



# SPONSORSHIP PACKAGES

EXPERIENCE  
*Appomattox*

FALLING RIVER COUNTY CLUB  
JULY 10, 2026



**Where history**  
*meets the fairway!*



## EVENT OVERVIEW

**Experience Appomattox** is proud to present the inaugural “**Appomattox Liberty Golf Classic: Where History Meets the Fairway**”—a premier event celebrating America’s 250th Anniversary in one of the nation’s most historic communities.

This signature event blends sport, history, and community, creating a memorable experience for participants and spectators alike.

### **Guests will enjoy:**

- A unique 18-hole golf tournament at Falling River Golf Club
- A continental breakfast to kick off the day
- A ceremonial presentation of the colors by historical reenactors
- Immersive historical elements and reenactments along the course
- A curated silent auction featuring items and experiences from local businesses
- An All-American lunch and post-tournament awards reception

### **Sponsoring this event provides a valuable opportunity for local businesses to:**

- Increase brand visibility among regional participants and visitors
- Engage directly with the community in a meaningful way
- Align with a high-profile event tied to America’s 250th celebration



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- Support the growth of a signature tourism initiative in Appomattox

Sponsors will also receive recognition before, during, and after the event across Experience Appomattox social media platforms and at all events leading up to the event.

## EVENT DETAILS

**Date:** July 10, 2026

**Location:** Falling River Country Club, Appomattox, VA

**Shotgun Start:** 8:30 AM

## TARGET AUDIENCE

This event is designed to attract a diverse and engaged audience, including:

- Local professionals and business leaders
- Community and civic leaders
- Entrepreneurs and small business owners
- Young professionals
- Families and local residents
- Regional visitors and golf enthusiasts

## PROJECTED REACH & EXPOSURE

The inaugural **Appomattox Liberty Golf Classic** is designed to deliver meaningful visibility for sponsors while expanding the regional footprint of Experience Appomattox.

### **On-Site Engagement**

- **100–120 golfers and attendees**
- Includes business leaders, professionals, and community influencers



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- **20+ local businesses** represented through sponsorships and participation
- Direct brand interaction through signage and networking opportunities

## DIGITAL & MARKETING REACH (ESTIMATED)

### **Pre-Event Promotion (3–4 months):**

- Social media reach: **8,000–15,000 impressions**
- Email campaigns: **1,000–2,500 recipients**
- Website traffic (event page): **500–1,000 visitors**

### **Event Week + Live Coverage:**

- Social media engagement: **3,000–7,000 impressions**
- Real-time posts, stories, and highlights

### **Post-Event Exposure:**

- Recap posts, photos, and video content: **5,000–10,000 impressions**
- Sponsor recognition across multiple platforms

***Total Estimated Reach: 15,000 – 30,000+ impressions across digital platforms.***

## COMMUNITY & TOURISM IMPACT

- Draws visitors from **Appomattox and surrounding counties** (Lynchburg, Bedford, Campbell, etc.)
- Encourages **overnight stays and weekend travel**
- Drives traffic to **local restaurants, shops, and attractions**
- Strengthens Appomattox's position as a **heritage tourism destination**



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# EXTENDED SPONSOR VISIBILITY

Sponsors benefit from exposure across multiple phases:

- **Pre-Event Marketing:** Branding in all promotional materials
- **Day-of Event:** On-site signage, announcements, and engagement
- **Post-Event Promotion:** Continued visibility through recap content and media

*The inaugural **Appomattox Liberty Golf Classic** is more than a one-day tournament—it is a multi-channel marketing platform that delivers sustained visibility and meaningful community engagement.*





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## ABOUT US: EXPERIENCE APPOMATTOX

**Experience Appomattox** is a volunteer-led tourism initiative dedicated to promoting tourism, local businesses, and unique attractions throughout Appomattox, Virginia.

Through its official website, [experienceappomattox.com](http://experienceappomattox.com), and coordinated marketing efforts, the organization works to highlight the rich history, culture, and experiences that make Appomattox a special destination.

While Appomattox is widely known as the site where the Civil War effectively ended in 1865 at Appomattox Court House National Historical Park, **Experience Appomattox** encourages visitors to explore even more of what the region has to offer. The initiative showcases local shops, restaurants, outdoor recreation, historic landmarks, and cultural sites throughout the county.

By leveraging social media, digital marketing, community partnerships, and local events, Experience Appomattox helps visitors discover the charm of the area—from historic sites such as the **American Civil War Museum** and **Clover Hill Village**, to outdoor destinations like **Holliday Lake State Park**, and cultural landmarks including the **Carver Price Legacy Museum**.

Through these efforts, Experience Appomattox supports local businesses, strengthens the tourism economy, and invites visitors to stay longer and experience the full story of Appomattox.



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# SPONSORSHIP LEVELS

## **\$7,500 – LIBERTY PRESENTING SPONSOR**

- “Presented by [Sponsor Name]” on all marketing materials
- Three (3) Foursomes (12 Players)
- Premier logo placement on all print, signage, electronic media, and event website
- One (1) Commemorative Coin for each player
- Speaking opportunity during lunch and awards reception
- Featured in press releases & media outreach
- Dedicated social media spotlight (pre & post-event)
- Premium on-course activation opportunity (branded hole experience)
- Banner placement at clubhouse
- Premium hole sponsorship with enhanced signage
- Option to create an interactive experience (games, samples, demos) at the event
- One (1) Sponsor table at the event
- Opportunity to provide promotional items included in sway bags

## **\$5,000 – GOLD SPONSOR**

- Two (2) Foursome (8 Players)
- Prominent logo placement on all print, signage, electronic media, and event website
- One (1) Commemorative Coin for each player
- Recognition during the awards ceremony
- Dedicated social media feature
- Premium hole sponsorship with enhanced signage
- Opportunity to interact with all players during tournament play
- One (1) Sponsor table at the event
- Opportunity to provide promotional items included in sway bags



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## **\$2,500 – SILVER SPONSOR**

- One (1) Foursome (4 Players)
- Logo placement on all print, signage, electronic media, and event website
- One (1) Commemorative Coin for each player
- Recognition in press release
- Standard hole sponsorship signage
- Social media recognition post-event
- One (1) Sponsor table at the event
- Opportunity to provide promotional items included in sway bags

## **\$1,000 – BRONZE SPONSOR**

- Two (2) Player Entries
- Logo placement on all print, signage, electronic media, and event website
- One (1) Commemorative Coin for each player
- Shared hole signage
- Recognition during awards reception
- Group social media mention
- One (1) Sponsor table at the event
- Opportunity to provide promotional items included in sway bags

## **\$100 – HOLE SPONSOR**

- Custom hole sign with business name/logo
- Name listed on event website
- Opportunity to engage directly with golfers at a sponsored hole

## **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

### **CONTEST SPONSOR (EXCLUSIVE PER CONTEST) – \$500**

- Longest Drive / Closest to the Pin / Hole-in-One
- Branded signage at contest hole
- Recognition during awards



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## **BREAKFAST OR LUNCH SPONSOR – \$2,500**

- Logo placement on all print, signage, electronic media, and event website
- Branding at food station
- Recognition during meal + signage
- Opportunity to provide promotional items included in sway bags

## **PLAYER GIFT SPONSOR – \$2,000**

- Logo placement on all print, signage, electronic media, and event website
- Logo on player gift items OR included insert
- Opportunity to provide promotional items included in sway bags
- High visibility (every golfer interaction)

## **BEVERAGE SPONSOR – \$750**

- Logo placement on all print, signage, electronic media, and event website
- Logo on all beverage carts (high visibility throughout course)
- Opportunity to provide promotional items included in sway bags





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# SPONSORSHIP FORM

## Business Information

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Business Address: \_\_\_\_\_ - \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Website: \_\_\_\_\_

## Sponsorship Level *(Please select one)*

Liberty Presenting Sponsor – \$7,500  
*(Exclusive title sponsor, premier visibility, two foursomes, speaking opportunity)*

Gold Sponsor – \$5,000  
*(One foursome, prominent branding, awards recognition)*

Silver Sponsor – \$2,500  
*(One foursome, website & program recognition, hole signage)*

Bronze Sponsor – \$1,000  
*(Two player entries, website recognition, shared signage)*

Hole Sponsor – \$100  
*(Custom hole signage and website listing)*

## Add-On Opportunities (Optional)

Contest Sponsor (Longest Drive) – \$500

Contest Sponsor (Closest to Pin) – \$500

Contest Sponsor (Hole-in-One) – \$500

Breakfast Sponsor – \$2,500

Lunch Sponsor – \$2,500

Player Gift Sponsor – \$2,000

Beverage Sponsor – \$750

In-Kind Sponsor (Please describe): \_\_\_\_\_

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### Payment Options

- Check (Payable to: Experience Appomattox)
- Credit Card

If paying by Credit Card, an invoice or payment link will be sent to the email address provided above.

### Sponsor Recognition Information

Please email your logo (high-resolution PNG or SVG) to:  
experienceappomattox@gmail.com.

**Logo Submission Deadline for Printed Materials:** June 19, 2026

### Agreement

By signing below, I confirm my organization's sponsorship of the **Inaugural Appomattox Liberty Golf Classic** hosted by Experience Appomattox.

Authorized Signature: \_\_\_\_\_

Name (Printed): \_\_\_\_\_

Date: \_\_\_\_\_



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## Sponsorship Agreement Terms

Inaugural Appomattox Liberty Golf Classic – Hosted by Experience Appomattox

By submitting this sponsorship form, the sponsor agrees to the following terms and conditions:

### 1. Sponsorship Commitment

The sponsor agrees to provide the selected sponsorship contribution for the Inaugural Appomattox Liberty Golf Classic hosted by Experience Appomattox. Sponsorship opportunities are confirmed once payment or a written commitment is received.

### 2. Payment Terms

Payment may be made by check, Stripe, PayPal, or credit card. Checks should be made payable to: *Appomattox Tourism Committee, 447 Old Courthouse Road, Appomattox, VA 24522.*

Online payments via Stripe, PayPal or credit card will be processed through the payment link or invoice provided. Full payment must be received prior to the event in order to guarantee sponsor benefits.

### 3. Sponsor Logo Submission Guidelines

Sponsors who receive promotional recognition must submit their company logo and branding materials by the deadline below. Accepted file formats include: PNG (preferred), JPG (high resolution), or Vector files (AI, EPS, or PDF). Logos should be high resolution and suitable for print and digital use. Logos may be submitted via email to: [experienceappomattox@gmail.com](mailto:experienceappomattox@gmail.com).

### 4. Sponsorship Deadlines

To ensure inclusion in event marketing materials, the to be included in printed promotional materials such as flyers, signage, and programs is **June 19, 2026 at 2:00 PM.**

Sponsorships will be accepted until July 3, 2026. ***Sponsors confirmed after June 19, 2026 at 2:00 PM may still participate but may not be included in printed materials due to production deadlines.***

### 5. Sponsor Recognition

Experience Appomattox will make reasonable efforts to provide sponsor recognition and benefits as outlined in the sponsorship package, including:

- Logo placement on marketing materials
- Social media promotion
- Event signage
- Verbal recognition during the event (when applicable)

Final placement and design of sponsor recognition materials remain at the discretion of Experience Appomattox.



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## **6. Event Modifications**

Experience Appomattox reserves the right to make adjustments to the event schedule, format, or activities as necessary to ensure a successful event.

## **7. Cancellation Policy**

If the event is postponed or canceled due to unforeseen circumstances including weather, public safety concerns, or other factors beyond the control of Experience Appomattox, sponsorship contributions may be:

- Transferred to a rescheduled date, or
- Applied toward a future Experience Appomattox event.

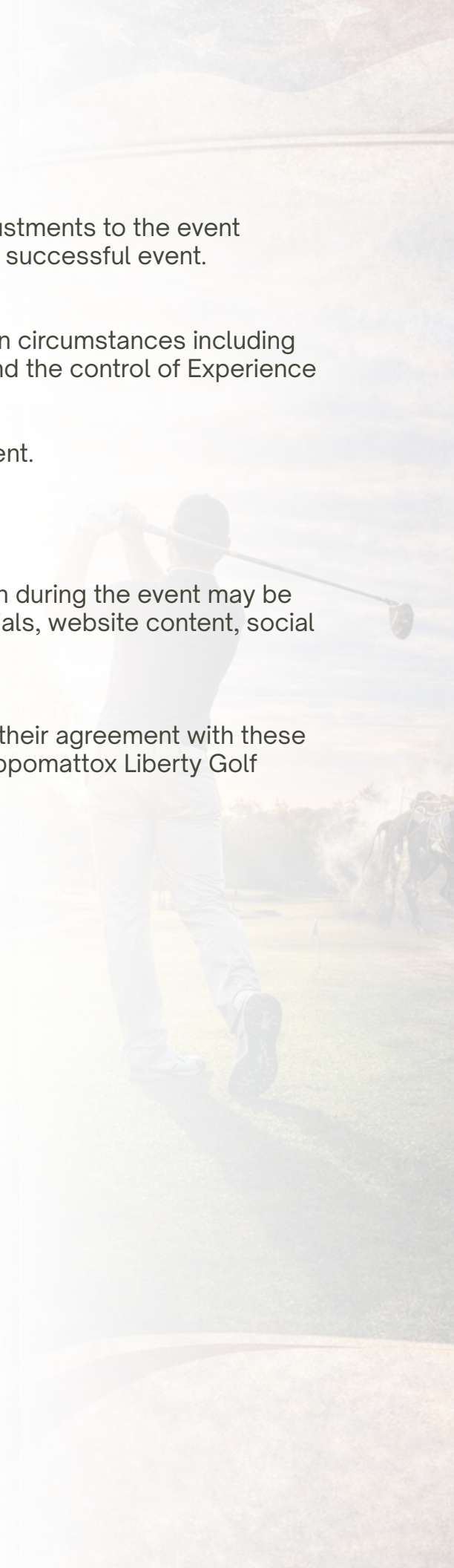
*Refunds may be considered on a case-by-case basis.*

## **8. Use of Event Photos and Media**

Sponsors acknowledge that photographs or video taken during the event may be used by Experience Appomattox for promotional materials, website content, social media, and future marketing.

## **9. Agreement**

By signing the sponsorship form, the sponsor confirms their agreement with these terms and their commitment to support the Inaugural Appomattox Liberty Golf Classic hosted by Experience Appomattox.





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