



*Friends
& Family*
WEEKEND 2025

2025
Partnership
Opportunities



About the Foundation

Established in 2021, the Tyrese Maxey Foundation is a non-for-profit organization based in Garland, Texas founded on faith-based values and exists in order to strengthen the family and the community through our works, example and investment. TMF's goals are to provide youth with the necessary skills and support to become the next generation of leaders in the community, in the family and in the classroom.

Community Impact and Why Your Support Matters

The Tyrese Maxey Foundation Friends and Family Weekend returns for its second annual major fundraising event, bringing together families and communities to empower youth through scholarships and impactful initiatives. This event is more than just a gathering, it's a movement to equip the next generation with the tools they need to lead and thrive.

Your support plays a vital role. By joining us, you become part of an extended family committed to uplifting young leaders and shaping brighter futures. The foundation aims to provide 250-300 students annually with essential skills, resources, and opportunities to excel in their communities, families, and classrooms.

Friends & Family Weekend Events

Thursday, July 31 Night of Giving

Join us on Thursday, July 31, at Filter Club. This special evening will celebrate community impact and honor a partner making a difference in education with the TMF Community Award.



Friday, August 1

Celebrity Golf Tournament

Tee up on Friday, August 1, at The Union League Golf Club at Torresdale. Join Tyrese Maxey and his celebrity friends for a round of 18 holes, plus enjoy breakfast, lunch, and an awards ceremony.



Saturday, August 2

1% Skills Youth Basketball Camp

The weekend concludes on Saturday, August 2 at St. Joseph Preparatory with 1% Skills Camp. This one-of-a-kind basketball camp helps student-athletes improve by 1% daily through intensive training, on-court instruction, basketball IQ development, and proper pre- and post-game routines.



Partnership Opportunities

Presenting Partner

\$100,000

- Logo lockup with TMF & Friends Weekend on all marketing materials (digital, print, event signage)
- 60-minute appearance by Tyrese Maxey at a sponsor's private event or business location
- Mention in PSA spots during radio schedule (June 1–August)
- Opportunity to include luxury-branded items in 18 celebrity gift bags
- 18 holes of golf for two (2) foursomes (8 golfers) with Tyrese Maxey's team
- Includes 1 guaranteed celebrity golfer
- Admission for 6 golfers to Tyrese Maxey Meet & Greet during the Golf Tournament
- Free registration + Meet & Greet for 10 kids at the TMF 1% Skills Camp
- Opportunity to give remarks at Dinner, Golf Tournament, or Camp
- Post-event social media mention on @TyreseMaxey & @TyreseMaxeyFoundation
- Two designated tables at the Dinner (20 guests total)
- Category exclusivity
- Opportunity to activate a designated booth/tent at the Golf Tournament
- Press release mention

Champion Partner

\$25,000

- Logo inclusion on marketing materials (digital, print, event signage)
- Mention in PSA spots during radio schedule (June 1–August)
- Opportunity to include branded items in celebrity gift bags
- 18 holes of golf for one (1) foursome (4 golfers)
- 1 guaranteed celebrity golfer in the foursome
- Admission for 4 golfers to the Meet & Greet
- Free registration for 5 kids at the TMF 1% Skills Camp
- One designated table at the Dinner (10 guests)
- Social media mention on @TyreseMaxeyFoundation
- Category exclusivity
- Opportunity to activate a booth at the Golf Tournament

Community Partner

\$10,000

- Logo inclusion on event signage and select digital materials
- Opportunity to include items in gift bags for celebrities and guests
- 18 holes of golf for one (1) foursome (4 golfers)
- Admission for 2 golfers to the Meet & Greet
- Free registration for 3 kids at the TMF 1% Skills Camp
- Recognition during Dinner and Skills Camp
- Social media mention on @TyreseMaxeyFoundation
- One table at the Dinner (10 guests)

Hole Sponsor

\$7,500

- Logo inclusion on event signage and hole specific branding
- Press release mention and logo listed on tournament website
- 18 holes of golf for one (1) foursome (4 golfers)
- Admission for 3 to the Dinner

Supporting Partner

\$5,000

- Logo inclusion on select event signage
- Opportunity to include branded items in gift bags
- 18 holes of golf for 2 golfers
- Admission for 2 guests to the Dinner
- Recognition during Skills Camp
- Social media mention on @TyreseMaxeyFoundation

Friend of TMF

\$2,500

- Logo inclusion on event program
- Admission for 2 guests to the Dinner
- Recognition on event website and social media

Custom packages available upon request.