts
- Company recognition in one e-blast

GOLF BALL SPONSOR

\$3,500

Hospitality & Marketing Benefits

- Company name and logo on golf balls

HOLE SPONSOR

\$1,500

Hospitality & Marketing Benefits

- Two (2) VIP Invitations to the Blue and Gold Classic Welcome Party
- Opportunity to display products and/or services to all event participants
- Ability to provide co-branded gifts and/or prizes to all tournament participants





For More Information

Beth Vietmeier
Executive Director

The Jerome Bettis Bus Stops Here Foundation
412-720-5195

bethv@thebusstopsherefoundation.org