

**American
Free Enterprise Day**

November 17, 2026 • Rubin Arena
in the Greene Complex

1101 S. Dixie Highway • West Palm Beach, FL 33403



**Palm Beach
Atlantic**
UNIVERSITY

About American Free Enterprise Day:

American Free Enterprise Day (AFE) is a Palm Beach Atlantic University tradition, dating back to 1984. It is highlighted by a medal ceremony that honors individuals whose hard work and achievement exemplify the best of the American free enterprise system. Each year, a medalist of the year is selected and companion medals are awarded to free enterprise leaders. Join us as we celebrate our exceptional nation and the free enterprise system.

The generous support we receive from our corporate partners, foundations, and community continues to be an enabling force in PBA's work to enlighten minds, enrich souls and extend hands.



2025 AFE Lead Medalist, Thomas Peterffy, proudly raising his medal saying, "Look, mom! Here it is!"



Meet the 2026 Medalists

Lead Medalist

Jack Nicklaus

Golf Legend and Founder
of Nicklaus Design

Companion Medalist



Grant Horvat

PBA Alumnus and Golf
Content Creator

Introducing the Jack Nicklaus Scholarship Fund

Join us in honoring the greatest champion in golf history.

In honor of Jack's extraordinary legacy and core values of God, family, and country, the Jack Nicklaus Scholarship Fund has been established to provide **transformational scholarship opportunities** for students whose lives reflect the pursuit of faith and free enterprise through a Christ-first education. The mission of PBA is to equip students to grow in wisdom, lead with conviction and serve God boldly. Nicklaus Scholars will have a unique opportunity to pursue academic excellence, contribute to society, and uphold the values of lifelong learning and servant leadership.

Become a Jack Nicklaus Scholarship Founding Partner!

(100% tax-deductible)

- ❖ **Condor (Named Scholarship) \$250,000**
- ❖ **Albatross (Named Scholarship).... \$100,000**
- ❖ **Eagle\$75,000**
- ❖ **Birdie.....\$50,000**
- ❖ **Other\$ amount varies**

Recurring scholarship support is available.

Gifts of \$10,000 or more will automatically welcome you into the President's Giving Society. This special group of leadership-level supporters is regularly engaged in unique opportunities by PBA's President, Dr. Debra A. Schwinn and other university leaders.



2026 Sponsorship Opportunities

Please note: deadlines
for listings apply.

BECOME A SPONSOR!



Underwriting Opportunities

(100% tax-deductible)

- ☐ Ambiance - \$9,000
- ☒ Media Partner - \$6,000
- ☐ American Flag - \$5,000
- ☐ Programs - \$3,500
- ☐ PBA Choir - \$3,500
- ☒ American Flag Pins - \$3,000
- ☐ Freedom Cookies - \$2,500
- ☒ Color Guard - \$2,500
- ☐ Honoree Medallions - \$2,000

☐ Innovation Sponsor \$25,000

- Exclusive mentions all media communications
- Logo displayed on PBA's billboard, ads and radio and recognition on PBA's social media, event signage, and PBA's AFE site.*
- 4 exclusive AFE breakfast reservations
- 10 main event registrations with reserved seating
- VIP valet parking
- 10 AFE Luncheon reservations
- Welcomed into the President's Circle Giving Society pba.edu/pressociety

☐ Ceremony Sponsor \$10,000

- Company mention on press release and recognition on PBA's social media, event signage, and PBA's AFE site.*
- 2 exclusive AFE breakfast reservations
- 8 main event registrations with reserved seating
- VIP valet parking
- 8 AFE Luncheon reservations
- Welcomed into the President's Fellowship Giving Society pba.edu/pressociety

☐ Freedom Sponsor \$5,000

- Recognition on PBA social media, logo or listing on event sponsorship signage and PBA's AFE site.*
- 6 event registrations
- VIP valet parking
- 6 AFE Luncheon reservations
- Welcomed into the Sailfish Society pba.edu/sailfish

☐ Enterprise Sponsor \$2,500

- Recognition on PBA social media, logo or listing on event sponsorship signage and PBA's AFE site.*
- 4 event registrations
- VIP valet parking
- 4 AFE Luncheon reservations
- Welcomed into the Sailfish Society pba.edu/sailfish

☐ Liberty Sponsor \$1,000

- Recognition on PBA social media, logo or listing on event sponsorship signage and PBA's AFE.*
- 2 event registrations
- VIP valet parking
- 2 AFE Luncheon reservations

*Please note:
deadlines for
listings apply.

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**For more information on event sponsorships,
underwriting opportunities and student
scholarship opportunities, please contact:**

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