

Small Businesses, Big Impact

Join The Ally Challenge presented by McLaren in our continued mission to make a difference. With more than \$9.6 million donated to Southeastern Michigan charities to date, your small business can play a big part in helping us grow that impact.

How It Works

Local small businesses like yours are invited to participate in our annual campaign by promoting and/or hosting an in-store or online promotion of tournament activities during the summer months leading up to tournament week. It's a flexible and fun way to engage your customers while supporting an incredible cause.

Participation Is Simple:

- Design your own creative campaign starting by July 1 through the tournament final round on Sunday, August 30
- Post a minimum of once per week on social media, include links to purchase tickets on your website and email newsletters—be sure to tag @AllyChallenge for your original content to be featured on their stories
- Hang and distribute posters and flyers in your business—announce tournament dates and concerts when you make announcements to your customers

Your Business Will Receive:

- Promotional/service support products to use in your marketing endeavors to enhance your customers experiences
- Treat your employees and customers to ticket specials and discounts
- Company logo on digital scoreboards during Sunday of tournament week
- Have the opportunity to provide items such as gift cards, products or coupons to be distributed to tournament volunteers and charities

As a participating business, you will choose one of two thank-you gift packages:

Option 1 – VIP Club 1957 Package (limited to the first 25 businesses to sign up for this package)

Four (4) Club 1957 tickets (\$1,400 Value) for Sunday, August 30, which includes:

- All-day access to the final round of the tournament with one (1) VIP parking pass
- Complimentary fan brunch
- All-inclusive food & beverage in Club 1957 on the 17th Hole Tee Box

Option 2 – Treat the Team

Four (4) Weekly Grounds tickets (Thursday–Sunday) (\$780 Value), which includes:

- 16 total tickets (4 per day), Thursday, August 27–Sunday, August 30
- Access to tournament grounds and both concerts on Friday & Saturday nights

Back This Year—Creative Campaign Awards

We're celebrating the boldest and most creative campaigns with exclusive experiences:

Most Creative Overall Campaign

- Four (4) Front of Stage concert tickets to see Keith Urban at the Ally Community Concert on Saturday, August 29
- One (1) Valet parking pass for Saturday, August 29

Most Creative Social Campaign

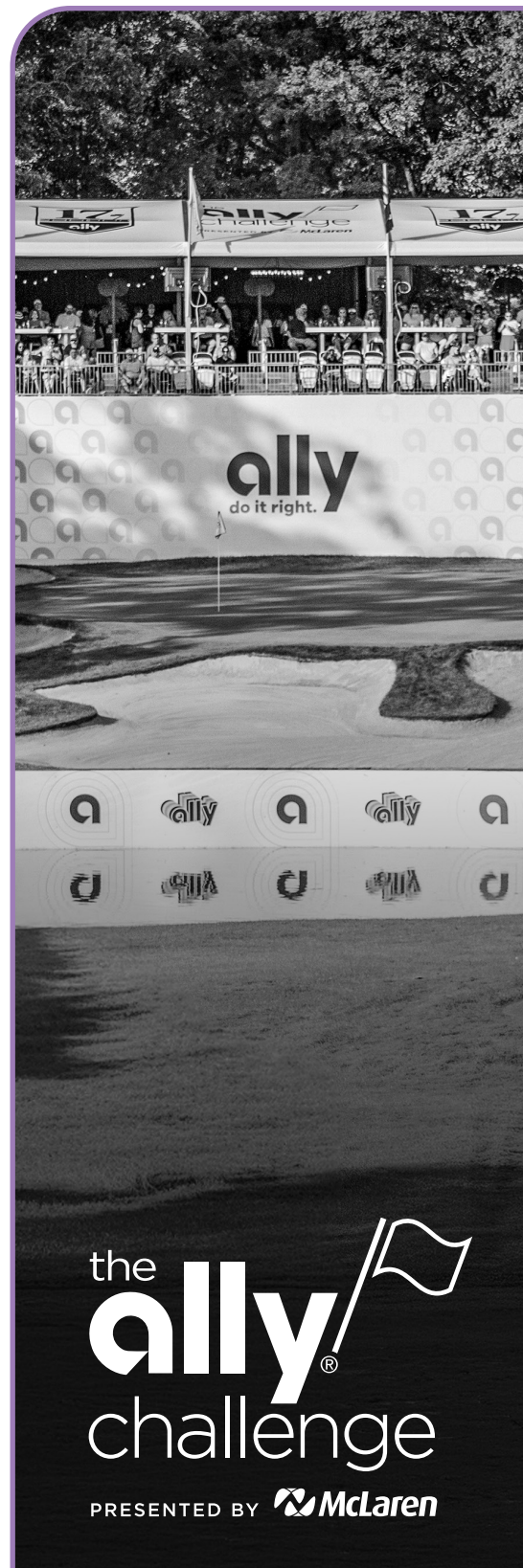
- Social media credentials for tournament play, Friday, August 28–Sunday, August 30 (credentialing process required)
- Includes behind-the-scenes tournament access and content opportunities!

Winners are announced the week before the tournament. Make a local difference, get national-level perks and promote your business in a fun, meaningful way.

Ready to join the campaign?

Contact Behind Your Design to learn more:

Chelsea Mills | chelsea@behindyourdesign.com | (810) 513-0929



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challenge

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