

the ally challenge  
PRESENTED BY McLaren

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THE POWER OF GOLF  
Over \$7.3 million donated to southeastern Michigan

Genesee County Accommodation Tax  
Fund Grant Request – 2025 & 2026





# GRANT REQUEST OVERVIEW

## SUMMARY

Hosted for the last seven consecutive years, The Ally Challenge presented by McLaren is a PGA TOUR Champions event contested at Warwick Hills Golf & Country Club, a storied home to professional golf for nearly a half century. The event plays host to players like Fred Couples, Vijay Singh, John Daly, Jim Furyk, Joe Durant, Steve Stricker and more.

In early Q1 of 2025, Ally Financial announced a one-year extension through the 2026 tournament, bringing their title sponsorship to a close after what will be the 9<sup>th</sup> playing in 2026. The mission remains the same to continue to operate and stage a world-class event in the short-term future while concurrently working to identify and secure a new title sponsor for the long-term future. We have asked our local steadfast sponsors, partners and patrons to continue their support through the next two years and allow us the runway to prove Genessee County is the right spot for the long-term future.

Knowing the Ally Challenge presented by McLaren is arguably one of the largest event weeks and drives tens of thousands of visitors to our region for a fortnight, we kindly ask the Genessee County Commissioners to consider a two-year grant for the duration of the current term, 2025 and 2026 in the amount of \$50,000 per year. We look forward to the discussion on how we can continue to keep this world-class event in our region as we work to solidify the future.

Thank you for your consideration.







## 2024 Overview

- August 19 – 25, 2024
- 7<sup>th</sup> Annual Event
- Warwick Hills Golf & Country Club
- 78 Players
- 54-Hole Stroke Play Event
- \$2.2 Million Purse
- Broadcast on Golf Channel™
- Player Highlights: 17 Major Winners + 5 World Golf Hall of Fame Members

### **Champion: Stewart Cink**

First PGA TOUR Champions Title  
with a 4-Stroke Win!

Cink holds 8 PGA TOUR Titles & 1  
Major Title – The Open  
Championship (2009)





# Regional Impact



Over \$20M in  
Annual Economic  
Impact



Flint & Genesee  
County's *Largest*  
Tourism &  
Charity Event



Over 3,500  
Room Nights  
Across 10 Days



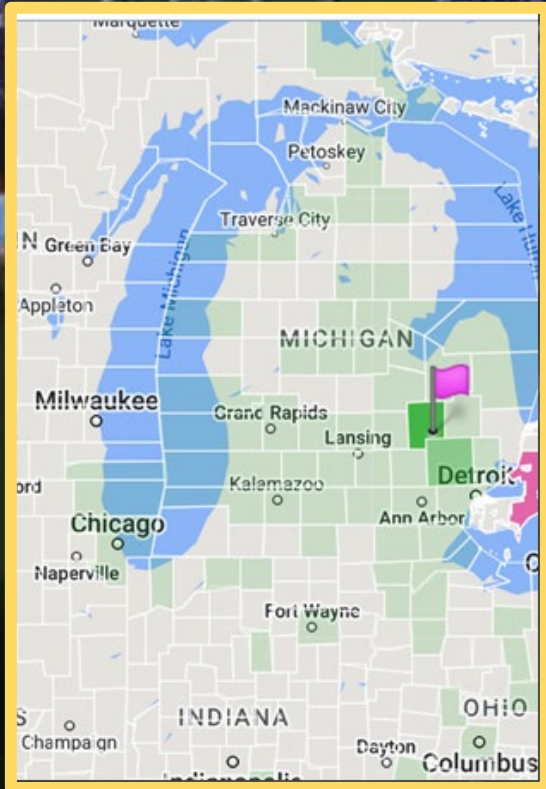
Millions in Local  
Business  
Spending



# ONSITE ATTENDANCE

**Attendance Throughout Tournament Reaches Across the State!**

**Heat Map below shows zip codes from Ticketmaster purchasers for tournament weekend (Thurs-Sunday)**





# National Broadcast Brings Abundant Media Attention And Shines A Spotlight on Genesee County!





# Live Broadcast



**1,800,000** viewers, watched **7** tournament telecasts

**16** hours of coverage

**170+** countries and territories distributed internationally





# SPECIAL EVENTS THAT APPEAL TO ALL AUDIENCES

## DE&I – Inclusion

- McLaren Adaptive Golf Clinic

## Youth & Families

- PGA Jr. League Championships
- Free Family Fun Night Thurs
- Complimentary Fan Breakfast on Sunday

## Business Community

- Women of Influence Luncheon
- Grand Blanc | Flint | Fenton | Clarkston | Rochester Joint Chambers Happy Hour Event – Free to Chamber Members!

## Golf Fans / Entertainment Seekers

- Three Distinct Pro-Am Days
- Friday Night Concert @17 featuring to-be-announced Classic Rock
- Celebrity Challenge on Saturday
- Ally Community Concert featuring Sam Hunt
- Three Rounds of PGA TOUR Champions Competition



**Every Day- Kids 17 & Under Are FREE!**



**The Ally Community Concert combines sports & music for a one-of-a-kind entertaining experience in our region!**



**2024 Featured Thomas Rhett and brought in record-breaking crowds!**





**Thanks to Genesee County's  
Grant Support, the 2024  
Drone Show Captivated  
Audiences Post Concert!**





**Ultimately, It's About The Charitable  
Impact For Our Region**





# Charity Giving

This chart depicts the many ways we give back throughout the year



**Total Giving Nearly  
\$8.4 Million Since 2018**



# EVENT PROCEEDS FUELED THE LARGEST GIVING TO DATE IN 2024

## CHARITY IMPACT – ANNUAL DIRECT CONTRIBUTION



**United Way  
of Genesee County**

*Serving Genesee & Shiawassee Counties*

**Charity  
Partner**

Annually, we collaborate with the United Way of Genesee County and title sponsor leadership on key contribution drivers and identify program need and support throughout the region.

Traditionally, the programs supported cover the following:

- Financial Literacy
- Youth Financial Literacy
- Housing Stability
- Work Force Development

### Previous Fund Recipients Included:

- ✓ American Red Cross (Volunteer Grant)
- ✓ Burton HeatsON!
- ✓ Catholic Charities (Housing Assessment Resource Agency)
- ✓ EMHA Firebirds (Volunteer Grant)
- ✓ Family Service Agency of Mid-Michigan (Representative Payee)
- ✓ Genesee Area Focus Fund (TeenQuest)
- ✓ Genesee County Habitat for Humanity (Minor Home Repair and Volunteer Grant)
- ✓ Genesee County Youth Corporation (Homeless Street Outreach)
- ✓ Fenton Center for Hope (Volunteer Grant)
- ✓ Junior Achievement (JA Flint Finance Park)
- ✓ LISC (Financial Opportunity Center)
- ✓ Made Institute (Returning Citizens and Volunteer Grant)
- ✓ Metro Community Development (Homeless Outreach)
- ✓ Mott Community College (Choice Neighborhoods)
- ✓ My Brother's Keeper (In Safe Hands and Volunteer Grant)
- ✓ Shelter of Flint (Emergency Shelter)
- ✓ Sunrise Rotary (Volunteer Grant)
- ✓ United Way of Genesee County (Tax Coalition)
- ✓ YWCA (Safe House and Safe Center)



# ALLY CHARITY CHIP IN

**The Ally Charity Chip In continues to drive matching grant funds to all applying non-profits and charities that wish to participate in the program.**



## **PARTICIPATING CHARITIES:**

Alumni Association of the University of Michigan  
Autism Support and Resource Center  
Crossover Outreach  
Evans Scholars Foundation  
FISH of Grand Blanc  
Flint Children's Museum  
Food Bank of Eastern Michigan  
GAM Foundation  
Genesee County Prevention Coalition  
Grand Blanc Athletic Foundation  
Grand Blanc Heritage Association

Humane Society of Genesee County  
Junior Achievement of Southeastern Michigan  
Leader Dogs for the Blind  
Pink Fund  
Pink ParTee of Warwick Hills  
Resident Advancement Inc  
St. Mary Student Parish  
The Second Mile Center of Detroit  
The Transcend Foundation  
Voices for Children  
Whaley Children' Center  
Xceptional Heroes



# ROOM BLOCKS

The Ally Challenge presented by McLaren will contribute greatly to overnight stays both directly through our blocks, our partners and vendors and indirectly from fans & guests.



**Estimated Numbers: August 4-28, 2025:**

## TOURNAMENT:

- PGA TOUR Champions Players – 480 Room Nights
- PGA TOUR Execs – 75 Room Nights
- HNS Employees - 100 Room Nights

## VENDORS:

- InProduction – 300 Room Nights
- Marquee - 150 Room Nights
- Broadcast (PGATE) – 250 Room Nights
- TSI Signage- 100 Room Nights
- Sunbelt Equipment – 90 Room Nights
- Emotive & VP Parking – 60 Room Nights
- Runco Waste – 21 Room Nights

## SPONSORS:

- Sponsors– Est. 35-50 Room Nights

## FANS / GUESTS:

- Booked on their own



# EXPLORE FLINT & GENESEE - ARRIVALIST DATA

The following information was provided by community partner:



Flint & Genesee Group utilizes Placer.Ai for the aggregate of visitor data to Flint & Genesee county. Arrivalist is the leading location intelligence platform in the Travel Industry.

Placer.Ai tracks cellular devices. Explore Flint & Genesee County have provided us this detailed data in the following pages as it relates to the tourism traffic in Grand Blanc, often times specific to the Geo-Fence directly around Warwick Hills, enabling us to draw conclusions about the tourism traffic driving by The Ally Challenge.

**Disclaimer:** *It is important to remember that Back to the Bricks is another larger scale event that happens the week before Ally Challenge and the CRIM Festival of Races is happening on the same Saturday as The Ally Challenge.*

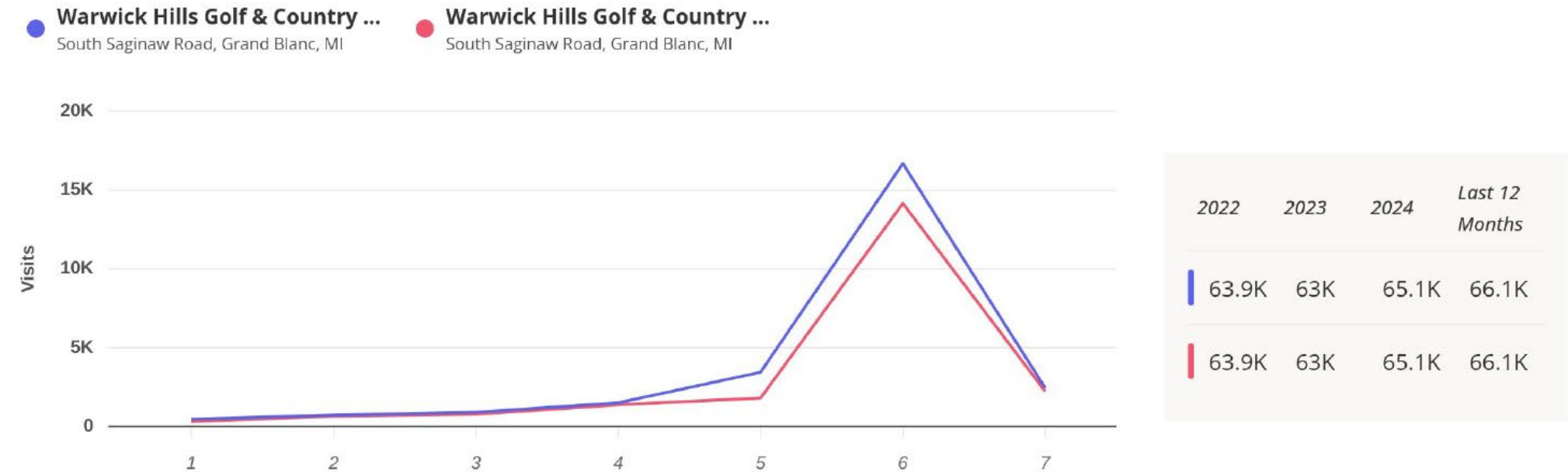
*We (The Ally Challenge) do not take sole ownership in the room night data on the following pages, However, we do believe we are the largest driver to visitor traffic during the dates and segments measured.*





# Data Summary: YOY Visits Show Growth in Tournament Attendance

## Visits Trend





# Data Summary: Overnight Travelers from Statewide & Scattered Across US

## Visitors Origins

Show By:

By CBSA

Metric:

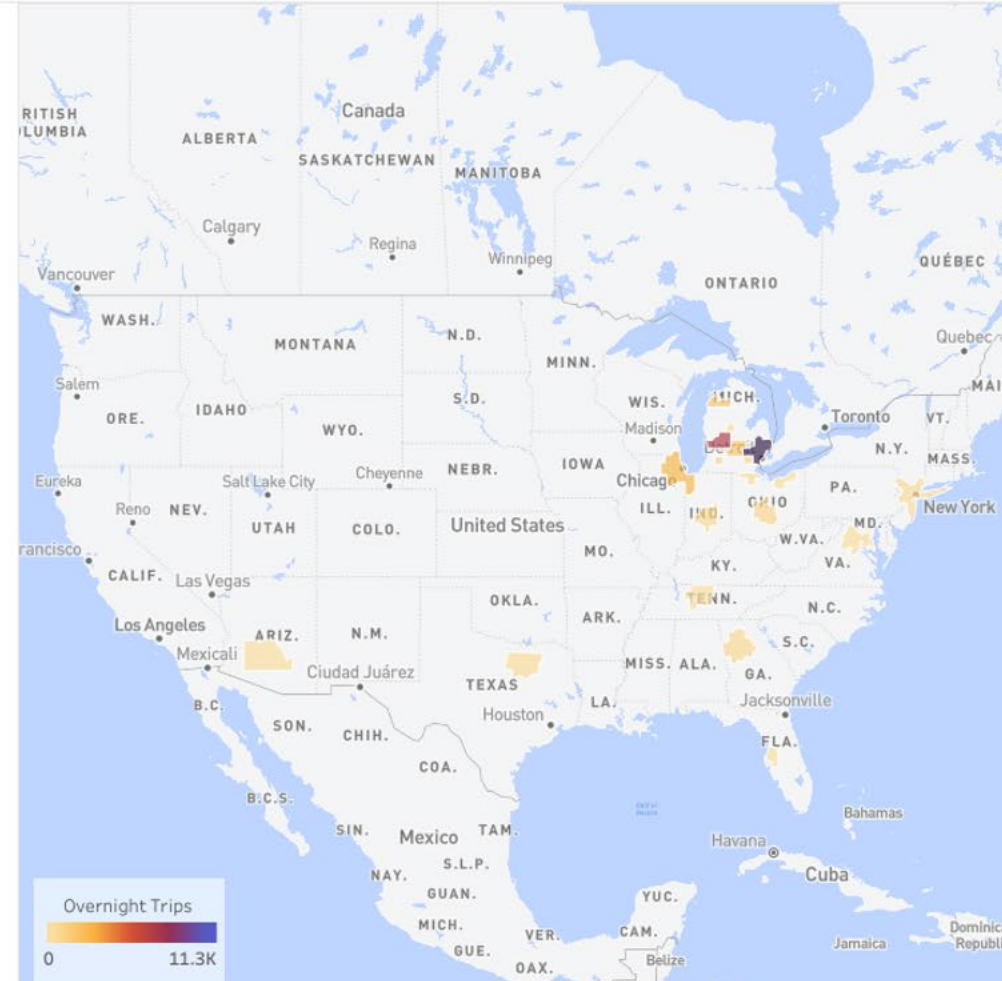
Main Metrics

Map By:

Overnight Trips

Show Top 20

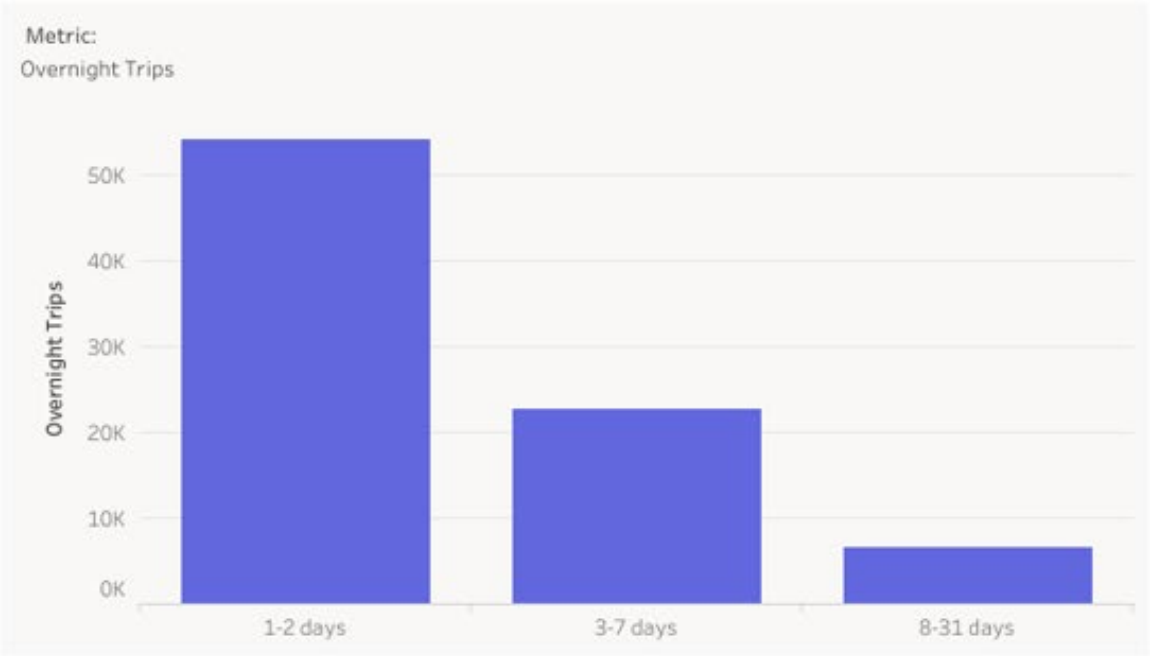
CBSA	Overnight Trips			Visit Nights			
	OK	5K	10K	OK	10K	20K	30K
Detroit-Warren-Dearborn, MI							26.9K
Grand Rapids-Kentwood, MI							16.6K
Traverse City, MI							6.3K
Lansing-East Lansing, MI							6.3K
Chicago-Naperville-Elgin, IL-IN-WI							6.2K
New York-Newark-Jersey City, NY-NJ-PA							4.1K
Washington-Arlington-Alexandria, VA-MD-DC							4.0K
Kalamazoo-Portage, MI							3.8K
Phoenix-Mesa-Chandler, AZ							3.6K
Mount Pleasant, MI							3.4K
Dallas-Fort Worth-Arlington, TX							3.4K
Atlanta-Sandy Springs-Alpharetta, GA							3.2K
Columbus, OH							2.9K
Tampa-St. Petersburg-Clearwater, FL							2.9K
Ann Arbor, MI							2.8K
Nashville-Davidson--Murfreesboro--Hendersonville, TN							2.7K
Indianapolis-Carmel-Anderson, IN							2.7K
Toledo, OH							2.6K



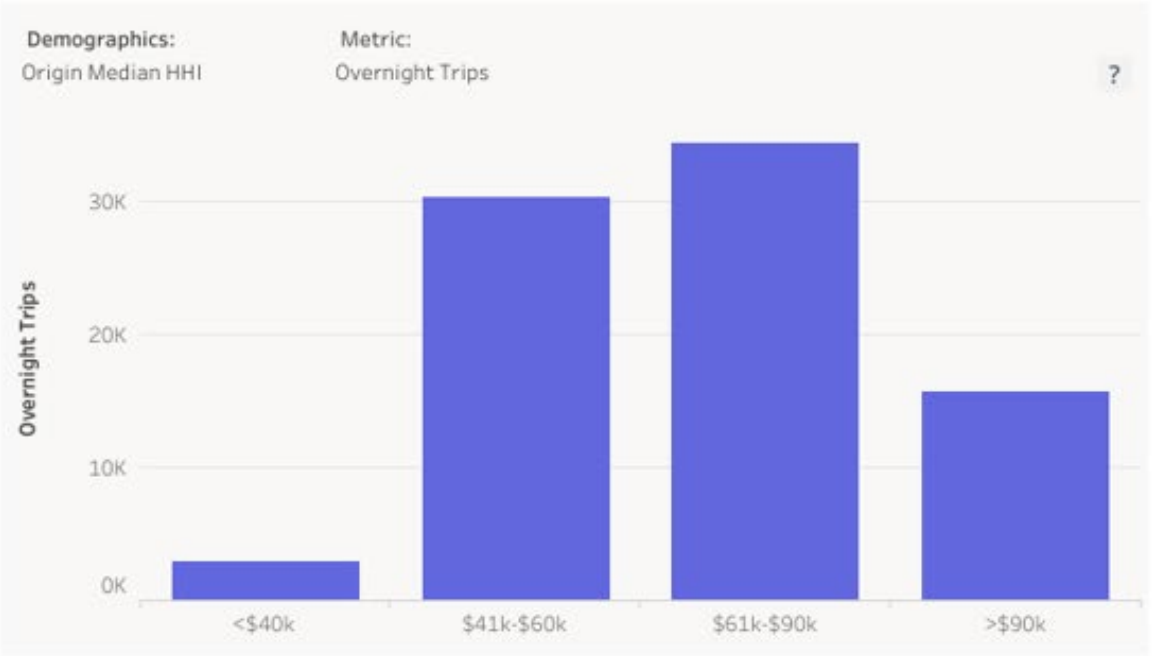


# Data Summary: Large Numbers of High-Net-Worth Travelers Staying 2 Days or More

Breakdown By Visit Lengths



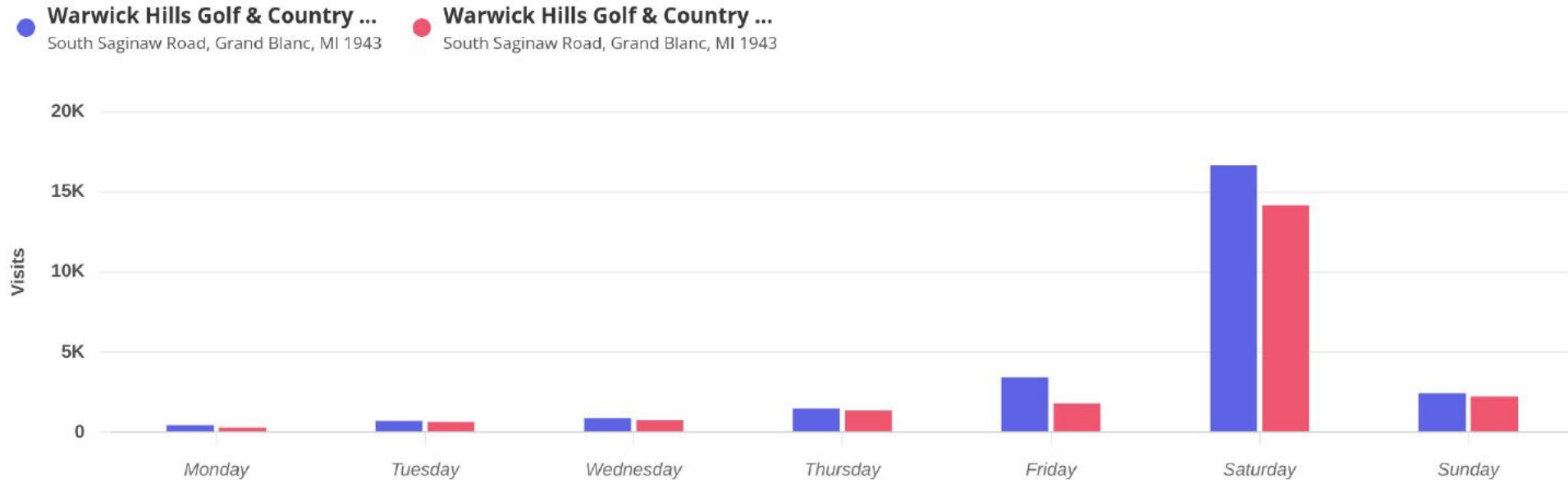
Breakdown By Demographics





# Data Summary: While Saturday Reigns, Thousands Attend Across the Week

## Daily Visits



### Visits

Warwick Hills Golf & Country Club - Aug 19th, 2024 - Aug 25th, 2024

Warwick Hills Golf & Country Club - Aug 21st, 2023 - Aug 27th, 2023

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





# ACCOMMODATION TAX FUND GRANT REQUEST

We would like to ask for your consideration for a 2025 & 2026 Grant as follows:

**Requesting:** \$50,000 per year, 2 Year Request (2025 & 2026)

Specific to the Saturday Ally Community Concert-Post Concert Finale

## **Your grant funding for this event will:**

- Ensure fans stay longer into the evening on Saturday
  - Thus, increasing chances of overnight stays
- Enable event to better manage the event egress
  - Thus, assisting Grand Blanc Sheriffs on traffic control
- Enable the Tournament to provide an enhanced amenity
  - Thus, improving year-over-year attendance and adding to growth

## **Genesee County Commissioners would be acknowledged as the Post Concert Entertainment Sponsor in all marketing and earned media/press:**

- Your logo shown on concert video boards before and after concert
- Special thanks from event emcee onsite during concert on Saturday
- Event Tickets - Saturday, August 23<sup>th</sup> – 100 General Admission + 100 Front of Stage
  - These provide 200 adult entries (kids free) with all day golf & concert access





# BUDGET SNAPSHOT

## Ally Community Concert Budget Snapshot

### \$\$\$\$ Talent Fees

- Sam Hunt
- Opening Act (TBD)

### \$\$\$ Concert Production

- Stage, Sound, Backline, etc.

### \$\$ Security

### \$\$ Concert Infrastructure

- Fencing, barriers, restrooms, concessions, tenting

### \$\$ Estimated Drone Show - \$40,000

- Invoice from 2024 pictured on right side

### \$\$ Marketing & Promotion

- Sample invoice pictured on right side

Your grant funding would cover the Drone Show & allocated tickets and be instrumental in the budget which drives out of town visitor traffic into Genesee County!

Gatehouse Media Partners, Inc.  
380 Medick Way  
Worthington, OH 43085  
+1 614 406 5651  
nikki@gatehousemediapartners.com



#### INVOICE

BILL TO  
The Ally  
Challenge/Tournaments for  
Charity  
9487 Holly Road  
Suite 302  
Grand Blanc, Michigan  
48439

INVOICE # 3019  
DATE 09/06/2022  
DUE DATE 10/06/2022  
TERMS Net 30

ACTIVITY	AMOUNT
Television Placement WNEM, WJRT, Comcast Detroit, Comcast Flng, Michigan Golf Live	36,773.50
Internet Placement CTV/OTT IMP=236,900 Completion Rate=98.6%	9,949.80
Print Placement View Newspapers, M Live, C&G Newspapers, Media News Group, Michigan Golf Journal	17,597.92
Radio Placement WSRS, Townsquare Media, Audacy Detroit	34,381.00
Media Placement 10% agency discount on Gross - Net	-933.86
Media Placement Spectrum Detroit 2021 Credit	-1,390.58

BALANCE DUE \$96,377.78

#### EXHIBIT B INVOICE

Firefly Drone Shows  
5105 Williams Lake Road  
Waterford, MI 48329  
www.fireflydroneshows.com



#### Estimate

ADDRESS  
Tournaments For Charity  
ATTN: Rob Frederick  
9487 Holly Road, Suite 302  
Grand Blanc, MI 48439

ESTIMATE # 1778  
DATE 03/11/2024  
EXPIRATION DATE 05/01/2024

JOB NUMBER  
The Ally Challenge

ACTIVITY	QTY	RATE	AMOUNT
Drone Light Show 200 Drones, 15 Minutes - Date: August 24th, 2024 - Location: Grand Blanc, MI	1	40,000.00	40,000.00
Custom Show Design & Animation - 6 Custom Formations	1	0.00	0.00
Travel, Logistics, Lodging, Per Diem - 3 Person Crew	1	0.00	0.00

* Firefly Sponsorship Applied: \$25,000	SUBTOTAL	40,000.00
* Free Pre-Shows included in all productions upon request	DISCOUNT	-25,000.00
* FAA Waivers and/or Airspace Authorizations included		
* Firefly synchronized music track included	TOTAL	\$15,000.00

Accepted By

Accepted Date





# the ally<sup>®</sup> challenge

PRESENTED BY McLaren

**THE POWER OF GOLF**  
**Over \$7.3 million donated to southeastern Michigan charities and counting...**

## Thank you for Your Consideration!

Submitted by: Erin Stone

(901) 497-0821 - [ESTone@TheAllyChallenge.com](mailto:ESTone@TheAllyChallenge.com)

Director of Business Development & Community Engagement