

LEE HANEY GAMES
8-TIME MR. OLYMPIA



BODYBUILDING & FITNESS EXPO

Lee Haney Games Golf Classic
Fundraiser

Sponsorship Deck

www.LeeHaneyGames.com

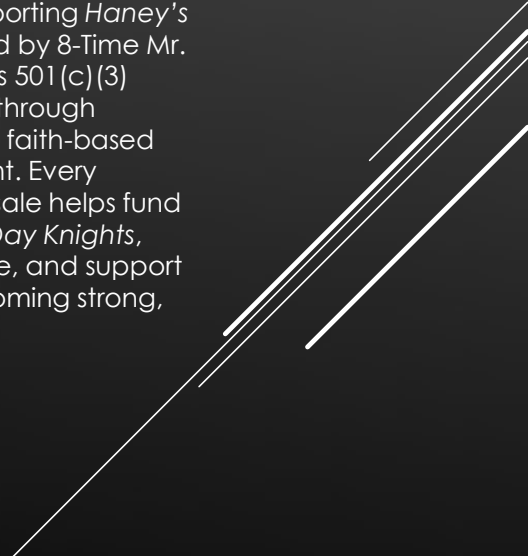
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Haney's Harvest House

Haney's Harvest House is a 501(c)(3) nonprofit founded by 8-Time Mr. Olympia Lee Haney, dedicated to mentoring young men through faith, fitness, and leadership. The program equips youth with the tools to become strong, purpose-driven leaders in their communities.

Lifting Lives, One Young Man at a Time

At the core of the Lee Haney Games is a deeper mission—supporting *Haney's Harvest House*. Founded by 8-Time Mr. Olympia Lee Haney, this 501(c)(3) empowers young men through mentorship, fitness, and faith-based leadership development. Every sponsorship and ticket sale helps fund programs like *Modern Day Knights*, providing tools, structure, and support to guide boys into becoming strong, purpose-filled men.



The Lee Haney Games Golf Classic

This premier charity golf tournament is the official kickoff to the **Lee Haney Games Weekend**, culminating in the Bodybuilding & Fitness Expo on **Saturday, November 1** at the Gas South Convention Center. Golfers, sponsors, fitness influencers, and local leaders will gather for a **high-energy, purpose-driven day on the course** featuring:

- On-course contests & activations
- Raffle prizes & giveaways
- Sponsor exposure & community visibility
- Networking with business owners, athletes & influencers

All proceeds benefit **Haney's Harvest House**, a 501(c)(3) nonprofit dedicated to mentoring young men through fitness, leadership, and faith.

Where Passion Meets Purpose

The **Lee Haney Games Golf Classic** exists to bring people together—athletes, business leaders, and community supporters—for a **day of fun with lasting impact**.

Through this annual event, we raise essential funds for **Haney's Harvest House**, a 501(c)(3) nonprofit focused on **equipping the next generation of young men** with the tools to lead strong lives—physically, mentally, and spiritually.

Your support helps us build stronger communities, one swing at a time.

“

- The Atlanta Voice

The Lee Haney Games attracts fitness enthusiasts from all over to not only compete but also support these athletes..

”



Event Location

Country Club of Gwinnett – 3254 Clubside View Ct, Snellville, GA 30039

The par 72 championship golf course was designed by Steve Melnyk in 1993 and modified by Bill Boswell in 2004

Event Venue Highlights

- Scenic 18-Hole Championship Course – Rolling fairways, water features, and elevated greens provide an enjoyable challenge for all skill levels.
- Convenient Metro-Atlanta Location – Located in Snellville, GA, just 30 minutes from downtown Atlanta with easy access for players and sponsors.
- Spacious Clubhouse & Event Facilities – Perfect for tournament check-in, post-round receptions, and sponsor activations.



Lee Haney Games Host Hotel

Westin Atlanta Gwinnett: 6450 Sugarloaf Parkway Duluth, GA 30097



Host Hotel Highlights

- Brand New Luxury Hotel – Opened 2024
- Spacious Wellness-Focused Rooms
- On-site Dining Options
- Minutes from Shopping, Dining, and Attractions
- Easy Parking and Direct Convention Center Access

A Community That Shows Up & Spends

Duluth and Gwinnett County represent one of the most diverse, affluent, and fast-growing regions in Georgia — making it a prime location for brands targeting health-conscious, active, and family-oriented consumers.

\$76,460+

Diverse & Growing Population

Over 1 million residents and growing
Gwinnett County: Most Diverse County in GA
Known for hosting festivals, expos, & fitness events

Median Household Income

25% of population between 25-44
30% under 18 (ideal for family-oriented brands)

Strong Support for Expo Culture

Gas South District Top-Notch Venue
Avg Attendance 1,500 – 2,000 +
Gwinnett Sports Commission Support

\$3k+

Annual Health/Fitness Spend

High Engagement in Fitness
31k Direct Residents in Duluth, GA



Estimate Reach & Impressions

When you sponsor the 2025 Lee Haney Games, you're not just reaching the audience on the course— you're entering a multi-platform, multi-channel ecosystem powered by the influence of Lee Haney and his network.

275k+

Target Audience

Ages 18-50, both Male & Female

Amateur Athletes, Active Lifestyle, Family

Interest: Nutrition, Wellness, Healthy Living

Event Social Media Network

National and Global Reach

Types of Audience

Online Audience

Social Media Influencers

Fitness Fans, Families & Friends

Focus on Community Impact

2k+

Projected Attendance

Diverse Age Range

Avg. 25-40 quality lead captured per booth



Audience Reach & Brand Exposure

Engaged Attendees & Influencers

- 100–150 golfers, including:
 - Local business owners & entrepreneurs
 - Fitness professionals, trainers & coaches
 - Community leaders & civic partners
 - Former pro athletes and influencers
- Prime opportunity for **B2B relationship-building** and **direct product interaction**

Social Media & Content Exposure

- Access to **350,000+ combined followers** across Lee Haney's official channels
- Pre-event & post-event features across:
 - Instagram, Facebook, and TikTok
- **Branded sponsor shoutouts, interviews, and on-course content**
- Option to contribute prizes, giveaways, or branded items for influencer posts

Local + Regional Promotion

- Event listed across **community event calendars**, gym networks, wellness centers, and churches
- Media outreach to **regional news outlets, fitness blogs, and podcast partners**
- Sponsor logos featured in:
 - Email campaigns to 3,000+ past event attendees
 - On-site signage, banners, digital leaderboards
 - Event programs and announcements

On-Course Brand Activation Opportunities

- Branded hole sponsorships
- Interactive tent setups
- Sponsor swag in player welcome bags
- Closest-to-the-pin, longest drive, and putting contest branding
- Raffle prize sponsor mentions during awards reception

Why It Matters

Sponsors aren't just supporting a golf event — you're investing in a **high-visibility platform with a powerful mission**, benefiting **Haney's Harvest House**, a 501 (c)(3) mentoring young men through leadership, fitness, and faith.

Sponsorship Packages

PRESENTING SPONSOR

\$20,000.00

PRESENTING SPONSOR PACKAGE

- Title Placement on Official Event Photography Banner
- Exclusive naming rights: "Lee Haney Golf Classic presented by [Sponsor]"
- Opening remarks opportunity at the welcome and awards ceremony
- Exposure to all event social media, including the Lee Haney Games Expo and Golf Classic Tee-shirt and Swag
- Title placement on GolfStatus mobile app leaderboard and digital assets
- One complimentary team of 4 golfers (foursome) with VIP gift bags and meals

TECHNOLOGY SPONSOR

\$8,000.00

TECHNOLOGY SPONSOR PACKAGE

- Sole branding on digital scoring system through GolfStatus app
- Logo on all live scoreboards, mobile apps, and participant emails
- Recognized during digital prize announcements
- Exposure to all event social media, including the Lee Haney Games Expo and Golf Classic Tee-shirt and Swag
- One complimentary team of 4 golfers (foursome) with VIP gift bags and meals

LUNCH & AWARDS SPONSOR

\$5,000.00

LUNCH & AWARDS SPONSOR

- Custom signage at lunch buffet and awards ceremony
- Verbal recognition during mealtime and awards presentation
- Opportunity to speak briefly and network with attendees at Luncheon
- One complimentary team of 4 golfers (foursome) with VIP gift bags and meals

Sponsorship Packages

PIN FLAG SPONSOR

\$3,500.00

PIN FLAG SPONSOR

- Custom-branded flag at every green (18 total)
- Flags are displayed on-course throughout the event
- You keep the flags as souvenirs or office décor post-event
- One complimentary team of 4 golfers (foursome) with VIP gift bags and meals

HOLE-IN-ONE SPONSOR

\$3,000.00

HOLE-IN-ONE SPONSOR

- Sponsor a high-value prize (e.g. car, trip) on a specific par-3 hole
- Custom signage at designated contest hole
- Branded opportunity to present prize if won
- One complimentary team of 4 golfers (foursome) with VIP gift bags and meals

GOLF BALL SPONSOR

\$2,500.00

GOLF BALL SPONSOR

- Sponsor logo will be on a sleeve of golf balls that each player receives upon check-in.
- Sponsor receives 10 dozen additional golf balls with Sponsor logo.
- Signage at registration
- One complimentary team of 4 golfers (foursome) with VIP gift bags and meals

GOLF CART SPONSOR

\$2,500.00

GOLF CART SPONSOR

- Your company logo on every golf cart used by players
- Signage in the staging area where players collect carts
- Excellent exposure throughout the day
- One complimentary team of 4 golfers (foursome) with VIP gift bags and meals

Sponsorship Packages

BEVERAGE CART SPONSOR

\$1,500.00

BEVERAGE CART SPONSOR

- Branded signage on mobile drink carts circulating the course
- Optional company rep can ride along and greet players
- Great way to build rapport and visibility

CLOSEST TO THE PIN CONTEST SPONSOR

\$1,500.00

- Includes sign-on hole
- Name on "Distinguished Sponsors' Banner"
- Recognition in Program

LONGEST DRIVE CONTEST SPONSOR

\$1,500.00

- Sponsor a high-value prize (e.g. car, trip) on a specific hole
- Custom signage at designated contest hole
- Branded opportunity to present prize

HOLE | TEE BOX SPONSOR

\$500.00

HOLE | TEE BOX SPONSOR

- Branded signage at one designated tee box (starting area for a hole)
- Option to set up a tent, display, product samples, or giveaway
- Face-to-face interaction with golfers as they pass your hole

Ready to Join Us?

Let's Make an Impact Together

Partnering with the **Lee Haney Games Golf Classic** means more than visibility—it means being part of something that inspires, empowers, and gives back. Whether you're looking to increase brand exposure, connect with a passionate audience, or make a meaningful difference in the community, we'd love to hear from you.

- 📞 **Let's talk sponsorship packages, custom activations, or vendor opportunities.**
- 📍 We're here to create a partnership that fits your goals—and leaves a lasting impression.



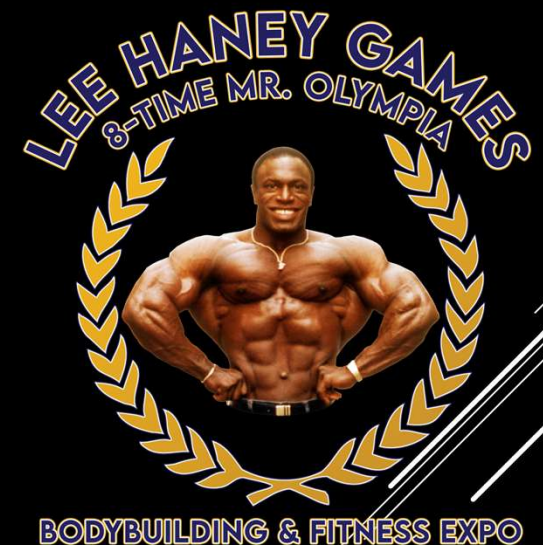
[Lee Haney Games Golf Classic Event Site](#)



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[404-964-0629](tel:404-964-0629)



[Golf Classic Sponsorship Details & Registration](#)

Deadline 10/22/2025

www.LeeHaneyGames.com