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Grant Williams Family Foundation Golf Tournament

Client: *Grant Williams Family Foundation*

Author: *Thomas Schmitt*

The Situation:

Grant Williams Family Foundation was hosting it's 2nd annual celebrity Golf Tournament. They came to us to help them put together unique swag bags for all the golfers.



Overview of the foundation:

The Grant Williams Family Foundation is dedicated to identifying and promoting opportunities for the next generation through mentorship, financial literacy, technology, and the arts. We aim to foster thriving communities and build intergenerational wealth.



The Celebrity Golf Tournament raises money to help run the programs surrounding the 4 key pillars throughout communities. The foundation's outreach has served over 770 students spanning Charlotte, Dallas, Boston, Oakland, and Cameroon. In order to further the program's reach, the foundation wanted to welcome tournament attendees with a unique and memorable gift.

The Symphonix Solution:

We were tasked with providing welcome kits for celebrities and golf attendees who typically have everything they need. We wanted to give them swag that was fun and distinctive while remaining on-brand and event related. Utilizing our sourcing network and some of the tournament's generous sponsors, Symphonix put together a one-of-a-kind swag bag filled with premium branded items. We pride ourselves in being a one stop shop for sourcing, branding, kitting, and delivery.

Custom Branded Kit Included:

1. Cross-Body Sling Cooler Bag
2. Belt Bag
3. Polo Shirt
4. Hat
5. Custom Golf Balls
6. Golf Tees
7. Golf Towel
8. Cigar Holder
9. Flask



The Execution:

The event was originally scheduled to be held in Dallas until Grant Williams was traded to the Charlotte Hornets towards the end of the 2023-2024 season. When the trade happened, he had to decide on keeping the tournament in Dallas or relocating the event to Charlotte. Once he decided on Charlotte, we had to revisit our plans and work to ensure we could get everything ready for the event. This changed our timeline, but we knew that we could still deliver with the help of our amazing vendors and partnerships. We take pride in helping local foundations and are excited to continue to support this great initiative.



Photos courtesy of the Grant Williams Family Foundation

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