



JALEN BRUNSON

**CHARITY
GOLF CLASSIC
& DINNER RECEPTION**

PRESENTED BY **apollojets**

2025 RECAP



JALEN BRUNSON
**CHARITY
GOLF CLASSIC**
& DINNER RECEPTION

PRESENTED BY apollojets

HALLPASS
M E D I A

The Second Round Foundation (SRF) and HallPass Media carried out the 3rd Annual Jalen Brunson Charity Golf Classic and Dinner, year 2 at the Westchester Country Club in Rye, NY.

HallPass continued to support and collaborate with SRF in exploring ways to improve and grow this monumental event between operations & execution (pre-event, during, post event), involvement from Board Members and supporters, selling sponsorship packages, fundraising, scheduling, and working through unforeseeable/last minute hurdles.

The result – record breaking numbers from golfer registrations, dinner attendance, money raised, more buy in from sponsors and an increase in awareness for SRF!

Our focus and attention to all aspects of the event include:

- **CHARITY GOLF CLASSIC**
- **SPONSORSHIP FULFILLMENT**
- **COCKTAIL SOCIAL**
- **CHANGEMAKERS ROUNDTABLE & LPGA CLINIC**
- **DINNER RECEPTION & AFTER PARTY**
- **PLAYER'S BRUNCH**
- **ONLINE AUCTION, RAFFLE & PADDLE RAISE**
- **DIGITAL MARKETING & STRATEGY**
- **CREATIVE PRODUCTION**
- **YEAR-ROUND STORYTELLING**

BY THE NUMBERS

CELEBRATING A RECORD YEAR

\$1.2M

TOTAL RAISED

\$176K

PADDLE RAISE

\$124K

SILENT & LIVE
AUCTION

\$10K

RAFFLE

550

DINNER GUESTS

240

GOLFERS

60

GOLF
FOURSOMES

24

SPONSORS &
SUPPORTERS

CHARITY GOLF CLASSIC





OVERVIEW

CHARITY GOLF CLASSIC

- Coordinated all on-course setup in partnership with Westchester Country Club
 - ◆ 2 Courses - Assigned all foursomes to contest holes (record number of 60 groups)
 - ◆ Player's Brunch
 - ◆ Silent Auction
 - ◆ Changemakers Roundtable & LPGA Clinic
 - ◆ Check-in and bag drop
 - ◆ Secured golf carts for all groups & event staff
 - ◆ Provided golf caddies for each group
- Developed event scheduling and run of show
- Managed all registration sign-ups for a record number of 240 golfers
- Oversaw sponsor packages, communication & integration
 - ◆ Successfully pitched, secured, and managed sponsorship sales and relationships
 - ◆ Assigned sponsor prize holes
- Provided event staffing and additional media capture
- Assembled and distributed all event swag bags

SPONSORS & SUPPORTERS

apollojets

BODYARMOR
SPORTS DRINK

Brooks Brothers

CAA SPORTS

CHASE


CITRINCOOPERMAN®




DOORDASH


FAHERTY

 Fanatics
Charitable Foundation

GLAZE

 HALLPASS
M E D I A


Icahn School of Medicine at Mount Sinai
Institute for Health Equity Research


JOHNNIE WALKER


John Starks Kia

 KOVITZ
A FOCUS PARTNERS FIRM


MADISON PAIGE
CAPITAL

 MADISON SQUARE GARDEN
SPORTS

Morgan Stanley
GLOBAL SPORTS & ENTERTAINMENT

North★


PAULSEN
Richard R. Paulsen Insurance Services

POWERED BY
PRINCETON
NISSAN SUBARU TOYOTA JEEP RAM

MICHAEL & DANIEL
SCHWAB
AND FAMILIES

 THE SUNDAY
COLLECTIVE





SPONSORSHIP ACTIVATIONS & PRIZE HOLES

- **Apollo Jets – Presenting Sponsor:** Booth setup on prime hole location
- **Body Armor – Closest-to-the-Pin:** Booth setup and prize hole featuring golf package with TaylorMade driver & cover, rangefinder and golf balls
- **Brooks Brothers:** Jacket displays & fitting for tournament winners
- **CAA – Hole Sponsor**
- **CDJR of Princeton – Hole-in-One Sponsor:**
2025 Grand Wagoneer L Series 3 4x4 (MSRP \$115,235)
2025 Jeep Wrangler Off Road Sport (MSRP \$77,064)
- **Citrin Cooperman – Hole Sponsor**
- **Doordash – Player’s Lunch Sponsor:** Large Jalen Brunson Bobblehead on-course
- **Faherty – Hole Sponsor:** Pop-up shopping experience
- **Fanatics Foundation – Hole Sponsor:** Putting contest
- **Glaze Teriyaki – Long Drive Sponsor:** Healthy, fun, and fresh teriyaki sampling station and opportunity to win an engraved Korin Knife Set on prize hole
- **John Starks Kia: Hole-in-One Sponsor**
2-year car lease for a 2026 Kia EV9 Wind AWD
- **Johnnie Walker: Happy Hour Sponsor**
Providing unique whiskey tasting experience to all guests
- **Kovitz – Premiere Sponsor**
- **Madison Paige Capital: Closest-to-the-Pin Sponsor (x2)**
Four New York Yankees premium tickets
- **Morgan Stanley – Long Drive Sponsor:**
- **Mount Sinai – Long Drive Sponsor:** Booth setup and personalized prize hole pack
- **North – Hole Sponsor**
- **Paulsen – Closest-to-the-Pin Sponsor:** Two New York Yankees field level tickets
- **The Sunday Collective: Hole-in-One Sponsor (x2)**
\$40,000 cash prize
- **Schwab Silfen Foundation – Hole Sponsor**



CHANGEMAKERS ROUNDTABLE & LPGA CLINIC





OVERVIEW CHANGEMAKERS ROUNDTABLE & LPGA CLINIC

- Managed all RSVP sign-ups
- Secured swag bags for all women & SRF board
- Designed Changemakers branding and marketing materials including
 - ◆ Flyers
 - ◆ Event landing page
 - ◆ Programs and thank you cards
- Provided event staff support and media capture
- Assembled and distributed event swag bags including:
 - ◆ SRF Branded duffle bags
 - ◆ Jalen Brunson x SRF branded golf balls & bag tags
 - ◆ Jalen Brunson ball marker
 - ◆ RTIC water bottles & coolers
 - ◆ Faherty women's polo
 - ◆ Mini SRF Branded Jersey
 - ◆ Kovitz Journals
 - ◆ Jalen Brunson x DoorDash bobbleheads
 - ◆ Nike purse
 - ◆ SRF pin
 - ◆ Brooks Brothers Certificate for a custom dress shirt
 - ◆ SRF x The Sunday Collective branded divot tools, tees, golf towels, & stickers
- LPGA Golf Clinic
 - ◆ Divided into 3 groups (Beginner, Intermediate, & Advanced)
 - ◆ Secured and provided additional golf clubs and carts from Westchester Country Club



COCKTAIL SOCIAL & DINNER RECEPTION





OVERVIEW COCKTAIL SOCIAL

- Managed check-in for all 550 dinner guests
- Coordinated overall activations and setup with Westchester Country Club including:
 - ◆ New Signage backdrop installation to cover building scaffolding
 - ◆ Red Carpet setup
 - ◆ Step & Repeats
 - ◆ Johnnie Walker Tasting Lab
 - ◆ Ryder Cup Display
 - ◆ Jalen Brunson & New York Knicks branded Pop-A-Shot
 - ◆ Silent Auction - Relocated all Auction prizes from Player's Brunch
 - ◆ Violinist
 - ◆ Brooks Brothers SRF Jacket Display





OVERVIEW

DINNER RECEPTION

- Worked with Westchester Country Club staff on securing reception location, staging, activation
- **Dinner Programming**
 - ◆ Collaborated on the development and execution of the dinner program run of show
 - ◆ Winner Announcements and prize distribution
 - ◆ Coordinated with SRF board members, Mike Breen, Hank Azaria, and Keegan Michael-Key
 - ◆ Worked with A/V team on full presentation execution
- **Dinner Registrations**
 - ◆ Managed all registrations – VIP, friends and family and general registrations
 - ◆ Coordinated with attendees to obtain guest names and ensure accurate records
 - ◆ Oversaw new check-in setup and attendance flow
 - ◆ Designed seating arrangement for all dinner guests
- **Paddle Raise**
 - ◆ Oversaw and assigned all paddles to guests
 - ◆ Coordinated with participants
- **Dinner Table Setup**
 - ◆ Secured and arranged custom centerpieces for all 43 tables
- **Parting Gifts**
 - ◆ Provided custom SRF branded journals
 - ◆ Setup and Distributed parting gifts to all dinner guests
- **Post Event Party**
 - ◆ Secured Mahogany Room for post event party featuring VIP guests, paddle raise participants, sponsors and staff

VIDEO PRESENTATIONS DURING DINNER RECEPTION



**Jalen Brunson
Highlight Video**



**Jalen Brunson x Second Round
Foundation Impact Video**
**Played prior to Paddle Raise*



FUNDRAISING: ONLINE AUCTION, PADDLE RAISE & RAFFLE

→ Online Charity Auction

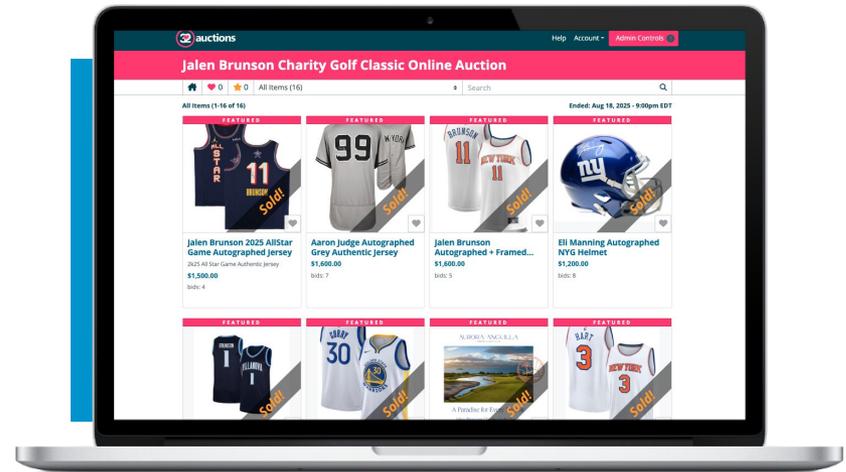
- ◆ Developed Online Charity Auction page through 32auctions.com
- ◆ Organized and setup all auction items (online and in-person signups) during Player's Brunch and Cocktail Social hour
- ◆ Acquired additional items for in-person bidding
- ◆ Managed communication and delivery with auction winners

→ Raffle

- ◆ Managed raffle ticket and Mulligan sales at check-in tables and on-course locations for golfers and attendees
- ◆ Collected funds through multiple payment methods, including cash, credit card, and Apple Pay via Stripe

→ Paddle Raise

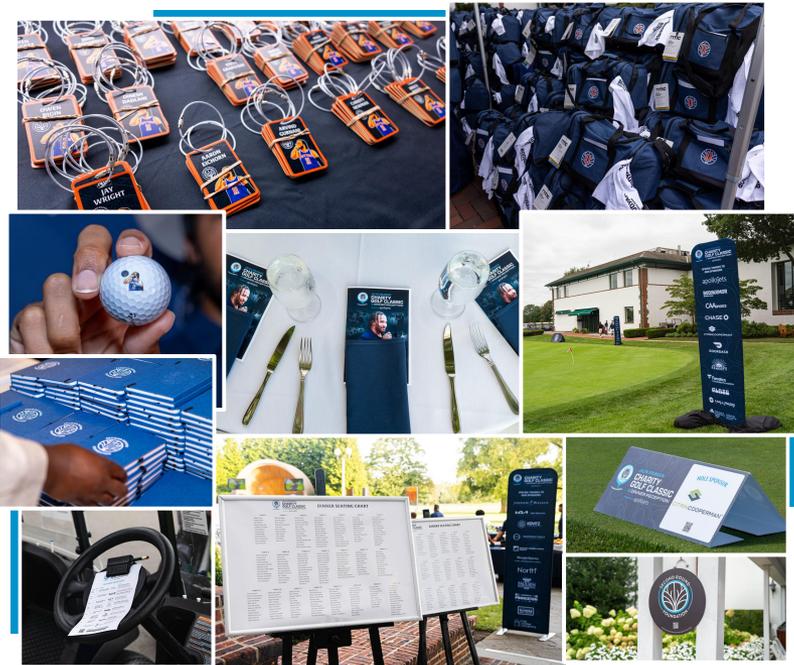
- ◆ Assigned and distributed all paddles to guests during check-ins
- ◆ Managed and assisted in processing final payments





DIGITAL STRATEGY & CREATIVE PRODUCTION

- Designed and produced all event materials
 - ◆ Signage, digital marketing assets, social promos and more
- Built landing pages housing all event details:
<https://secondroundfoundation.org/charity-golf>
 - ◆ Managed all golfer and dinner reception registrations through secondroundfoundation.org
 - ◆ Event information, sponsorship opportunities, foursome & dinner reception
- New large signage design and install for cocktail social & dinner reception area
- Forbes Article: [How Jalen Brunson Redefines Leadership With The Second Round Foundation](#)



- Developed marketing materials including
 - ◆ Sponsorship deck and one-sheeter
 - ◆ Event schedule
 - ◆ Save the date, dinner reception invites and Changemakers invites
- Studio interviews during brunch and cocktail social
- Developed and sent email blasts regarding golf & dinner event details
- Produced video content with Jalen Brunson
- Created event signage and promo items
- Designed and produced dinner programs and paddle raise card details
- Provided sponsored hole prize sheets for each golf cart

BETTER EVERY YEAR

2026 OUTLOOK

ROOM TO IMPROVE

→ Sponsor Engagement

- ◆ Find ways to increase sponsor engagement year round and activations during the event

→ Player's Brunch Operations additions

- ◆ Add more programming and announcements to keep everyone in the know
- ◆ Develop additional interactive elements with sponsors

→ Women's Clinic

- ◆ Scheduling, production and programming
- ◆ Secure golf clubs & carts ahead of time

→ Cocktail Social flow

- ◆ **Activations:** Spread activations, cocktail bars and rest of setup throughout social area vs being congested in one spot
- ◆ **Red Carpet:** Allow for more on camera interview opportunities

→ Dinner Programming

- ◆ Adjust scheduling and programming to enhance audience energy
- ◆ Rehearsals day(s) prior to ensure preparedness

→ Silent/Live Auction/Raffle

- ◆ Start raffle ahead of time vs being last
- ◆ Increase communication to guests

→ Amplify Production

- ◆ Media Car Wash: More on-camera interviews with board members, sponsors, and VIP guests

→ Increase Brand Awareness

- ◆ Find ways to tell more stories and capturing more media from SRF's community involvement all year long

→ Post Event Party

- ◆ Insert details

→ Broadcast

- ◆ Insert details





JALEN BRUNSON
**CHARITY
GOLF CLASSIC**
& DINNER RECEPTION

PRESENTED BY apollojets

HALLPASS
M E D I A

©2025 HallPass Media Inc. All Rights Reserved. The materials contained herein constitute "Confidential Trade Information" on loan to you and therefore you are obligated to accept and respect such as confidential in nature and shall return such materials upon the request of HallPass Media at any time in accordance with federal copyright and trademark law and accepted professional practices. The use, copying, reproduction or distribution of materials contained herein without the express written consent of HallPass Media is hereby prohibited.

WWW.SECONDROUNDFOUNDATION.ORG

