EXPERIENCE AMAZING

SHEEHY LEXUS OF RICHMOND

CHAMPIONS FOR CHARITY

Golf Tournament

9:00 AM THURSDAY,
SEPTEMBER 25, 2025

INDEPENDENCE GOLF CLUB
Midlothian, Virginia



Team Prizes

Prizes awarded to top finishing teams.



Fun Contests

Longest Drive, 9-Hole Putting Contest and Hole-In-One to win a new Lexus.



Silent Charity Auction

Featuring an exclusive opportunity to play at Pebble Beach Golf Course.

In support of Children's Hospital of Richmond at VCU

www.LexusofRichmond.com/CHoR

Children's Hospital of Richmond at VCU



THANK YOU

FOR BEING CHAMPIONS FOR THE CHILDREN AND FAMILIES IN OUR COMMUNITY.

Two years ago, our community came together to support the construction and opening of the Children's Tower, CHoR's new home for pediatric inpatient, emergency and trauma care. The new facility completed an entire city block—over 1 million square feet—dedicated to the care of children, and it enabled double digit increases in acute care, emergency care and surgery, meaning our teams are helping more kids than ever.

But we're not done yet. Shell space in the Tower is currently being built out to increase our capacity through a new neonatal intensive care unit and an additional acute care floor. We are continuing to build our teams and develop innovative programs like our complex care clinic and heart center, and we are investing in training programs and cutting-edge research to improve care long into the future.

The impact of our community is profound and far-reaching, and these advancements would not be possible without our donors. On behalf of the 80,000 children we serve each year and the 2,000 team members who do that work every day, we thank you for being partners in our mission of providing the best possible pediatric health care to all.

For the kids,

Lauren B. Moore

President and CEO
Children's Hospital Foundation

"We're incredibly proud to stand alongside Children's Hospital of Richmond at VCU in their mission to help every child live their healthiest life," said Todd Zaciek, General Manager of Sheehy Lexus of Richmond. "Being part of this event is about more than great golf — it's about community, compassion, and making a lasting impact."

LEXUS
SHEEHY LEXUS OF RICHMOND

CONTESTS & PRIZES

EXPERIENCE AMAZING

Join us for an exciting day of golf benefiting a worthy cause. On-course experiences will include 3 Hole-In-One opportunities to win a new Lexus! Unique experiences will be hosted at Independence Golf Club throughout the day and teams will compete for prizes and special contests.



INDEPENDENCE

Independence Golf Club

Thank you to Independence Golf Club for its continued support in hosting Champions for Charity. We look forward to enjoying a fun-filled day at one of our community's premier golf courses!

Register now at
www.LexusofRichmond.com/CHoR

2025 TEAM REGISTRATION

One unforgettable tournament.
One powerful reason.

We're rallying around a mission to improve children's health across Central Virginia — and you can help.

Foursome + Hole Sponsor – $2,995

LIMITED TO 27 TOTAL TEAMS

Choose your flight.

Competitive Flight

4-person best ball (best 2 scores per hole)

Top 2 low gross teams awarded

Recreational Flight

4-person scramble format

Top 2 low gross teams awarded

All Teams Receive:

- Premium tournament swag
- Complimentary boxed lunch & on-course beverage service
- Grab-n-go dinner for two guests
- Hole sponsor signage + opportunity to create a unique, on-course branded experience



The Schedule

Thursday, September 25, Independence Golf Club

9:00 AM – EVENT REGISTRATION + DRIVING RANGE + PUTTING GREEN

10:45 AM – SHOTGUN START

3:45 PM – 19TH HOLE COMPETITIONS: HOLE-IN-ONE & PUTTING CONTEST

6:00 PM – ROCKIN' @ INDEPENDENCE OUTDOOR CONCERT & AWARDS

The Activities

HOLES 7, 9 + 11 Hole-In-One for a Lexus

HOLES 5, 13 + 17 Let It Fly Long Drive

HOLE 10 Donation w/CHoR 'players tee'

HOLE 11 Walk-Out Song (pick your team's favorite get hyped song!)

HOLE 19 Hole-In-One contest + 9-hole putting contest

Boost your game while doing even more good.

During the tournament, you'll have the opportunity to purchase optional add-ons that make the day more exciting and impactful. With these enhancements, you'll get extra chances to replay shots, participate in bonus contests, gain strategic advantages on the course, and support CHoR through donation-based perks.







The Extras

Mulligans / Score Enhancers

Themed Package – $250 per player



Includes:

- Three (3) on-course mulligans
- "Lexus Drive Up" on Hole 10 – play from special tees
- Three (3) shots at the 19th Hole
- Entry into the 19th Hole Putting Contest
- Exclusive CHoR-branded incentive (details TBD)

A La Carte Options

MULLIGANS

- 3 for $100

LEXUS DRIVE UP @ Hole 10

- $50: All players move up to special tees
- $100: Move up + get CHoR hat or sleeve of branded balls; all players move up to special tees
- Sheehy Lexus of Richmond will **match** donations

19th Hole – Hole-In-One Contest (after play)

- $10: 1 shot (no practice)
- $50: 6-pack of shots (no practice)
- Includes a 50/50 raffle: Hole-In-One on any pin

Putting Contest – Vinny Giles 9-Hole Challenge (after play)

- $25 per entry
- $10 per mulligan hole (replay hole)

All proceeds benefit CHoR.

We're looking for big hearts to go above and beyond for children in our community. If you're interested in partnering or have questions, please contact **Brian Edmond**s at **brian@the288group.com**

2025 PARTNERSHIP OPPORTUNTIES

Support a great cause. Elevate your brand. Experience Amazing.

The Sheehy Lexus of Richmond Champions for Charity Golf Tournament offers exclusive opportunities to partner with one of Richmond's premier charity golf events — all while supporting CHoR and its mission to advance children's health in Central Virginia.

Birdie Partner – $10,000

Exclusive: One (1) Available

Make a statement as our premier Birdie Partner.

Includes:

- Two (2) foursomes
- Signature on-site activation during the tournament — create a branded hole experience with swag, engagement, & more
- Option to sponsor the Putting Contest on the Vinny Giles course — a unique 9-hole challenge
- Speaking opportunity during post-round events
- Branded item in all player welcome gifts
- Featured as the Birdie Partner across all event materials

19th Hole Partner – $7,500

Exclusive: One (1) Available

Own the final stop of the day — the 19th Hole.

Includes:

- One (1) foursome
- Signature activation at the 19th Hole Challenge — a 115-yard shot with 9 pin locations
- Create a branded experience with music, food & games
- Speaking opportunity during closing remarks
- Branded item in all player welcome gifts
- Featured as the 19th Hole Partner across all event materials



Golf Cart Partner – $6,500

Exclusive: One (1) Available

Your brand, in every player's cart.

Includes:

- One (1) foursome
- Branding on all 60 tournament carts
- Branded swag in each cart — coolers, phone mounts, chargers, etc.
- Collaboration with event team to make it memorable
- Recognition as the Golf Cart Partner





Beverage Cart Partner – $5,000

Exclusive: Two (2) Available

Be the refreshment sponsor everyone remembers.

Includes:

- One (1) foursome
- Branding on Lexus UX Hybrid beverage carts
- Distribute branded swag like koozies, snacks, or giveaways
- Creative messaging & contest ideas welcome!

Foursome + Hole Sponsor – $2,995

Limited: 27 Teams

Ideal for client hosting, team building, or brand visibility.

Includes:

- One (1) foursome
- Corporate signage at one hole
- Premium tournament swag, lunch & on-course beverages
- Post-round reception at the 19th Hole

CHARITY AUCTION

EXPERIENCE AMAZING at PEBBLE BEACH

SHEEHY LEXUS OF RICHMOND
CHAMPIONS FOR CHARITY
National Championship

Get ready for the golf experience of a lifetime! Sheehy Lexus of Richmond is proud to present an exclusive opportunity for two (2) golfers to play in the prestigious Lexus Champions for Charity National Championship, held December 10–14, 2025, at the world-renowned Pebble Beach Resorts in Pebble Beach, California.

This once-in-a-lifetime experience includes:

Three days of championship play (54 holes) at Pebble Beach Golf Links, Spyglass Hill, and The Links at Spanish Bay

A package valued at over $15,000, including:

- Daily breakfast (Thursday - Saturday)
- Group dinners (Wednesday + Saturday)
- Airport transfers & local ground transportation
- Lodging at The Inn at Spanish Bay
- Daily shuttles to event locations
- Two-person better ball format (Amateurs only)
- The chance to compete for a $60,000 charity purse



The chance to win this unforgettable package will be available through our charity auction, opening in mid-September and closing at 8:00 PM on Thursday, September 25, 2025. Winner need not be present to win. All proceeds from the auction will benefit CHoR, supporting the health and healing of children across Central Virginia.

For updates and to participate in the auction, visit: LexusofRichmond.com/CHoR

EXPERIENCE AMAZING

SHEEHY LEXUS OF RICHMOND CHAMPIONS FOR CHARITY Golf Tournament



THURSDAY, SEPTEMBER 25, 2025

INDEPENDENCE GOLF CLUB, Midlothian, Virginia

In support of Children's Hospital of Richmond at VCU

SPONSORSHIP FORM

Contact Name _____

Company Name _____

Would you like to have on-site representation/marketing at the hole? _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

SPONSORSHIP LEVEL: (Circle One)

Birdie **$10,000** 19th Hole **$7,500** Golf Cart **$6,500** Beverage Cart **$5,000**

Team Registration / Competitive Flight **$2,995** Team Registration / Recreational Flight **$2,995**

☐ Unable to attend, please accept my donation of $_____ to **Children's Hospital Foundation.**

☐ Check enclosed for $_____ payable to **Children's Hospital Foundation.**

Return form, pay by credit card at **LexusofRichmond.com/CHoR**, or for questions please contact:

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