



James "Shack" Harris

Doug Williams

# 5<sup>th</sup> Annual Celebrity Golf Classic

**June 6 & 7, 2010**

**Southern Trace Country Club • Horseshoe Casino & Hotel**

Join former Pro Bowl MVP QB James "Shack" Harris, former Super Bowl MVP QB Doug Williams and other NFL stars and celebrities at the **5<sup>th</sup> Annual Shack Harris & Doug Williams Foundation Celebrity Golf Classic** for an incredible weekend!

Past Celebrities include: Pro Football Hall of Famers Kellen Winslow, Sr., and Charley Taylor, *ESPN Monday Night Football* analyst Jon Gruden, Willis Reed, Coaches Herman Boone ("Remember the Titans") June Jones and Rod Broadway, John Wooten, Everson Walls, Frank Lewis, Larry "Gator" Rivers, "Sweet" Lou Dunbar, Gary Clark, Ricky Sanders, Eddie Kennison, Jerry LeVias, comedian AJ Jamal and more!

The Celebrity Golf Classic will be held at Southern Trace Country Club. Designed by the renowned Arthur Hills, the championship 18-hole, 6,916 yard golf course was voted number one in the state of Louisiana by Golf Digest magazine. Each foursome team will be assigned a celebrity. The format will be Captain's Choice (scramble) and shotgun start. The field will consist of 27 foursomes and will be closed to the general public. Pairings Party & Auction the night prior to golf will be held at Horseshoe Casino & Hotel.

## Schedule of Events

<b>Sunday, June 6</b> 6:00 - 9:00 PM	<b>PAIRINGS PARTY &amp; AUCTION</b> <i>Horseshoe Casino &amp; Hotel</i>
<b>Monday, June 7</b> 8:00 - 9:00 AM	<b>BREAKFAST</b> <i>Southern Trace Country Club</i>
9:00 AM - 2:30 PM	<b>CELEBRITY GOLF CLASSIC</b> <i>Southern Trace Country Club</i>
2:30 - 3:30 PM	<b>AWARDS PARTY</b> <i>Southern Trace Country Club</i>

Presented By:



**HORSESHOE**  
CASINO • HOTEL  
BOSSIER CITY, LA



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## TRAVEL & GENERAL INFORMATION

### **AIR TRAVEL**

The Shreveport airport is served by seven airlines including Northwest, American, ASA and Continental and six rental car companies. <http://www.ci.shreveport.la.us/dept/airport/>

### **LODGING**

**Harrah's Horseshoe Casino & Hotel** - Bossier City is the "official hotel and casino" of the *5th Annual Shack Harris & Doug Williams Foundation Celebrity Golf Classic*. Located in Northwestern Louisiana, Harrah's Horseshoe Casino & Hotel - Bossier City is the jewel of the Shreveport-Bossier gaming hub. Easily accessible by car from the Dallas/Fort Worth Metroplex, The Horseshoe offers the best in accommodations and gaming.

This beautiful hotel is the tallest structure of its kind between Dallas and Atlanta. Its 25 stories contain 606 luxurious suites, all created with your utmost comfort and convenience in mind. Guests can take advantage of a health spa, conference rooms, restaurants, and retail shops. All of our suites feature cozy pillow top beds, made exclusively for Horseshoe. For reservations visit [www.horseshoebossiercity.com](http://www.horseshoebossiercity.com) or call (800) 895-0711 and reference the event.

### **GOLF COURSE**

**Southern Trace Country Club** - Designed by the renowned Arthur Hills, the championship 18-hole, 6,916 yard golf course was voted number one in the state of Louisiana by Golf Digest magazine. The course provides varying landscapes encompassing celestial pine valleys, open meadows and majestic oak forest. Once you play the carefully manicured fairways and Champions Bermuda greens, you will understand why Mr. Hills proclaimed Southern Trace to be one of the most beautiful natural settings with which he has ever worked. It is in every sense of the word a masterpiece. [www.Southern-Trace.com](http://www.Southern-Trace.com)

### **CONTACT**

Jeff McKenzie at (646) 246-2480 or [Jeff@CoachingCharities.com](mailto:Jeff@CoachingCharities.com)



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## SPONSORSHIP OPPORTUNITIES

### **Platinum Sponsor (Cost: \$12,500)**

- Two foursome team entries in the Celebrity Golf Classic (each paired with a celebrity).
- Designated as "Platinum Sponsor" on all media releases and promotional materials.
- 12 tickets to the Pairings Party & Auction (One VIP Reserved Table).
- Celebrity of your choice to sit at your table during Pairings Party.
- Ten tickets to the Awards Party immediately following the Golf Classic.
- Team pictures with your NFL celebrity for each member of your foursomes.
- Ten player gift packs, which will include Golf Classic cap, polo shirt, golf balls, etc.
- Corporate name and/or logo on front cover of Official Event Program.
- Full-page advertisement in Official Event Program.
- Listing in special Platinum Sponsor section of Official Event Program.
- Recognition by Master of Ceremonies during Pairings Party and Awards Party.
- Corporate name and/or logo on Shack Harris & Doug Williams Foundation web site.
- Corporate name and/or logo on course signage.
- Sponsorship of two golf tee box signs on the golf course.

### **Gold Sponsor (Cost: \$10,000)**

- One foursome team entry in the Celebrity Golf Classic (paired with a celebrity).
- Designated as "Gold Sponsor" on select promotional materials.
- Ten tickets to the Pairings Party & Auction.
- Eight tickets to the Awards Party immediately following the Golf Classic.
- Team pictures with your NFL celebrity for each member of your foursome.
- Eight player gift packs, which will include Golf Classic cap, polo shirt, golf balls, etc.
- Corporate name and/or logo on front cover of Official Event Program.
- Half-page advertisement in Official Event Program.
- Gold Sponsor listing in Official Event Program.
- Corporate name listed on Shack Harris & Doug Williams Foundation web site.
- Sponsorship of one golf course tee box sign.



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## SPONSORSHIP OPPORTUNITIES

### **Participating Sponsor (Cost: \$5,000)**

- One foursome team entry in the Celebrity Golf Classic (paired with a celebrity).
- Designated as "Participating Sponsor" on select promotional materials.
- Eight tickets to the Pairings Party & Auction.
- Six tickets to the Awards Party immediately following the Golf Classic.
- Team pictures with your NFL celebrity for each member of your foursome.
- Six player gift packs, which will include Golf Classic cap, polo shirt, golf balls, etc.
- Participating Sponsor listing in Official Event Program.
- Corporate name listed on Shack Harris & Doug Williams Foundation web site.
- Sponsorship of one golf course tee box sign.
- Quarter-page advertisement in Official Event Program.

### **Foursome (Cost: \$3,000)**

- One foursome team entry in the Celebrity Golf Classic (paired with a celebrity).
- Six tickets to the Pairings Party & Auction and four tickets to Awards Party following golf.
- Team pictures with your NFL celebrity for each member of your foursome.
- Four player gift packs, which will include Golf Classic cap, polo shirt, golf balls, etc.

### **Friend of the Foundation Sponsor (Cost: \$1,000)**

- Single player entry in the Golf Classic (to be paired with three others and a celebrity).
- Designated as "Friend of the Foundation Sponsor" in Official Event Program & web site.
- Two tickets to the Pairings Party & Auction and two tickets to the Awards Party.

### **Individual Golfer Entry (Cost: \$750)**

- Single player entry in the Golf Classic (to be paired with three others and a celebrity).
- Two tickets to the Pairings Party & Auction and two tickets to the Awards Party.

### **Tee Box Sponsor (Cost: \$500)**

- Sign on one of the 18 tee boxes (Southern Trace).
- One ticket to the Pairings Party and Awards Party.

### **Ads in Official Program**

Full-page - \$1,000    Quarter-page - \$250  
 Half-page - \$500



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## TEAM REGISTRATION FORM

Name of Team: \_\_\_\_\_

Team Captain: \_\_\_\_\_

Company Name: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## PLAYER INFORMATION

Player 1: \_\_\_\_\_

Player 2: \_\_\_\_\_

Player 3: \_\_\_\_\_

Player 4: \_\_\_\_\_

Please MAIL or FAX Forms to:

**Shack Harris & Doug Williams Foundation**  
4830 Line Ave., #115  
Shreveport, LA 71106

**Fax: (203) 505-6199**

For more information, contact Jeff McKenzie at (646) 246-2480, or visit

[www.HarrisWilliamsFoundation.org](http://www.HarrisWilliamsFoundation.org)



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## RESERVATION & PAYMENT FORM

Platinum Sponsorship _____ @ 12,500	\$ _____
Gold Sponsorship _____ @ \$10,000	\$ _____
Participating Sponsorship _____ @ \$5,000	\$ _____
Foursome Team _____ @ \$3,000	\$ _____
Individual Player _____ @ \$750	\$ _____
Friend of the Foundation Sponsorship _____ @ \$1,000	\$ _____
Tee Box Sponsor _____ @ \$500	\$ _____
Full-Page Program Advertisement _____ @ \$1,000	\$ _____
Half-Page Program Advertisement _____ @ \$500	\$ _____
Quarter-Page Program Advertisement _____ @ \$250	\$ _____
Extra Tickets to Pairings Party & Auction _____ @\$50	\$ _____
Extra Tickets to Golf Awards Party _____ @\$50	\$ _____

**TOTAL DUE:** \$ \_\_\_\_\_

**PAYMENT** (select method below)

- Enclosed is my check, made payable to: Shack Harris & Doug Williams Foundation
- Please Charge my credit card (circle one):    Visa    MasterCard    AMEX    Discover  
 Name on card: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CSC: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Please MAIL or FAX forms to:

**Fax: (203) 505-6199**

**Shack Harris & Doug Williams Foundation**  
**4830 Line Ave., #115**  
**Shreveport, LA 71106**



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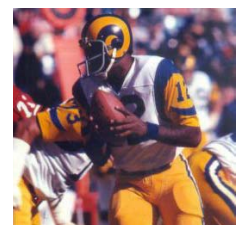
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**The Shack Harris & Doug Williams Foundation** is a 501(c)(3) non-profit, tax-exempt organization founded by Grambling State University Tigers and NFL quarterback pioneers Pro Bowl MVP James "Shack" Harris and Super Bowl MVP Doug Williams.

Since its inception in 2005, the Foundation has awarded more than \$250,000 in support of economically and physically challenged youth for after-school initiatives, leadership development, mentoring programs and minority higher education assistance. The Foundation assisted more than 100 families affected by Hurricane Katrina and has made grants to the Eddie Robinson Museum at Grambling State University, Shreveport-Bossier Community Renewal and Shreveport Public Assembly & Recreation, among others. The Foundation also has established the Black College Football Hall of Fame.



Doug Williams was the first African American quarterback to start in a Super Bowl, setting several Super Bowl passing records with the Washington Redskins. He also was the first African American to win a Super Bowl and be named the game's Most Valuable Player.



James "Shack" Harris was the first African American to be a full-time starter at quarterback in the NFL and the first to lead a team to playoffs. He also was the first to be a Pro Bowl quarterback and Pro Bowl MVP with the Los Angeles Rams. Sports Illustrated named him one of the most influential minority people in sports.

## Board of Directors

James "Shack" Harris, co-chairman  
Doug Williams, co-chairman  
Nick Reader, secretary & treasurer  
Sid Levy  
Thomas A. Morehead  
Willis Reed  
Michael Williams

## Advisory Committee Members

Dottie Bell  
Fernal & Margo Briggs  
Mike Busada  
Murphy & Jean Cheatham  
Deron Cherry  
Carlton Highsmith  
Edith Mechling  
Joe Profit  
Ambassador Sidney Williams