



Using the game of golf as a catalyst to provide mental wellness education to veterans and first responders

Dear Friend,

Next 18 Inc., a non-profit 501(c)(3), is dedicated to **using the game of golf to provide mental wellness education to veterans and first responders as a catalyst for personal growth**. Program participants engage in free, four-day wellness retreats featuring daily golf lessons from professional golfers, course play, and holistic mental health training, including yoga, meditation, breathwork, resiliency training, mindfulness and better sleep habits.

Since September 2022, Next 18 has hosted **22 camps across five states**. In 2025, we are proud to expand to **12 camps in eight states** — a 50% increase from 2024 — including **Minnesota, Illinois, Florida, Wisconsin, Massachusetts, Hawaii, Georgia and Connecticut**.

With over **250 alums from 30+ states** and a waitlist of more than **650 applicants**, we are working tirelessly to meet the growing demand for these life-changing programs.

Additionally, our partnership with the **PGA Tour's Birdies for the Brave Initiative** continues to grow. We have also expanded support for our esteemed alums by offering **weekly virtual check-ins**, ensuring ongoing connection and growth for those we serve.

This year, we are excited to announce that our Annual Golf Outing has **expanded to two shotgun starts**, offering participants and sponsors **double the exposure** and opportunities to connect. To ensure we can reach as many veterans and first responders as possible, we aim to raise **\$130,000** at our fourth annual golf outing on **Friday, May 23, 2025**, at **Western Lakes Golf Club in Pewaukee, Wisconsin**. This amount will help fund nearly **five camps** and support up to 72 veterans and first responders.

#### **How You Can Help:**

- 1. Silent Auction and Raffle Prizes:** Donate gift certificates, merchandise, or unique experiences to support our online auction, which will run for three weeks leading up to the outing. Donations are tax-deductible and must be received by **May 1, 2025**.
- 2. Sponsorship Opportunities:** Sponsor a hole, set up a promotional table or create a unique sponsorship package to showcase your business.
- 3. Share Your Network:** If you have connections in any states where we will host our 2025 camps and are interested in supporting or partnering with us, please reach out.
- 4. Make A Donation:** Checks can be made payable to **Next 18** and mailed to **503 W. Dean Road, Fox Point, WI 53217**.

For questions or contributions, please get in touch with Alison Cefalu at [alison@next18.org](mailto:alison@next18.org) or **Matt McDonell** at [matt@next18.org](mailto:matt@next18.org). Thank you for your continued support of Next 18 and our mission to transform the lives of veterans and first responders. Together, we are making a lasting impact.

Matthew McDonell  
Executive Director

Tax ID: 88-0823848



**May 23**  
**2025**

# 4th ANNUAL MEMORIAL DAY GOLF OUTING

\$175 per person  
\$700 per foursome  
\$150 for alumni

## MISSION:

USING THE GAME OF GOLF AS A CATALYST TO  
PROVIDE MENTAL WELLNESS EDUCATION TO  
VETERANS AND FIRST RESPONDERS

LOCATION

## WESTERN LAKES

W287 N1964 OAKTON RD. PEWAUKEE, WI 53072

SPONSOR

## OPPORTUNITIES

EMAIL [ALISON@NEXT18.ORG](mailto:ALISON@NEXT18.ORG) AND [MATT@NEXT18.ORG](mailto:MATT@NEXT18.ORG)

**REGISTRATION NOW OPEN**

## 2 SHOTGUN EVENT

0745 - WAVE 1

12:45 - PROGRAM / LUNCH

1400 - WAVE 2

**REGISTER AT [NEXT18.ORG/OUTING2025](http://NEXT18.ORG/OUTING2025)**

**1ST COME 1ST SERVE FOR WAVE SPECIFIC TIMES**



SCAN ME





# SPONSORSHIP TIERS



**Presenting Sponsor** **1 Spot** **\$22,500 - SOLD**

- 3 foursomes and speaking during program / recognized at awards
- Logo on all programming / social media recognition / yearly listing on website



**Program Sponsor** **1 Spot** **\$15,000**

- 2 foursomes and speaking during program / recognized at awards
- Logo on all holes / social media and website recognition / yearly listing on website

**Lunch Sponsor** **1 Spot** **\$10,000**

- 1 foursome / name and logo on signage during lunch and cart materials pre-start of 2nd shotgun / social media and website recognition

**Breakfast Sponsor** **1 Spot** **\$7,500**

- 1 foursome / name and logo on signage during breakfast and cart materials pre-start of 1st shotgun / social media and website recognition

**Helicopter Drop Sponsor** **1 Spot** **\$5,000**

- 1 foursome / name and logo on helicopter signage
- 1 Participant can join for helicopter ride / social media and website recognition

**Golf Pin Co-Branded Sponsor** **1 Spot** **\$3,250**

- Your company logo on 18 custom designed hole flags alongside Next 1
- Flags are available to take home after the event if you choose
- Sponsorship MUST be purchased by March 1st, to allow for printing and design time / social media recognition

## Halfway Harry Sponsor

1 Spot

\$2,750

- Your company logo at all four par 3 events as well as at Halfway Harry turn hut
- Purchase of this sponsorship ensures 1 drink ticket for every participant at the outing
- Social media and website recognition

## Auction Site Sponsor

1 Spot

\$1,750

- Logo and name on online software platform
- Next 18 will have online auction live for 3 weeks leading up to event with your company front and center
- Includes social media and website recognition

## Mobile Scoring Sponsor

1 Spot

\$1,000

- Logo on scorecard, mobile scoring app, electronic scorecard
- Social media and website recognition

## Golf Cart Sponsor

2 Spots

\$750

- Signage on all golf carts throughout the day
- Social media and website recognition

## Beverage Cart Sponsor

4 Spots

\$600

- Name and logo on beverage carts all day
- Social media and website recognition

## Driving Range Sponsor

2 Spots

\$400

- Your logo front and center during driving range hours and throughout the day
- Social media and website recognition

## Putting Green Sponsor

2 Spots

\$400

- Special event on the putting green this year to include tons of prizes and fun
- Your logo front and center during the event
- Social media and website recognition

## Hole Sponsor

17 Spots

\$500

- Logo on all hole event signs for your hole
- Set up a table, come out and support the org and celebrate the holiday
- Get creative, have fun, let's make the day a big party with YOU
- Social media and website recognition



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