

2026 HIGH TECH CHALLENGE

The Olympic Club, San Francisco | Monday, Sept 14

OUR PARTNER NETWORK:
PAST & PRESENT

Adobe

Deloitte.

ebay™



EY
Building a better working world

KKR

pwc



salesforce

Sycamp



zscaler

One iconic course. One exclusive, elevated experience.

The High Tech Challenge is Special Olympics NorCal's premier golf tournament and largest single-day fundraiser. This fall, we're returning to the prestigious Olympic Club in San Francisco, with an exclusive, intimate twist. Every High Tech Challenge golfer this year will play on the world-renowned Lake Course, an historic, iconic course that will welcome the PGA Championship in 2028. The Lake Course has hosted multiple major golf championships for over a century, and on September 14th, you can play it for a cause worthy of the grounds.

Over the past six years, this signature event has brought together more than 300 business and community leaders to raise nearly \$3 million for our life-changing programs. Participation directly funds free, year-round programs for children and adults with intellectual disabilities — empowering them through sports, leadership, health and schools.

The day goes well beyond the fairways. Along with your round, join fellow participants for a private networking lunch, including remarks from our keynote speaker and a Special Olympics Athlete Ambassador. On-course activations and unified contests bring the Special Olympics spirit to life — reminding everyone exactly who we're playing for.

Join us for an unforgettable day of golf and spark joy in our community.

Spots are limited. Play like a pro. Give like one, too.

sonc.org/hightechchallenge

MORE MISSION.
LESS MARGIN.



\$500

provides 1 athlete FREE access to program opportunities for a year

85¢ OF EVERY DOLLAR goes directly back to athlete programs

BIG TURNOUT.
BROAD REACH.



300+ Golfers & Participants

30+ Companies represented from the tech industry and beyond





OUR ROSTER AT A GLANCE

PROGRAM STRENGTH IN NUMBERS :



28k+

Athletes

11k+

Unified Partners

23k+

Volunteers

9.4k+

Coaches

100+

Athlete Leaders

590+

Schools Programs

DIGITAL FOOTPRINT :



29k+

Social Media
Followers

80k+

Newsletter Subscribers

16k+

Monthly visits to
SONC.ORG





PARTNERSHIP OPPORTUNITIES

"Presented By" Sponsorship

\$75,000 Benefits to Include :

- Six (6) foursomes total with six (6) foursomes guaranteed for morning round
- Presenting Sponsor logo lock-up created for, and placed on all applicable marketing materials, including 2026 event venue signage
- Exclusive Presenting Sponsor gift for all 24 participants
- Co-branding on golfer gift bag and choice of one promotional item included in golfer gift bag
- Logo placement on Special Olympics NorCal arch banner
- Presenting Sponsor featured in Special Olympics NorCal co-branded promotional video
- Sponsor logo on tournament golf balls
- Logo display on GPS inside golf carts
- Logo placement on scorecards
- Custom co-branded event backdrop and podium sign
- Pre-event social media recognition
- Opportunity to have a booth at Morning and Lunch Reception
- Opportunity to speak at Morning and Lunch Reception
- Verbal mention in CEO's remarks

** Deadlines apply to all benefits requiring company logo. Please submit vector logos by Aug 3rd.*

For sponsorship and volunteer opportunities, e-mail SheenaK@sonc.org.

PARTNERSHIP OPPORTUNITIES

"Presented By" logo integration examples



PUTT FOR PURPOSE

- \$50 Donation to Special Olympics NorCal*
- Special Olympics Golfer takes your putt
- If the Athlete sinks the putt, player receives an automatic eagle

**Receive Poker Chip Ball Marker to be shown at Contest Hole for proof of purchase*



SUPER TICKET

Name: _____

Email: _____



VIP

First Last Name

COMPANY



Golf Tournament

PARTNERSHIP OPPORTUNITIES

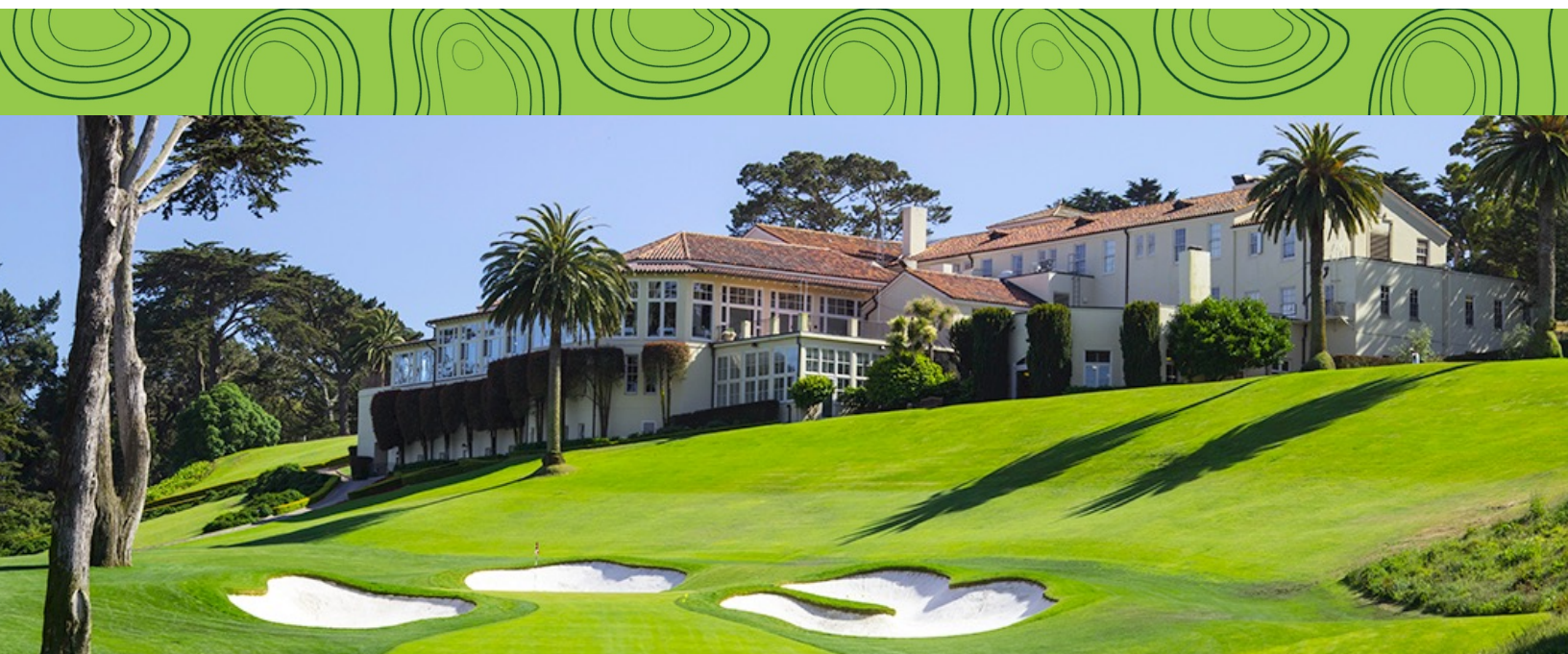
Gold Sponsorship

\$50,000 Benefits to Include :

- Six (6) foursomes total with three (3) foursomes reserved for morning round (additional morning round reservations based on availability)
- Company recognition on event signage, on-course signage, and event landing page
- Pre-event social media recognition
- Logo placement on scorecard
- Logo display on GPS inside golf carts
- Opportunity to provide a company logoed item in the guest giveaway bag (qty 250)
- Opportunity to have a booth at Morning and Lunch Reception
- Verbal mention in CEO's remarks

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PARTNERSHIP OPPORTUNITIES

Silver Sponsorship

\$25,000 Benefits to Include :

- Three (3) foursomes total with one (1) reserved for morning round (additional morning round reservations based on availability)
- Company recognition on event signage, on-course signage, and event landing page
- Pre-event social media recognition
- Logo display on GPS inside golf carts
- Opportunity to provide a company logoed item in the guest giveaway bag (qty 250)
- Opportunity to have a booth at Morning or Lunch Reception
- Verbal mention in CEO's remarks

Bronze Sponsorship

\$15,000 Benefits to Include :

- Two (2) foursomes total reserved for afternoon round (morning round reservations based on availability)
- Company recognition on event signage, on-course signage, and event landing page
- Pre-event social media recognition
- Logo display on GPS inside golf carts
- Opportunity to provide a company logoed item in the guest giveaway bag (qty 250)
- Opportunity to have a booth at Morning or Lunch Reception
- Verbal mention in CEO's remarks

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PARTNERSHIP OPPORTUNITIES

Putting Green Sponsorship

\$10,000 Benefits to Include :

- One (1) foursome reserved for the morning round
- Company recognition on event signage, on-course signage, and event landing page
- Pre-event social media recognition
- Opportunity to provide a company logoed item in the guest giveaway bag (qty 250)
- Opportunity to have a booth at Morning Reception
- Verbal mention in CEO's remarks

Cart Sponsorship

\$10,000 Benefits to Include :

- Company logo placement on tournament golf carts
- Sponsor recognition on event website

Tee Sponsorship

\$7,500 Benefits to Include :

- Company recognition on event landing page and one (1) tee sign
- One (1) foursome reserved for the afternoon round
- Sponsor recognition on event website*

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ADDITIONAL PARTNERSHIP OPPORTUNITIES

Lunch Sponsorship

\$7,000 (one available) :

Branded napkins, sponsorship signs with company logo on all tables in lunch venue, opportunity to have a booth at Lunch Reception, and sponsor recognition on website

Driving Range Sponsorship

\$5,000 (one available) :

Signage along driving range

Pin Flag Sponsor Sponsorship

\$5,000 (two available for front nine & back nine) :

Company logo on pin flags on either front or back nine

Putt for Purpose Sponsorship

\$5,000 (one available) :

Signage at contest hole and athletes wearing sponsor provided, and co-branded polo

Breakfast Sponsorship

\$4,000 (one available) :

Signage at morning Bloody Mary & Mimosa Bar, and branded cocktail napkins

Contest Holes

\$3,000 (one available) for each contest hole :

(Closest to the Pin or Longest Drive, activated for both rounds)

Sponsor table, and signage at the contest hole

Hole-in-One

\$3,000 (one available) :

Sponsor table, signage at contest hole*, and provider of Hole in One prize (valued at min \$1,000, to be presented at Lunch Reception, if applicable)

In-Kind Donations

Donate an item to tee up success! Be recognized for any in-kind donations that help boost interest and revenue during the Lunch Reception.

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