



PAR FOR THE CULTURE

Fall Edition 2026

OCTOBER 19TH, 2026

PALM BEACH NATIONAL GOLF & COUNTRY CLUB

7500 SAINT ANDREWS RD, WEST PALM BEACH, FL 33467

PROCEEDS SUPPORT HIGHER LEARNING FOUNDATION AND THE LORD'S PLACE, HELPING ADVANCE EMERGENCY AND TRANSITIONAL HOUSING INITIATIVES.



The VISION

Par for the Culture is more than a tournament — it is a premium golf, sports, lifestyle, and impact platform built to bring athletes, entrepreneurs, brands, and community leaders together on one fairway.

The vision is to make golf feel more accessible, more culturally relevant, and more connected to the next generation of leaders, creators, and changemakers.

This is where golf, culture, business, and purpose meet.

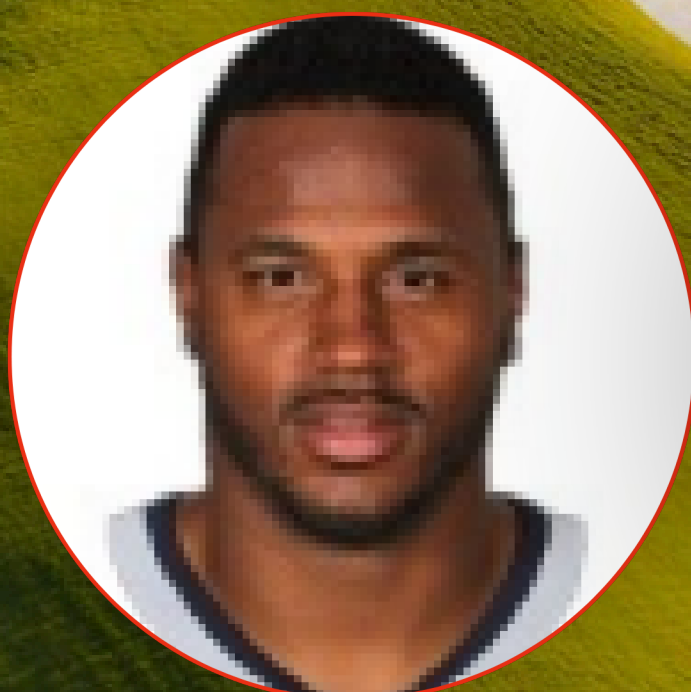


featured ATHLETES

A CURATED ROSTER OF PROFESSIONAL ATHLETES BRINGING VISIBILITY, CREDIBILITY, AND CULTURAL INFLUENCE TO THE PAR FOR THE CULTURE EXPERIENCE.



MALIK WILLIS
NFL QUARTERBACK



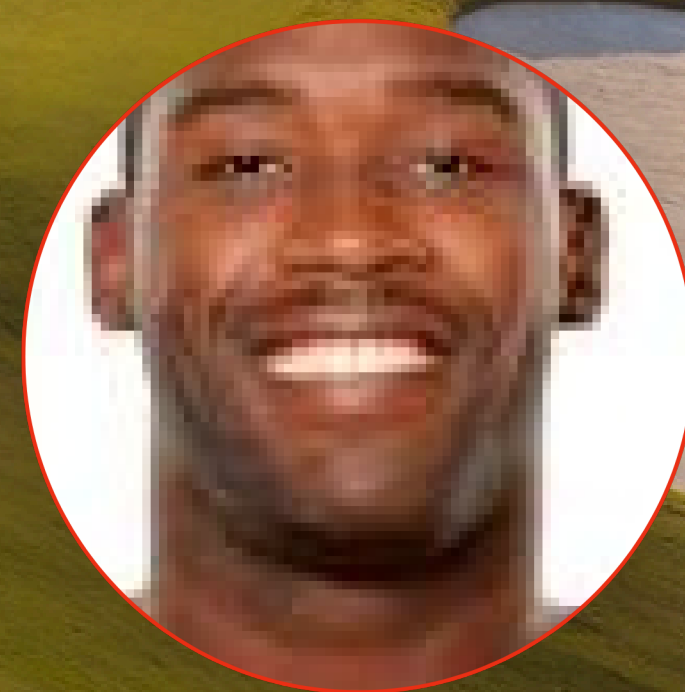
JAMES ANDERSON
NFL VETERAN



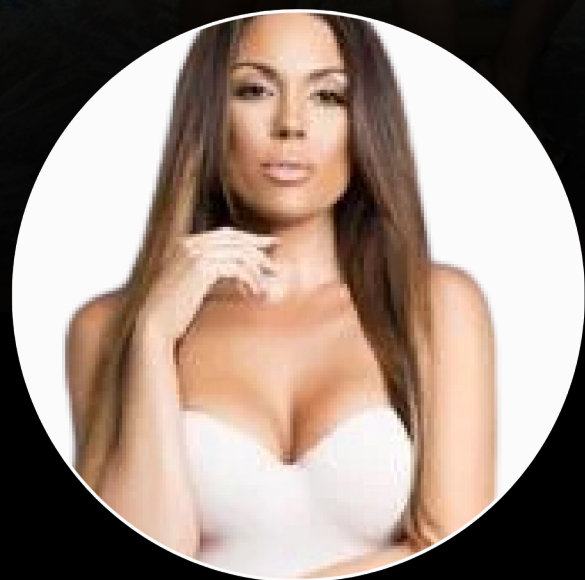
JAMES JOHNSON
NBA VETERAN



LOGAN MORRISON
MLB VETERAN



PIERRE GARÇON
NFL VETERAN



CARISSA ROSARIO
CO-FOUNDER OF THE NATIONAL
FOOTBALL WIVES ASSOCIATION



Brand COLLABORATION

POWERED BY PURPOSE. BUILT THROUGH COMMUNITY.

PAR FOR THE CULTURE IS PROUD TO COLLABORATE WITH CARISSA ROSARIO, CO-FOUNDER OF THE NATIONAL FOOTBALL WIVES ASSOCIATION, TO EXPAND THE IMPACT OF THIS YEAR'S TOURNAMENT BEYOND GOLF.

THIS PARTNERSHIP BRINGS TOGETHER ATHLETES, NFL FAMILIES, WOMEN LEADERS, AND COMMUNITY ADVOCATES TO SUPPORT A GREATER MISSION: RAISING AWARENESS AND RESOURCES FOR TRANSITIONAL HOUSING, EMERGENCY SHELTER SUPPORT, AND FAMILIES NAVIGATING LIFE'S BIGGEST TRANSITIONS.

TOGETHER, WE ARE CREATING MORE THAN AN EVENT — WE ARE BUILDING A MOVEMENT.



ALLYSON KRICHMAN
FOUNDER OF MAYALL ST. GROUP



Brand **COLLABORATION**

ALLYSON KRICHMAN IS THE FOUNDER OF MAYALL ST. GROUP AND A 20+ YEAR VETERAN OF THE LOYALTY, REWARDS, RETAIL, AND BRAND PARTNERSHIP SPACE. KNOWN AS A TRUSTED CONNECTOR AND “BRAND MATCHMAKER,”

ALLYSON HAS BUILT HER CAREER BRINGING BRANDS, PLATFORMS, AND PEOPLE TOGETHER IN WAYS THAT CREATE MEANINGFUL VALUE. OUTSIDE OF HER PROFESSIONAL WORK, ALLYSON IS DEEPLY PASSIONATE ABOUT GIVING BACK, SUPPORTING CHARITABLE CAUSES, AND USING HER NETWORK TO

BRING AWARENESS TO ORGANIZATIONS AND COMMUNITIES THAT MATTER. SHE PLACES TREMENDOUS VALUE ON HER LONGSTANDING FRIENDSHIPS, CLOSE FAMILY RELATIONSHIPS, AND THE PEOPLE WHO HAVE SHAPED HER LIFE ALONG THE WAY. ABOVE ALL, ALLYSON IS MOST PROUD OF BEING A DEVOTED AUNT — A ROLE SHE CONSIDERS ONE OF THE GREATEST JOYS OF HER LIFE.



DARREN WINGATE SR.
FOUNDER & VISIONARY
PAR FOR THE CULTURE

The **VISIONARY**

DARREN WINGATE SR. IS THE VISIONARY BEHIND PAR FOR THE CULTURE — A PURPOSE-DRIVEN GOLF EXPERIENCE CREATED TO CONNECT ATHLETES, BRANDS, BUSINESS LEADERS, AND COMMUNITY PARTNERS AROUND ONE MISSION: CREATING REAL IMPACT.

THROUGH HIS WORK IN REAL ESTATE DEVELOPMENT, AFFORDABLE HOUSING, AND NONPROFIT LEADERSHIP, DARREN IS BUILDING A PLATFORM THAT USES SPORTS, CULTURE, AND RELATIONSHIPS TO RAISE AWARENESS AND RESOURCES FOR TRANSITIONAL HOUSING, EMERGENCY SHELTER SUPPORT, AND UNDERSERVED COMMUNITIES.

PAR FOR THE CULTURE IS MORE THAN A TOURNAMENT — IT IS DARREN'S VISION FOR BRINGING PEOPLE TOGETHER TO GOLF, GIVE, EMPOWER, AND CREATE LASTING CHANGE.



***Powering the movement behind
Par for the Culture.***

*Together, these organizations help bring
the experience to life — connecting golf,
culture, community, and impact through
one unforgettable platform.*

Our Partners



Higher Learning
Foundation



The Lord's Place



Fairway Golf Group



Vibez Golf Club



Goode Companies,
Inc.



Official VENUE HOST

PALM BEACH NATIONAL GOLF CLUB

Our mission is to provide a high-quality product with an upbeat energetic vibe so whether you are golf's purist or most non-traditional player, The Nash is the Place-2-Be.

Imagine rolling up to your happy place greeted with music popping, premium turf conditions, and Hi-Tech Inrange Technology on the practice tee, then checking in at the stunning bar in our new clubhouse surrounded with a buzz of excitement.

Compliment all of this with a Legendary Joe Lee course design and pristine Tiff-Eagle greens, it's tasty treats from the front door to the last hole or Last Call!



PBN
GOLF X CLUB



WHY IT *Matters*



Proceeds from Par for the Culture directly benefit Higher Learning Foundation and The Lord's Place — organizations dedicated to emergency and transitional housing, including a 30-bed shelter serving those in greatest need. Every swing. Every sponsor. Every dollar makes a difference.



REVOLT

REACHING 2/3 OF YOUNG AMERICANS MONTHLY

CORE AUDIENCE AGE

18-34

DOMINATES AT



GENDER



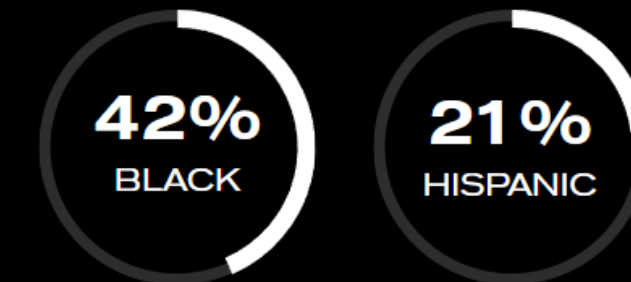
50%

MALE

50%

FEMALE

RACE



55 MILLION

TV U.S. HOMES



11 MM+

DIGITAL & CTV UNIQUES



6MM+

AUDIO LISTENERS



3.2 MILLION

YOUTUBE SUBSCRIBERS



2.1 MILLION

INSTAGRAM SUBSCRIBERS



2 MILLION

TIKTOK SUBSCRIBERS

A premier golf and lifestyle experience set in the vibrant heart of South Florida. Par for the Culture brings together elite company, curated brand activations, and premium hospitality in a setting as bold and dynamic as the culture it celebrates.

Golf. Culture. Community. One unforgettable experience where sport meets lifestyle and every moment leaves a lasting impact.

Media
DISTRIBUTION

Audience & BRAND FIT



AUDIENCE REACH & BRAND EXPOSURE

- 2M+ Digital Impressions across Instagram, YouTube, press, and influencers
- 7–10% Engagement Rate using #ParForTheCulture and #GolfWithPurpose
- 25+ Celebrity Mentions from athletes, artists, and entrepreneurs
- 10+ Media Placements
- 100+ Branded Reels/Stories featuring sponsor integrations

COMMUNITY & SOCIAL IMPACT

- \$500,000+ Raised for the Higher Learning Foundation
- 50+ Youth Served Annually (housing, mentorship, workforce training)
- 1,000+ Volunteer Hours from partners and sponsors
- 10+ Scholarships/Internships awarded annually
- 20+ Media Mentions highlighting social impact

ROI

- 30+ Logo Placements across banners, carts, and digital assets
- 85% Attendee Participation in sponsor activations
- 1,000+ Direct Product Interactions (sampling, QR captures)
- 10K+ Post-Event Retargeted Contacts
- +25% Brand Sentiment Lift (post-event analytics)



EXPERIENCE

Highlights



Arrival Experience

- Registration
- Sponsor Activations
- Networking

Tournament Experience

- Shotgun Start 8am
- On Course Activations
- Player Experience

19th Hole Experience

- Live DJ Sets
- VIP Lounge
- Elite Networking
- Brand Activations



Social MEDIA & DIGITAL REACH

Follow us @parfortheculture and join a growing community of athletes, entrepreneurs, and culture-makers. Our digital presence amplifies every sponsor through athlete features, live event coverage, and community impact stories — reaching affluent, culturally connected audiences across all major platforms.

Sponsors gain extensive social and digital media exposure — before, during, and after the event. Your brand, front and center in the cultural conversation.





Sponsorship OPPORTUNITIES

EVERY PARTNERSHIP IS BUILT TO CREATE VISIBILITY, CONNECTION, AND MEASURABLE COMMUNITY IMPACT — BEFORE, DURING, AND AFTER THE EVENT.

Title Sponsor \$25,000 – \$35,000

- Event naming rights: “Par for the Culture presented by [Brand]”
- Speaking access at all signature events.
- Branded hole, carts, scorecards, media backdrop
- One (1) VIP table with 10 seats
- Two (2) Foursomes + Two (2) Celebrity Pairings
- Prominent logo placement on all event collateral, website, press, and signage
- Exclusive recognition in pre- and post-event media

Presenting Sponsor \$15,000 – \$20,000

- Naming rights to one selected event: “ONE-DAY premium golf and cultural experience by [Brand]”
- Speaking opportunity at the sponsored event
- Branded hole + cart
- One (1) Foursome + One (1) Celebrity Pairing
- Branded placement across all day programs and signage
- Premium logo placement on all event collateral, website, press, and signage
- Reserved Premium seating (6 tickets included)



Sponsorship OPPORTUNITIES

EVERY PARTNERSHIP IS BUILT TO CREATE VISIBILITY, CONNECTION, AND MEASURABLE COMMUNITY IMPACT — BEFORE, DURING, AND AFTER THE EVENT.

Activation Sponsor \$15,000

On-Course Activation Sponsor

- Branded station or hole activation at the Golf Classic
- Opportunity to engage players with product sampling or experiences
- Logo recognition on course signage

Gifting Suite Partner

- Placement of branded products in attendee and VIP gift bags
- Recognition on event program and website

Lifestyle Sponsor \$10,000

Liquor/Spirits Partner

- Category exclusivity
- Signature cocktails or beverage activations at All Day Premium Experience.
- Co-branding on bar menus and beverage station

VIP Lounge / 19th Hole Sponsor

- Branded lounge space or hospitality suite
- Opportunity to curate premium guest experiences
- Logo visibility on VIP materials



Sponsorship OPPORTUNITIES

EVERY PARTNERSHIP IS BUILT TO CREATE VISIBILITY, CONNECTION, AND MEASURABLE COMMUNITY IMPACT — BEFORE, DURING, AND AFTER THE EVENT.

Gold Sponsor \$9,000

- Mid-tier logo placement (web + signage)
- 1 foursome, 4 VIP lounge passes, 4 premium tickets
- Branded tee sign (1 hole) + driving-range banner
- 1 dedicated post + swag bag Insert

Silver Sponsor \$6,000

- Logo on website, step-and-repeat, and event program
- 2 playing spots, 2 VIP lounge passes, 2 premium tickets
- 1 dedicated post + swag bag insert

Bronze Sponsor \$3,000

- Name listed on website + program
- 2 Premium Tickets
- 1 Dedicated Post



Player REGISTRATION

PREMIUM GOLF EXPERIENCE

GOLF. CULTURE. COMMUNITY. AN UNFORGETTABLE EXPERIENCE ALONGSIDE
ATHLETES, ENTREPRENEURS, AND CHANGEMAKERS.

INDIVIDUAL PLAYER

\$299

- Tournament Entry
- Golf Cart & Green Fees
- Breakfast & Lunch
- Premium Gift Bag
- 19th Hole Experience Access
- Networking & Sponsor Activations

FOURSOME

\$1,199 Early Bird – \$1,399 Standard

- Four Tournament Entries
- Golf Carts & Green Fees
- Premium Gift Bags
- Team Photo
- Access to 19th Hole Experience
- Sponsor & Networking Experiences

CELEBRITY FOURSOME EXPERIENCE

\$2,000 – \$2,500

- One Professional Athlete Pairing
- Four Tournament Entries
- VIP Lounge Access
- Premium Gift Bags
- Professional Photography
- Preferred Seating at Reception
- Exclusive Networking Opportunities



SPECTATOR & VIP *Experience*

BE PART OF THE CULTURE.

EVEN IF YOU DON'T GOLF, YOU CAN STILL EXPERIENCE THE CULTURE.

GENERAL ADMISSION

\$75

- Access to the 19th Hole Experience
- Live DJ & Entertainment
- Sponsor Activations
- Networking Opportunities
- Food & Beverage Vendors

VIP EXPERIENCE

\$150

- VIP Lounge Access
- Premium Seating
- Complimentary Cocktails
- Athlete Meet & Greet Opportunities
- Exclusive Gift Bag

CORPORATE VIP TABLE

\$1,500

- Reserved Table for Eight
- VIP Hospitality Experience
- Premium Food & Beverage
- Company Recognition
- Preferred Networking Access



PARTNERSHIP & ACTIVATION

Opportunities

EVERY ACTIVATION CREATES MEANINGFUL BRAND EXPOSURE WHILE DIRECTLY SUPPORTING EMERGENCY AND TRANSITIONAL HOUSING INITIATIVES.

Hole Sponsor

\$1,000

Putting Contest Sponsor

\$2,500

Cigar Experience Sponsor

\$5,000

Premium Activation Hole

\$2,500 – \$5,000

Beverage Cart Sponsor

\$5,000

Welcome Gift Bag Sponsor

\$5,000

Closest to the Pin Sponsor

\$2,500

Driving Range Sponsor

\$5,000

Photo Booth Sponsor

\$3,500

Long Drive Sponsor

\$2,500

Golf Cart Sponsor

\$7,500

Awards Ceremony Sponsor

\$7,500



Now

JOIN THE MOVEMENT

Partner with us to build a premium cultural golf property. Align your brand with elite athletes, community leaders, and culturally connected consumers. Reach out today and secure your place at the table.

Contact: Darren Wingate 561-827-7409 / parfortheculture@gmail.com