

**IRIE
WEEKEND**

NW FOX

 **OCTOBER 3-4 2025**



“FORE GOOD JAMIE FOXX SURPRISES
IRIE FOUNDATION KIDS AT IRIE WEEKEND
GOLF CLINIC.”

-BILLBOARD MAGAZINE

“DJ IRIE AND T.I. LIVE FROM
IRIE WEEKEND”

- HOLLYWOOD LIFE

“DJ IRIE...DOING GOOD!”

-PEOPLE MAGAZINE

“ ANTHONY MACKIE KICKS OFF IRIE WEEKEND
BY SPEAKING AT THE IRIE FOUNDATION FORE
THE KIDS GOLF CLINIC.”

- PAGE SIX

“EVERYTHING IRIE DOES,
TURNS INTO A PARTY!”

- NBA TV

“DJ IRIE...DOING GOOD!”

-PEOPLE MAGAZINE

“HOW DJ IRIE BUILT A GROUP OF MARKETING
BUSINESSES AND REINVENTED MIAMI NIGHTLIFE”

- FORBES MAGAZINE

IRIE WEEKEND
XIX
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ABOUT IRIE & IRIE WEEKEND

Although Miami is his stomping ground, on a national and international level DJ Irie is impossible to miss. You've probably seen him perform as the official DJ to Jamie Foxx and with the 3-time NBA World Champion Miami HEAT and performances at VH1's Pepsi Super Bowl Fan Jam, Sports Illustrated Awards, FIFA World Cup Brazil, BET Awards, MTV, the Nickelodeon Teen Choice Awards, Good Morning America, MLB Home Run Derby and the Halftime show at the Orange Bowl. DJ Irie knows no boundaries. Most recently, Irie has been the DJ of choice for the reigning NFL Super Bowl Champs, the Kansas City Chiefs performing at their exclusive postseason after parties two years in a row.

DJ Irie is a philanthropic entrepreneur who continues to use his skills to benefit others. Irie's annual IRIE WEEKEND, which benefits the Irie Foundation and Big Brothers Big Sisters Miami, supports these organizations to provide programming in music, arts and sports for local at-risk youth. Irie also makes himself available to other charitable groups he admires such as: Make-A-Wish, St. Jude, The Special Olympics, Cystic Fibrosis Foundation, Wade's World, Udonis Haslem Foundation, Alonzo Mourning Charities, Odessa Chambers Foundation, The United Way, The Jason Taylor Foundation and also sits on the board for the Grant Cardone Foundation.





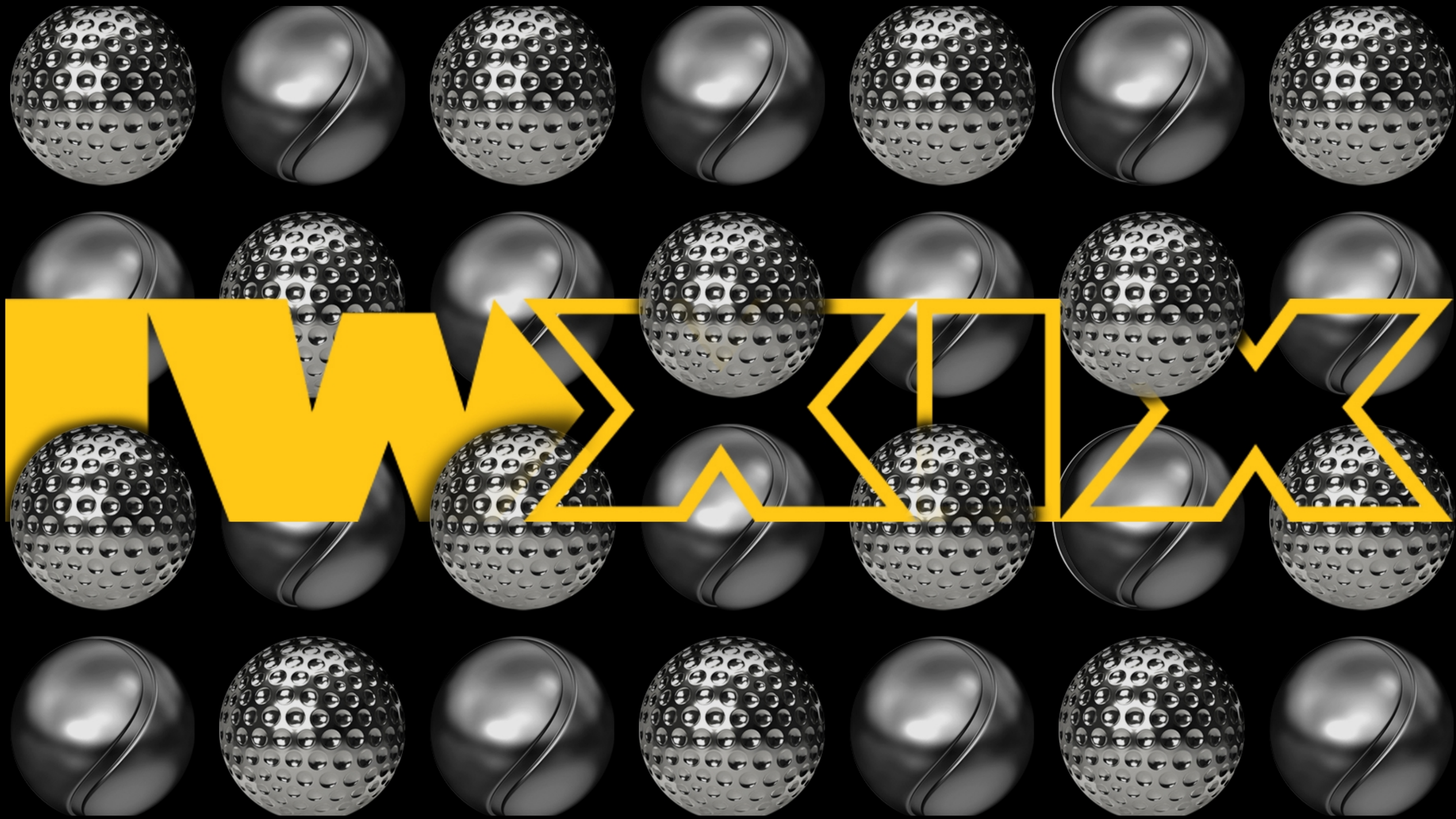
OUR FUTURE

IRIE FOUNDATION

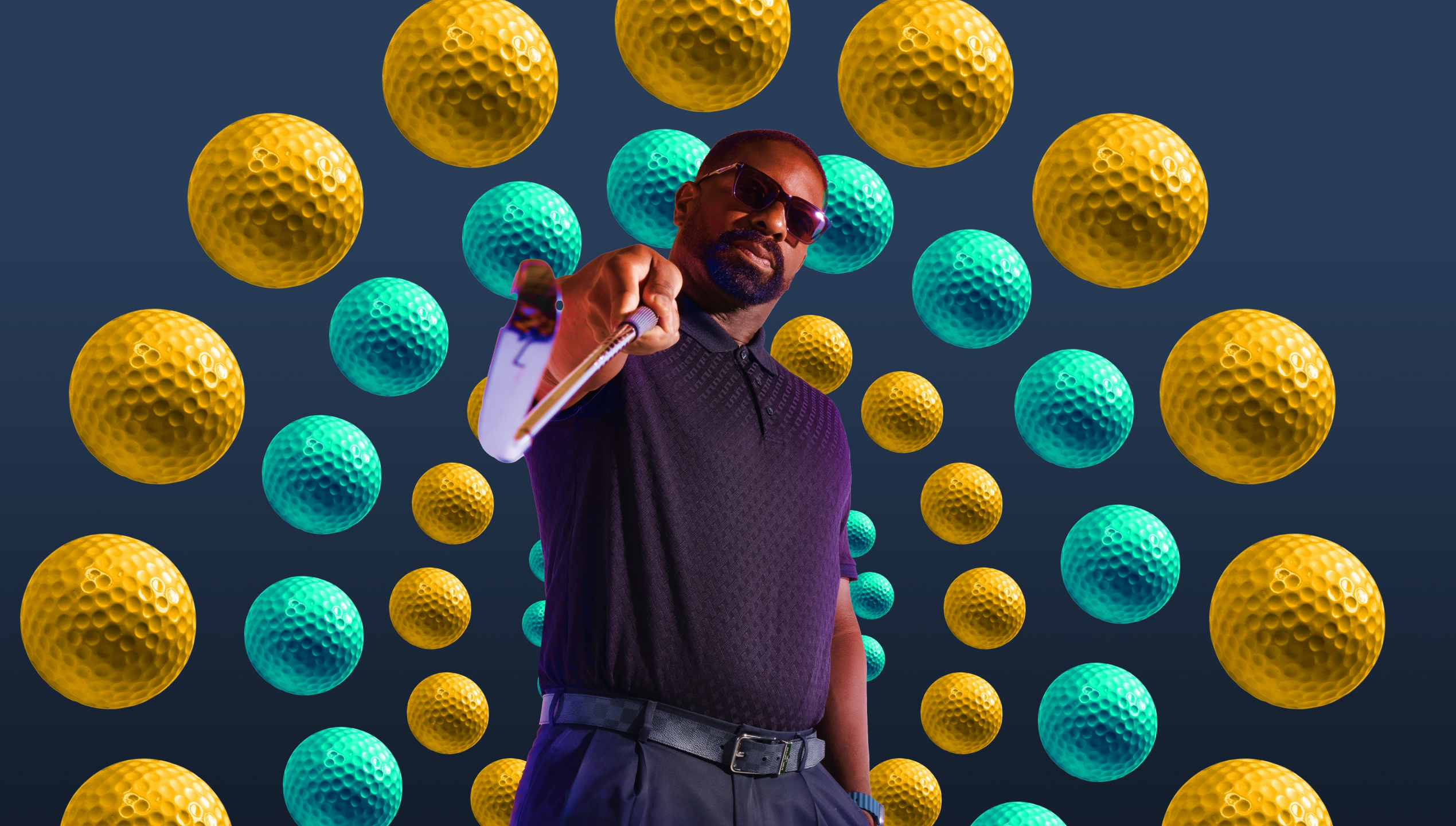
South Florida's youth have unmatched potential but many lack the access and support systems that spark belief in themselves. The Irie Foundation exists to be a bridge: from dream to opportunity, from talent to platform, from vulnerability to resilience. Through culture, creativity, sport, and education we're building futures worth celebrating.

BIG BROTHERS BIG SISTERS MIAMI

Serving our community since 1958, Big Brothers Big Sisters Miami Big Brothers Big Sisters Miami, is the premier nonprofit mentoring organization in South Florida. We champion hope, transformation, and social good, defending the potential of children who most need it.



**LET'S TALK ABOUT
THESE NEXT TWO DAYS**





19 YEARS & COUNTING...

Irie Weekend is one of Miami’s most well-known experiential weekends hosting over 10,000 people annually and yielding close to 800 million media impressions with the highly coveted multicultural millennial consumer.

For the past 19 years, we have brought together leading lifestyle brands, business executives, notable VIPs, celebrities, and major musical artists to create South Florida’s biggest celebration, with proceeds benefiting the Irie Foundation and Big Brothers Big Sisters Miami.

Our 19th Annual Irie Weekend #IWXIX will take place this **October 2025** with a full itinerary of events fundraising for our FUTURE.

WORKING SCHEDULE

FRIDAY, OCTOBER 3, 2025

- Irie Foundation x Big Brothers Big Sisters of Miami
BIG Golf Classic ft. 19th Hole Experience at Miami Beach Golf Club
Presented by Adidas
- Irie Weekend Friday Night at LIV

SATURDAY, OCTOBER 4, 2025

- 2nd Annual Game, Set & Give at Flamingo Park Miami Beach
- Irie Foundation Gather & Give Dinner Party at Giselle Miami
- IWXIX Closing Party at E11EVEN Miami

WEDNESDAY, OCTOBER 22, 2025

- Irie Foundation Youth Tennis Clinic presented by HEAD Tennis
|*private event for students |

DAY 1
IRIE FOUNDATION X BIG BROTHERS BIG SISTERS OF MIAMI BIG GOLF CLASSIC FT. 19TH HOLE EXPERIENCE AT MIAMI BEACH GOLF CLUB



LATER THAT NIGHT IRIE WEEKEND FRIDAY NIGHT AT LIV



DAY 2
2ND ANNUAL GAME, SET & GIVE AT FLAMINGO PARK MIAMI BEACH



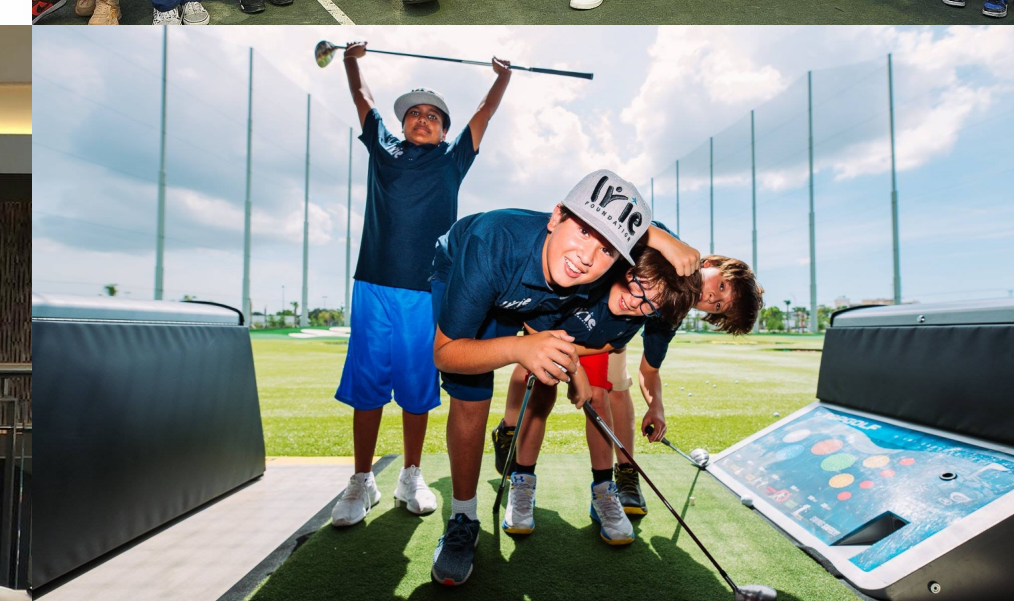
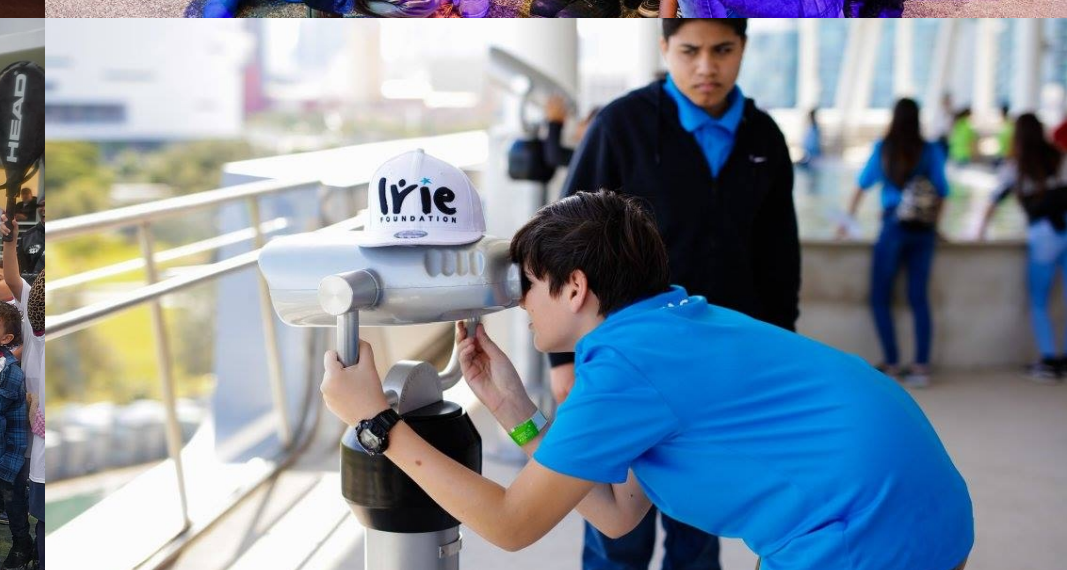
FOLLOWED BY IRIE FOUNDATION GATHER & GIVE DINNER PARTY AT GISELLE MIAMI



LATER THAT NIGHT IWXX CLOSING PARTY AT E11VEN MIAMI



**AND REMEMBER, ALL THIS WORK
GOES TOWARDS OUR CAUSE**





NEVER KNOW WHO'S GOING TO SHOW UP // YOU NEVER KNOW WHO'S GOING TO SHOW UP // YOU NEVER KNOW WHO'S GOING TO SHOW UP // YOU NEVER

DON'T STOP THE PARTY

MIAMI'S FAVORITE DJ & MIAMI'S FAVORITE WEEKEND

We are back to the beach & beyond this October 2025! We have something for everyone throughout the weekend...from Giving and Golf to Grub and Grand performances and more, we've got you covered!

ALL-STAR ATTENDEES

A mix of championship athletes, award-winning actors and chart-topping musical artists.

THE BEST BACKDROPS

Gathering for a cause,, hitting the greens while taking in the salty breeze, LIV-ing it up, grand slam action and being a part of #TeamNoSleep.

BRAND PARTNERSHIPS

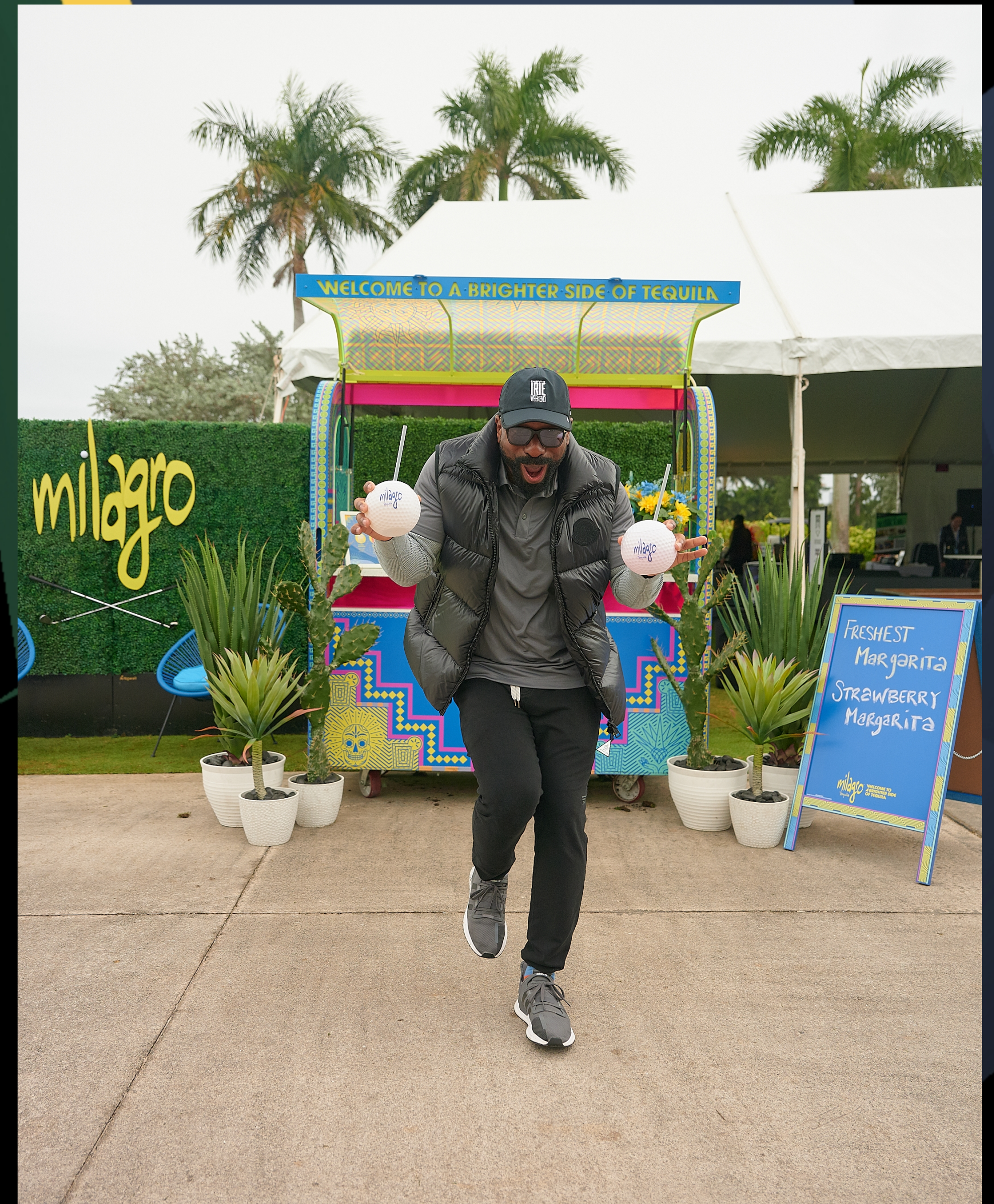
Partner with Irie to amplify your Irie Weekend message and strategy with the ability to activate on-site and/or create custom content with Irie. We work with you to create custom, maximum and exposure with our attendees.

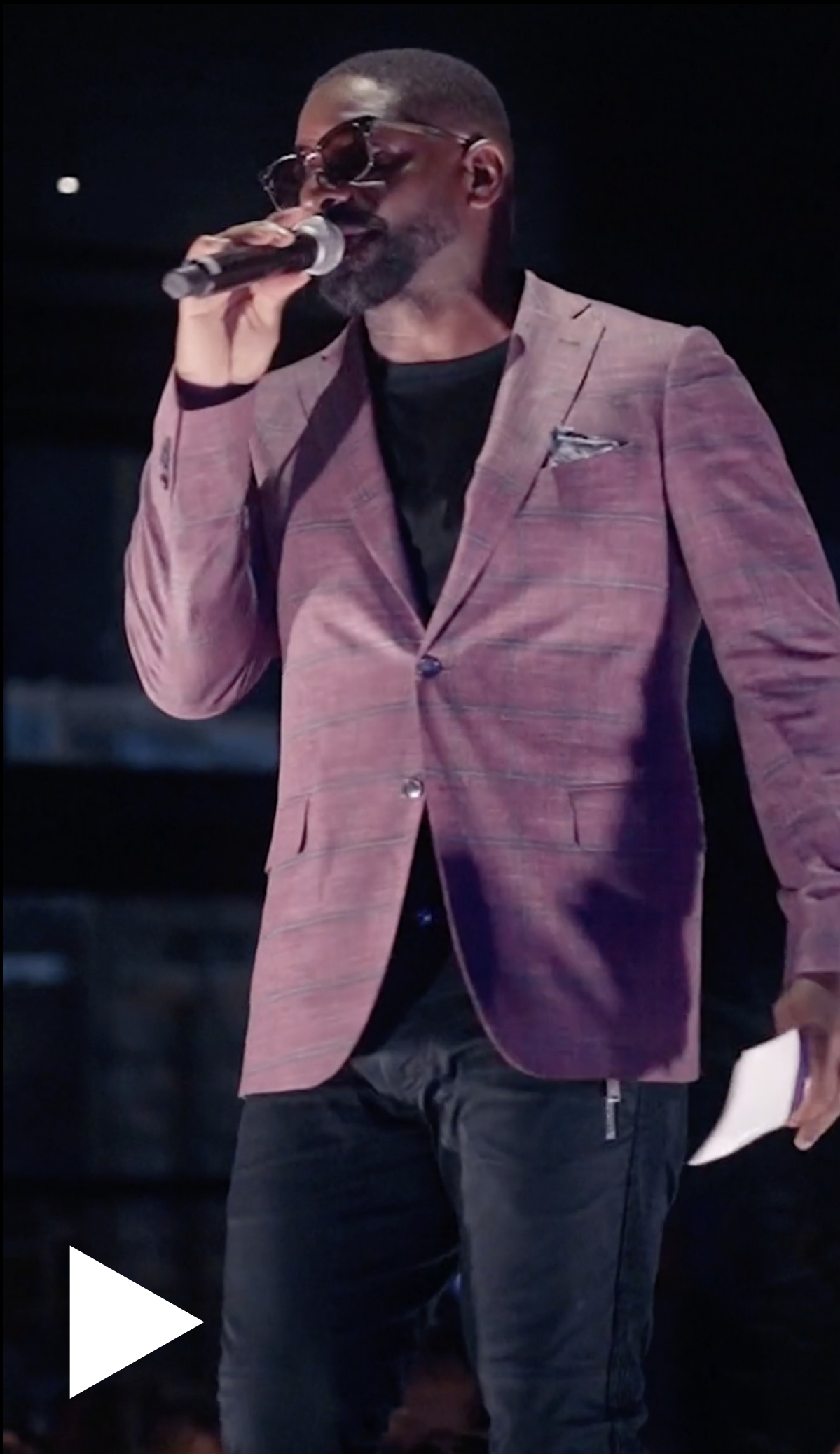


BRING YOUR BRAND TO LIFE

LET'S THINK OUTSIDE THE BOX & BRING YOUR BRAND TO LIFE!

- ★ Dedicated on-site activation footprint for your brand to activate including the ability to bring an activation, build a custom bar, branded attraction, photo booth, etc
- ★ Liquor Exclusivity + Pouring Rights - Opportunity to incorporate your brand as the exclusive spirits partner within the category through custom cocktails, POS, and at VIP Tables
- ★ Custom content + social media amplification from @Irie tagging your brand pre/during/post Irie Weekend
- ★ Gifting – Opportunity to distribute your product to Irie Weekend guests, artists, celebrities and VIPs OR host branded gifting lounges
- ★ Brand inclusion in Irie Weekend marketing materials, website and press releases

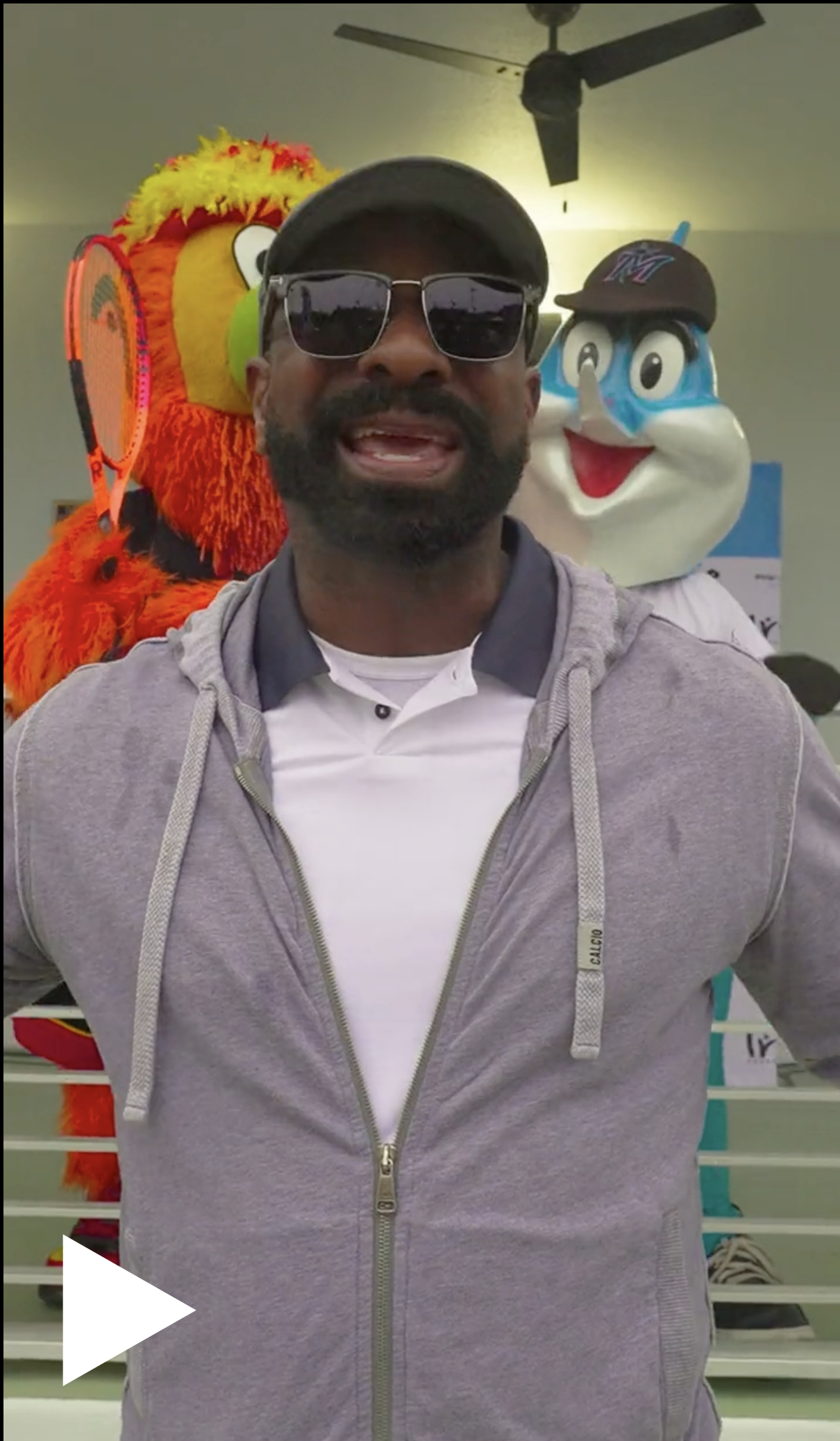




IRIE WEEKEND DINNER GALA AT GISELLE
<https://vimeo.com/871974767/10beb12f27?share=copy>



IRIE WEEKEND BIG GOLF CLASSIC 2025
<https://vimeo.com/1050340363/83C8C03884>



IRIE WEEKEND BIG SERVE
<https://vimeo.com/1049787232/a5085a397b?share=copy>

SPONSORSHIP LEVELS

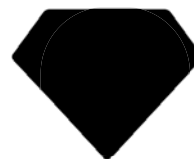
We understand that all brands have different goals, visions and budgets. The Irie Weekend team will work together with you to customize the best sponsorship package to maximize brand awareness, marketing and ROI. We look forward to getting to know you and to welcoming you to the IW Family.



Title NAMING RIGHTS 1 AVAILABLE
\$250,000 i.e. BRAND NAMING RIGHTS Irie Weekend
included full weekend logo inclusion



Presenting: 5 AVAILABLE
\$125,000 presenting naming for an Irie Weekend
event i.e. Golf Tournament presented by BRAND NAME



DIAMOND
\$75,000



PLATINUM
\$50,000



GOLD
\$25,000



SUPPORTING SPONSORSHIPS
\$10,000

FROM THE BOTTOM OF OUR HEARTS WE THANK YOU.



THANK YOU

CONTACT

For more information or to create a custom sponsorship package please contact.

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