


12TH ANNUAL

THE
JALEN ROSE
LEADERSHIP ACADEMY
CELEBRITY GOLF CLASSIC

A  PGD GLOBAL PRODUCTION



2022 Partnership Book

AUGUST 21- 22, 2022

DETROIT, MI

   @JRLADETROI

A LETTER FROM JALEN

Dear Colleagues, Friends & Family

All students do not have equal access to a quality education. Despite major strides toward educational equity, our country still faces an opportunity gap. An education should not be defined by socioeconomic background, abilities or zip code and that is why I founded the Jalen Rose Leadership Academy (JRLA).

JRLA is an open enrollment, tuition free, public charter high school in my hometown of Detroit. Our mission is to empower all scholars to develop the strength of character, skills, and knowledge needed to matriculate, be great in, and graduate from college or a post-secondary program so that they have opportunities to be successful in the competitive world and take care of themselves and the people that they love.

Today, after 11 years of operations, we remain steadfast in our commitment to not only get our scholars to graduate from high school, but for them to graduate from college or a post-secondary program as well – outcomes that are real game changers in public education. JRLA has never wavered in its pursuit to improve the educational outcomes for Detroit area youth. With a 97% high school graduation rate, 100% college and post-secondary acceptance and a leader among open enrollment high schools in Detroit for college matriculation, we know the path to college and a successful future.

All children should have an opportunity to achieve at a high level, which starts with a great education. JRLA is meeting that need; however, funding a public charter high school is not an easy task, especially in Detroit where we are underfunded by the State. In addition, unlike traditional public schools, charter schools do not receive funding to purchase, lease, or improve facilities. This causes financial challenges that can limit the charter school's ability to provide appropriate accommodations. To financially support both the transformational educational opportunities for our scholars, and to provide the necessary facilities to house these unique programs, we are hosting our 12th Annual JRLA Celebrity Golf Classic the weekend of August 21-22, 2022.

This will undoubtedly be a wonderful event but, more importantly, the money we raise will help provide year-round opportunities and resources for our scholars. Additional information can be found on the following pages. I hope to see you there!

Enter a Learner: Exit a Leader.

Jalen Rose



PARTNERS

TOM GORES

and

Platinum Equity



1899

12TH ANNUAL JRLA CELEBRITY GOLF CLASSIC PRESENTED BY TOM GORES & PLATINUM EQUITY

Founded in 1995 by Tom Gores, Platinum Equity is a global investment firm with more than \$36 billion of assets under management and a portfolio of approximately 50 operating companies that serve customers around the world. The firm is currently investing from Platinum Equity Capital Partners V, a \$10 billion global buyout fund, and Platinum Equity Small Cap Fund, a \$1.5 billion buyout fund focused on investment opportunities in the lower middle market. Platinum Equity specializes in mergers, acquisitions and operations – a trademarked strategy it calls M&A&O® – acquiring and operating companies in a broad range of business markets, including manufacturing, distribution, transportation and logistics, equipment rental, metals services, media and entertainment, technology, telecommunications and other industries. Over the past 27 years, Platinum Equity has completed more than 350 acquisitions.

DETROIT GOLF CLUB

Steeped in the tradition of the game and the fabric of the Motor City, lies the Detroit Golf Club. Founded in 1899, this exclusive club has an inclusive atmosphere. Designed by Albert Kahn in 1916, the Clubhouse continues to welcome a wide cross-section of individuals and families.



SCHEDULE

SUNDAY, AUGUST 21, 2022

JRLA Celebrity Golf Classic Kick-Off Party

@ TBD

5:30 PM - 8:30 PM

Join us for a Signature Cocktails & Cuisine and a Live DJ!

MONDAY, AUGUST 22, 2022

JRLA Celebrity Golf Classic

Presented by Tom Gores & Platinum Equity

@ The Detroit Golf Club

17911 Hamilton Rd, Detroit, MI 48203

Dress Code | Proper Golf Attire, No Demin, Cargo or Cut-offs

9:00 AM

Drive-Up Registration
Gifting, Brunch & Warm Up

10:30 AM

Opening Ceremonies
Hosted by Jalen Rose & Seema Sadekar

11:00 AM

Tournament Shotgun Start

3:30 PM

Clubhouse Patio & Lounge Opens

4:00 PM

The Official JRLA Playoffs

5:00 PM

Dinner, Awards & Closing Ceremonies

6:00 PM

Event Concludes

Golf participants will receive a PUMA branded gift bag and golf shirt as well as other premium items at check-in prior to an exciting round of championship golf at the exclusive and private Detroit Golf Club. The culinary team will present a delicious brunch to start the day along with a dinner to conclude the event. The clubhouse will feature an open bar with signature cocktails. The event will culminate with a one million dollar shot (50/50 split with JRLA) and \$5K Putting Contest as well as an awards ceremony for top finishing foursomes. This exceptional experience will feature sports legends, artists and local talent who look forward to supporting JRLA!



SPONSORSHIP & SIGNAGE PACKAGES

EXCLUSIVE LIVE SCORING SPONSOR - \$15,000 (SOLD)

Six Entries to Kick-Off
Three Golf Foursomes
Company Logo or Name Recognition on Social Media
Company Logo on all Handheld Scoring Devices (rotating ad) and TV Leaderboards
Company Logo or Name Included on Kick-off Loop, Website & Recap Book

EXCLUSIVE PIN FLAG SPONSOR - \$15,000 (*1 AVAILABLE) *DEADLINE 8/1/22

Six Entries to Kick-Off
Three Golf Foursomes
Company Logo or Name Recognition on Social Media
Company Logo on all (36) Pin Flags (w/ JRLA event logo)
Company Logo or Name Included on Kick-off Loop, Website & Recap Book

HOSPITALITY LOUNGE & DINNER SPONSOR - \$10,000

Eight Entries to Kick-Off
Two Golf Foursomes
Company Logo or Name Recognition on Social Media
Large Branded Wind Flag
Table Signage in the Clubhouse Lounge & on Patio
Company Logo or Name Included on Kick-off Loop, Website & Recap Book

BRUNCH SPONSOR - \$7,500

Four Entries to Kick-Off
One Golf Foursome
Company Logo or Name Recognition on Social Media
Signage Near Brunch Buffet on Patio
Company Logo or Name Included on Kick-off Loop, Website & Recap Book

PLAYOFF SPONSOR - \$7,500

Four Entries to Kick-Off Event
One Golf Foursome
Company Logo or Name Recognition on Social Media
Large Branded Wind Flag at Hole
Signage on Playoff Tee Hole (\$1M Shot & \$5K Putting Challenge)
Company Logo or Name Included on Kick-off Loop, Website & Recap Book



SPONSORSHIP & SIGNAGE PACKAGES

PUTTING GREEN SPONSOR - \$5,000

Four Entries to Kick-Off

One Golf Foursome

Signage on Putting Green

Company Logo or Name Included on Kick-off Loop, Website & Recap Book

DRIVING RANGE SPONSOR - \$5,000

Four Entries to Kick-Off

One Golf Foursome

Signage on Driving Range

Company Logo or Name Included on Kick-off Loop, Website & Recap Book

KICK-OFF/PAIRING PARTY SPONSOR - \$5,000

Ten Entries to Kick-Off

Prominent Event Signage at Kick-off Event

Company Logo or Name Included on Kick-off Loop, Website & Recap Book

CIGAR BAR SPONSOR - \$3,000

Company Logo or Name On Cigar Bar Signage

Company Logo or Name Included on Kick-off Loop, Website & Recap Book

GOLF TOWEL SPONSOR - \$3,000

Company Logo or Name on (225) Golf Towels

Company Logo or Name Included on Kick-off Loop, Website & Recap Book



SPONSORSHIP & SIGNAGE PACKAGES

★ THE "ALL-STAR" JRLA FUTURE LEADER HOLE SIGN SPONSOR - \$5,000

Four Entries to Kick-off Event
One Golf Foursome
Two Sponsored JRLA Future Leader Tee Hole Signs (North & South Course)
Company Logo or Name Included on Kick-off Loop, Website & Recap Book

★ THE "CHAMPION" JRLA FUTURE LEADER HOLE SIGN SPONSOR - \$3,000

Two Entries to Kick-off Event
Two Golf Participants
Two Sponsored JRLA Future Leader Tee Hole Signs (North & South Course)
Company Logo or Name Included on Kick-off Loop, Website & Recap Book

★ THE JRLA FUTURE LEADER HOLE SIGN SPONSOR - \$1,000

Two Sponsored JRLA Future Leader Tee Hole Signs (North & South Course)
Company Logo or Name Included on Kick-off Loop, Website & Recap Book



ALA CARTE

FOURSOME GOLF & KICK-OFF (SAVE \$400) - \$4,400

Four Entries to Kick-off Event
Four Golf Participants

TWOSOME GOLF & KICK-OFF (SAVE \$200) - \$2,200

Two Entries to Kick-off Event
Two Golf Participants

INDIVIDUAL GOLF & KICK-OFF (SAVE \$100) - \$1,100

One Entry to Kick-off Event
One Golf Participant

FOURSOME GOLF - \$4,000

Four Golf Participants

ONE GOLF PARTICIPANT - \$1,000

ONE ENTRY TO KICK-OFF PAIRINGS PARTY - \$200

ONE ENTRY FOR ACCESS TO GOLF COURSE CLUBHOUSE LOUNGE & AWARDS @ 4PM - \$200





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[DOWNLOAD REGISTRATION FORM](#)

   @JRLADETROIT