



## *Christmas In October Classic*

### **Event Exposures**

#### Regional and Local Advertising

Tournament press release with the Nationwide Tour  
Promotional ticket sales to drive Internet hits  
Special promotions for ticket give aways  
Special promotions with Tour Pros  
Posters  
Billboards  
Green Monday with the KC Star (tickets and Million dollar hole in one shot)  
Television ad campaign to promote the tournament  
Print ads in all local newspapers and periodicals  
Pre tournament interviews on radio and television talk shows

#### National Exposure

Golf World Magazine  
Golf Magazine  
Golf Digest Magazine  
Sports Illustrated  
USA Today / Scores posted Friday - Monday  
pgatour.com Internet site (3.5 million unique visitors per month)

#### During the week of the tournament

The Title Sponsor would appear on all printed and aired material pertaining to the event  
Messaging and static signage on electronic scoreboards located throughout the course  
Tournament publications:  
    Pairings Brochures handed out to spectators Thursday – Sunday  
    Map of the grounds handed out to spectators  
    Official tournament program  
On site Kiosk to gather spectator information  
Tournament grounds signage  
Directional signage  
Recognition on all tournament merchandise  
Badges and Passes  
Volunteer uniforms  
Name recognition on caddy bibs  
Clients and customers play with the professionals  
First class entertainment for clients and customers

# Marketing & Entertainment Platforms

- Nationwide Tour tournament press conference
- Package Monday and Wednesday pro-am player spots for preferred customers.
- Use Sky box preferred seating at the 18<sup>th</sup> green for entertainment and awards.
- Run ticket sales promotions to drive customers to Internet site.
- Use weekly grounds tickets to the tournament for promotions.
- Produce a 30 minute Nationwide Tournament show that could air monthly with the pros.
- Host a VIP pre Pairings Party for selected guests.
- Entertain customers throughout the year (clinics with Nationwide Tour pros).
- Entertain customers and guests during the week of the tournament at your private sponsors' tent.
- Use on site kiosk to promote new products, drive sales and gather demographic information from golfing spectators.
- Use \$1,000,000 hole in one for promotions. At the conclusion of the tournament.
- Entertain customers at the Friday open air concert and fireworks.
- Use tournament merchandising for promotions or sales.
- Run year round promotions with the "Host Charity" Christmas In October.

# ***Sponsor Benefits***

*Major sponsors will receive a comprehensive and integrated marketing package. The following information details the key benefits of sponsorship. Every effort will be made to ensure the integrity and reliability of each and every aspect of the event during the weekend. We will stay in close contact with our major sponsors to administer to all of their needs to make the week more enjoyable and prosperous for their guests and/or clients. Our management team strives to make the sponsor's involvement a true partnership.*

**Partnership:** Sponsorship provides our partners an opportunity to link with the PGA Tour, PGA tour professionals, general golfing population, regional corporations and local sports heroes. The tournament provides an excellent opportunity for recognition in regional areas and all around the USA.

**Comprehensive Superiority:** Christmas In October Classic is committed to providing the best in competition and entertainment for the sponsors, guests and the general public. This includes the avid golfers, occasional golfers and non-golfers. The goals of the Nationwide Tour; 1) Raise significant money for a local charities 2) Provide an outstanding marketing platform for all sponsors 3) Stage a unique competition and fun week 4) Provide networking avenues through social gatherings, activities & golf and 5) Build personal and business relations with the pros and the PGA Tour.

**Positive Image:** Golf is increasingly becoming the preferred demographics leader across the board. This week will serve as a platform for sponsors to align themselves with the Tour players, golfing general public, local and national companies in a social and competitive atmosphere. This event allows sponsors to reach a broader base of the golfing public and gain a chance to meet the players on the tour. Establishing relationships with players may lead to interesting and lucrative marketing ideas. Companies will also be able to market and sell products at the tournament during the week.

Through spectator research the PGA Tour has learned that the public's overall acceptance level of the players as role models is extremely high. The public believes that the player's represent honesty, integrity, fitness and sportsmanship. These are the values that the PGA Tour grades very well with the public. The PGA Tour itself encourages volunteerism with a commitment to charity. The PGA Tour brings the community together while giving the local economy a shot in the arm.

**Name/Logo:** Our sponsors will have the right to incorporate their company name and logo into the informational materials used to market and advertise the event. For example; The title of the tournament or "Presented by". This links the company to seven days of premium activities that is all-inclusive for everyone involved in the golfing industry. We will work closely with our corporate partners to ensure quality and satisfaction.

**Advertising:** A comprehensive advertising campaign is being formulated. Television, radio, print and the Internet will be our primary outlets. Posters and billboards will be prominently displayed in area stores and along well traveled highways. A year round marketing campaign will help ensure the

importance of the event and keep our major sponsors in the spotlight. We plan on being the theme for local sports shows and radio talk shows. We will engage sponsors by staging clinics and outings with professionals throughout the year. The local and national media outlets will be well informed and remain an important strategy to success. Signage and recognition of our corporate sponsors will be prominently and tastefully displayed during the tournament week. The official Christmas In October Classic program will be a multi-page advertising and informational booklet that will feature interesting articles, sponsor advertising, sponsor recognition and an explanation about the week of activities. It will be distributed to all sponsors, guests and patrons. The option to televise the 4 day tournament on The Golf Channel is just one of the tools used for marketing on a national level. The Golf Channel is a great outlet to target the coveted demographic group of the golfing community.

**Hospitality/Special Events:** The week will open with "Green Monday", a promotion with the KC Star to give away tickets and qualify an individual to take a shot at a million dollar hole in one. Tuesday night is the "VIP Sponsor Pairings Party". The party will be attended by sponsors, guests of our sponsors and the touring pros. The evening will include live entertainment, auctions, celebrity guests, food and drinks throughout the night. The winners from the Monday Pro Am will be announced. During the week you can experience these entertainment venues:

**CLUBHOUSE ADMISSION** - The ultimate Christmas In October Classic entertainment venues. Exclusive admittance to the relaxed atmosphere provided in the clubhouse where you can rub shoulders with the Nationwide Tour players. From the clubhouse you can enjoy the atmosphere of the adjacent outside covered terrace. Utilize the charge privileges at the club for food and beverages. Clubhouse admission gains the pass holder access to all other venues on site; 18<sup>th</sup> Hole Skybox seating, admission to the VIP Lounge and access to the 19<sup>th</sup> Hole.

**SKYBOX SEATING #18** - The exclusive 18<sup>th</sup> Hole Skybox provides one of the most valued opportunities for the corporate participant. Enjoy the views of the 18<sup>th</sup> fairway and green while you witness some incredible golf with your clients and friends. This unique opportunity will also enable participating companies to network with other companies in the exclusive 18<sup>th</sup> Hole Skybox. From the comfort of covered seating you can view the Nationwide's best players as all the drama sets up for the 18<sup>th</sup> hole!

**VIP LOUNGE** - In between watching the Nationwide Tour players on the golf course you can retreat to the comforts of the air conditioned confines of the VIP Lounge. The VIP Lounge provides a relaxed atmosphere and the opportunity to discuss business opportunities or share few laughs with clients, friends or business associates. This festively decorated lounge is fully loaded with generous seating, flat screens, complimentary food, drinks and beer with a fully stocked cash bar. The VIP Lounge will be available after hours for private parties.

**19<sup>th</sup> HOLE** offers golf fans an on-course retreat from the crowds and elements during and after golf action. With close proximity to the practice driving range you can watch the pros warm up or practice their skills. The 19<sup>th</sup> Hole will have an open air sports bar feeling with bar service and comfortable covered seating. After play the 19<sup>th</sup> Hole turns into the hottest bar in town with live music and libations. This venue will also feature an incredible menu of food entrees, alcoholic and non-alcoholic beverages all available for purchase.

The week will end with the Million Dollar Hole In One contest. After the presentation of the tournament winner on Sunday afternoon 10 to 12 individuals will be eligible to take their shot at a hole in one on the driving range. These individuals will be qualified through various promotions run by our sponsors.

## 2009 Christmas In October Golf Classic

Call tournament director with questions concerning prices/ Gene Barlow 913/208-2117

# TITLE SPONSOR

- Official title of the tournament to incorporate the name of the Title sponsor
- Sponsor identification on all Nationwide Tour year round promotions (media releases, local shows, publications and advertising)
- Major marketing campaign leading into the tournament
- Nationwide Tour website exposure
- Ticket sales through company stores throughout the Kansas City Metro area
- Company name on all spectator tickets
- 40 seats in the Official Tournament Skybox at finishing hole
- Company name visible in all printed and aired media outlets reporting results of the tournament
- Company name on front of skybox seating
- Advertising on electronic tournament scoreboards
- 40 passes in the VIP Lounge
- 10 Clubhouse passes
- Admittance to the 19<sup>th</sup> Hole
- Company name displayed at 4 different locations on a banner during the week
- Automatic team entry into Corporate BBQ contest
- Sponsor is entitled to sell and/ or display products/promotional materials in designated area at the Nationwide Tour Kiosk
- 2 full, 4 color page ads in the official Nationwide Tour event program
- Company logo displayed on the Christmas In October website
- Letter of welcome in the Nationwide Tour event program
- Presentation of check to "Host Charity".
- Presentation of check to the tournament winner
- 60 players in Monday Pro Am (pro, green fees, carts, prizes, favors, photos, food and beverages)
- 8 players in Wednesday Pro Am (pro, green fees, carts, prizes, favors, photos, food and beverages)
- 6 players @ Junior Pro Am
- 30 reservations @ VIP Pairings Party
- 120 reservations @ Pairings Party
- Unlimited Nationwide Tour weekly ground tickets
- 75 tournament parking passes
- 10 valet parking passes to pairings party

***\*Official Tournament Sponsorships are designed exclusively for the Purchaser. The amenities are provided but not limited to this list. The intention of the Tournament Management is to develop long lasting partnerships with our sponsors. Every effort will be made to ensure that the sponsor is completely satisfied with the sponsorship package. To inquire about amenities for any of the sponsorships listed in the Purchaser Agreement Form please call the Tournament Director.***

# PRESENTING SPONSORS

- Sponsor identification on all promotional materials (media releases, publications and advertising)
- Nationwide Tour website exposure
- Company name & logo displayed on all tickets
- Major marketing campaign leading into the tournament
- Advertising on electronic tournament scoreboards
- 30 seats in the Tournament Skybox
- 30 passes in the VIP Lounge
- 6 Clubhouse passes
- Admittance to the 19<sup>th</sup> Hole
- Company name displayed at 3 different locations on banners during the Nationwide Tour
- Automatic team entry into Corporate BBQ contest
- Sponsor is entitled to display products/promotional materials in designated areas at the Nationwide Tour Kiosk
- Company logo displayed on the Christmas In October website
- Full page ad in the official Nationwide Tour event program
- Advertising on electronic tournament scoreboards during PGA Tournament
- Presentation to winners of Pro Am & Tournament winner
- 4 players @ Monday Pro Am (pro, green fees, carts, prizes, favors, photos, food and beverages)
- 28 players @ Wednesday Pro Am (pro, green fees, carts, prizes, favors, photos, food and beverages)
- 3 players @ Junior Pro Am
- 70 reservations @ Pairings Party
- 250 Nationwide Tour weekly grounds tickets
- 50 tournament parking passes
- 8 valet parking passes to pairings party

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## **Clubhouse Sponsor**

- Company name & logo displayed on a banner over the back of the clubhouse
- Sponsor is entitled to display products/promotional materials in designated areas at the Nationwide Tour Fanfare
- Company name displayed at 2 different locations on banners during the tournament
- Preferred seating in the Official Major Sponsors Skybox Seating Area at the finishing hole.
- Advertising on electronic tournament scoreboards during PGA Tournament
- Company logo displayed on the Christmas In October website
- Access to the clubhouse
- Admittance to the 19<sup>th</sup> Hole
- Access to back porch of Clubhouse grounds for duration of weekly play
- This space available for evening activities during the week
- Reserved seating in the VIP Lounge
- Automatic team entry into Corporate BBQ contest
- Half ad in the official Nationwide Tour event program
- 4 reserved players @ Monday Pro Am (pro, green fees, carts, prizes, favors, photos, food and beverages)
- 20 reserved players @ Wednesday Pro Am (pro, green fees, cart, prizes, favor, photos, food and beverages)
- 48 reservations @ Pairings Party
- Clubhouse passes
- 100 Nationwide Tour weekly grounds tickets
- 20 Nationwide Tour parking passes

The clubhouse is always the hub of the action where the Nationwide Tour players and their families relax in between practice and play. Access to the air conditioned private dining or the open air terrace will be a welcome place for your clients and guests during the week. Access to the clubhouse is limited to major sponsors, players and their families and the Nationwide Tour officials only!

### *SKYBOX SEATING #18*

The exclusive 18th Hole Skybox provides one of the most valued opportunities for the corporate participant. Enjoy the views of the 18<sup>th</sup> fairway and green while you witness some incredible golf with your clients and friends. This unique opportunity will also enable participating companies to network with other companies in the 18th Hole Skybox. From the comfort of covered seating you can view the Nationwide's best players as all the drama unfolds on the 18<sup>th</sup> hole!

### *VIP LOUNGE*

In between watching the Nationwide Tour players on the golf course you can retreat to the comforts of the air conditioned confines of the VIP Lounge. The VIP Lounge provides a relaxed atmosphere and the opportunity to discuss business opportunities or share a few laughs with clients, friends or business associates. This festively decorated lounge is fully loaded with generous seating, flat screens, complimentary food, drinks and beer with a fully stocked cash bar. The VIP Lounge will be available after hours for private parties.

### *19<sup>th</sup> HOLE*

19<sup>th</sup> Hole offers golf fans an on-course retreat from the crowds and elements during and after golf action. With close proximity to the practice driving range you can watch the pros warm up or practice their skills from the terrace. The 19<sup>th</sup> Hole will have an open air sports bar feeling with bar service and comfortable covered seating. After play the 19<sup>th</sup> Hole turns into the hottest bar in town with live music and libations. This venue will also feature an incredible menu of food entrees, alcoholic and non-alcoholic beverages all available for purchase.

## **Pro Am Pairings Party Sponsor**

- Company name displayed on 4'x 12' banner @ pairings party and pro am awards ceremony
- Sponsor is entitled to display products/promotional materials in designated areas at the Nationwide Tour Fanfare
- Company official to welcome guest and players to the weeks events and make presentation to Monday Pro Am winners
- Host the VIP pairings party (Private party with pros)
- Host the pairings party (>500 guests)
- Reserved seating in the Official Major Sponsors Skybox Seating Area at the finishing hole
- Access to the clubhouse
- Admittance to the 19<sup>th</sup> Hole
- Advertising on the electronic scoreboards
- Company logo displayed on the Christmas In October website
- Company name displayed at locations on banners during the tournament
- Automatic team entry into Corporate BBQ contest
- Full page ad in the official Nationwide Tour event program
- 24 reserved players @ Wednesday Pro Am (green fee, cart, drinks, prizes, favor, photos and dinner)
- 6 reserved players @ Junior Pro Am
- 75 reservations @ Pairings Party
- 100 Nationwide Tour weekly grounds tickets
- 20 Nationwide Tour parking passes

One of our premier marketing and entertainment events. Over 700 guests in attendance for this "Taste of the Nationwide Tour" evening party. Hosted at the beautiful Overland Park Sheraton Hotel and staged by the Overland Park Convention & Visitors Bureau. Great food, drinks, live auction, silent auction, live entertainment and interaction with the Nationwide Tour players. This is sure to be a great hit with your clients, employees and tournament sponsors.

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### VIP LOUNGE

In between watching the Nationwide Tour players on the golf course you can retreat to the comforts of the air conditioned confines of the VIP Lounge. The VIP Lounge provides a relaxed atmosphere and the opportunity to discuss business opportunities or share a few laughs with clients, friends or business associates. This festively decorated lounge is fully loaded with generous seating, flat screens, complimentary food, drinks and beer with a fully stocked cash bar. The VIP Lounge will be available after hours for private parties.

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## Wednesday Pro-Am Sponsor

- Company name & logo displayed on a 3' x 10' banner during the Wednesday Pro Am at the Nicklaus Golf Club
- Company name displayed on a banner during the week of the tournament
- 8 seats in the Skybox Seating Area at the finishing hole
- Reserved table of 8 in the VIP Lounge
- Admittance to the 19<sup>th</sup> Hole
- Address the participants and guests at the pairings party & make awards for Wednesday Pro Am winners
- Company name & logo displayed on all player's carts AM/PM during Pro Am
- Company logo displayed on the Christmas In October website
- Half of a page ad in the official Nationwide Tour event program
- 28 players @ Wednesday Pro Am (pro, green fees, carts, prizes, favors, photos, food and beverages)
- First choice of Nationwide professional partners
- 56 reservations @ Tuesday Pairings Party
- 30 Nationwide Tour weekly grounds tickets
- 8 Nationwide Tour parking passes

The Wednesday Pro Am is the tournament's leading pro am event. This double shotgun start pro am will create a tremendous amount of energy and set the stage for an exciting week of competition. A premier entertainment and marketing platform for the entire day! All teams will be paired with a Nationwide Tour player at the Nicklaus Golf Club at LionsGate in a shamble format. Each player will receive a premium gift pack, a photo of their team, compete for prizes and be treated to plenty of yummy eats and drinks. One of the more memorable events of the tournament week!

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### VIP LOUNGE

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## BBQ Contest Sponsor

- Company name displayed on a banner as the BBQ Contest Sponsor during the tournament
- Signage throughout the tournament grounds
- 4 Clubhouse passes (awards access to VIP Lounge, Skybox & Clubhouse)
- Designated BBQ cooking area signage
- Host major sponsors' teams (includes grills, meat and tips from celebrity cook)
- 8 guests to the Saturday evening "Taste Off"
- Presentation of BBQ contest winners
- Two quarter page ads in the Official Nationwide Tour event program
- 12 reserved players @ Wednesday Pro Am (pro, green fees, carts, food, prizes, photos, favors and beverages)
- 24 reservations @ Pairings Party
- 30 Nationwide Tour weekly grounds tickets
- 10 Nationwide Tour parking passes

The BBQ Contest is a team competition made up of our major tournament sponsors. Each team will be provided space, grills meat and condiments to BBQ Saturday morning. Their plates will be tasted by judges Saturday evening at the Christmas In October Classic Taste Off. Winners will receive a cash prize that will be donated to Sponsor's charity of choice. Attendants will include Nationwide players, local celebrities, the tournaments major sponsors and their guests. The tent will be set up to serve other food that will compliment the contest and an open bar. This will serve as a great marketing platform and a great way to mix with our major tournament sponsors and their guests.

### SKYBOX SEATING #18

The exclusive 18th Hole Skybox provides one of the most valued opportunities for the corporate participant. Enjoy the views of the 18<sup>th</sup> fairway and green while you witness some incredible golf with your clients and friends. This unique opportunity will also enable participating companies to network with other companies in the 18th Hole Skybox. From the comfort of covered seating you can view the Nationwide's best players as all the drama unfolds on the 18<sup>th</sup> hole!

### VIP LOUNGE

In between watching the Nationwide Tour players on the golf course you can retreat to the comforts of the air conditioned confines of the VIP Lounge. The VIP Lounge provides a relaxed atmosphere and the opportunity to discuss business opportunities or share a few laughs with clients, friends or business associates. This festively decorated lounge is fully loaded with generous seating, flat screens, complimentary food, drinks and beer with a fully stocked cash bar. The VIP Lounge will be available after hours for private parties.

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## **Tour Player's Hospitality Sponsor**

- Company name prominently displayed on a banner inside clubhouse in player's lounge
- 8 guests will have dinner with the winner and runner up immediately following the tournament in the private confines of the VIP Lounge
- 4 Clubhouse passes
- Sponsorship pays for the players and family's food for the week
- Half page ad in Official Nationwide Tour event program
- Reserve table of 8 inside the VIP Lounge
- 4 reserved seats in the 18<sup>th</sup> hole skybox
- 4 players @ Wednesday Pro Am (pro, green fee, carts, prizes, favors, photos, food and beverages)
- Awards after golf in the Nationwide VIP Lounge
- 10 reservations @ Pairings party
- 10 passes to the 19<sup>th</sup> Hole
- 50 Nationwide Tour weekly grounds tickets
- 10 Nationwide Tour parking passes

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## **Million Dollar Hole In One Sponsor**

- Company name prominently displayed on a banner inside VIP Lounge
- Half page ad in Official Nationwide Tour event program
- Reserve table of 8 inside the VIP Lounge
- 4 reserved seats in the 18<sup>th</sup> hole skybox
- 4 players @ Wednesday Pro Am (pro, green fee, carts, prizes, favors, photos, food and beverages)
- Awards after golf in the Nationwide VIP Lounge
- 10 reservations @ Pairings party
- 10 passes to the 19<sup>th</sup> Hole
- 35 Nationwide Tour weekly grounds tickets
- 8 Nationwide Tour parking passes

## VIP Lounge Sponsor

- Company name prominently displayed on a banner inside VIP Lounge
- Reserve table of 8 inside the VIP Lounge
- 4 reserved seats in the 18<sup>th</sup> hole skybox
- Quarter page ad in the official Nationwide Tour event program
- 4 players @ Wednesday Pro Am (pro, green fee, carts, prizes, favors, photos, food and beverages)
- Awards after golf in the Nationwide VIP Lounge
- 8 reservations @ Pairings party
- 10 passes to the 19<sup>th</sup> Hole
- 35 Nationwide Tour weekly grounds tickets
- 8 Nationwide Tour parking passes

**Ask about our upgrades to entertainment venues.**

### CLUBHOUSE (admission limited)

The ultimate Christmas In October Classic entertainment venue. Exclusive admittance to the relaxed atmosphere provided in the clubhouse where you can rub shoulders with the Nationwide Tour players. From the clubhouse you can enjoy the atmosphere of the adjacent outside covered terrace. Utilize charge privileges at the club for food and beverages. Clubhouse admission gains the pass holder access to all other venues on site; 18th Hole Skybox seating, admission to the VIP Lounge and access to the 19<sup>th</sup> Hole.

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### WEEKLY PRIVATE CORPORATE ENTERTAINMENT TENT

**A) 900 SF FRAMED TENT (30 x 30)/ 60 GUESTS (\$7,200).....B) 600 SF FRAMED TENT (30 x 20)/ 40 GUESTS (\$5,100)**

**C) 400 SF FRAMED TENT (20 x 20)/ 20 GUESTS (\$3,600)**

**Each tent is equipped with:** astroturf floor, 60" round tables, whitewood folding chairs, solid sidewalls, glass windows, glass door, security picket fencing, air conditioning optional, daily food and beverage menus available

## **Trick Shot Exhibition Sponsor**

- Company name displayed on banner @ driving range during the week of activities
- Private session with trick shot artist
- 4 reserved seats in the 18<sup>th</sup> hole skybox
- Admittance to the 19<sup>th</sup> Hole
- Company name displayed at 2 different locations on 24" X 36" sign during the Nationwide Tour
- Third page ad in the official Nationwide Tour event program
- 4 reserved players @ Wednesday Pro Am (pro, green fees, carts, prizes, favors, photos, food and beverages)
- 8 reservations @ Pairings Party
- 50 Nationwide Tour weekly grounds tickets
- 10 Nationwide Tour parking passes

## **Women's Clinic Sponsor**

- Company name displayed on banner @ driving range during the week of activities
- Private session with Women's Clinic
- 4 reserved seats in the 18<sup>th</sup> hole skybox
- Sponsor is entitled to display products/promotional materials in designated areas at the Nationwide Tour Fanfare
- Admittance to the 19<sup>th</sup> Hole
- Company name displayed at 2 different locations on 24" X 36" sign during the Nationwide Tour
- Third page ad in the official Nationwide Tour event program
- 4 reserved players @ Monday Pro Am (pro, green fees, carts, prizes, favors, photos, food and beverages)
- 8 reservations @ Pairings Party
- 50 Nationwide Tour weekly grounds tickets
- 10 Nationwide Tour parking passes

## **Long Drive Exhibition Sponsor**

- Company name displayed on banner @ driving range during the week of activities
- Private session with Long Drive artist
- Sponsor is entitled to display products/promotional materials in designated areas at the Nationwide Tour Fanfare
- 4 reserved seats in the 18<sup>th</sup> hole skybox
- Admittance to the 19<sup>th</sup> Hole
- Company name displayed at 2 different locations on 24" X 36" sign during the Nationwide Tour
- Third page ad in the official Nationwide Tour event program
- 4 reserved players @ Monday Pro Am (pro, green fees, carts, prizes, favors, photos, food and beverages)
- 8 reservations @ Pairings Party
- 50 Nationwide Tour weekly grounds tickets
- 10 Nationwide Tour parking passes

## **Junior Clinic Sponsor**

- Company name prominently displayed on a banner during the Clinic
- Sponsor is entitled to display products/promotional materials in designated area at the Nationwide Tour Fanfare
- 4 reserved seats in the 18<sup>th</sup> hole skybox
- One quarter page ad in the official Nationwide Tour event program
- 4 reserved players @ Monday Pro Am (pro, green fees, carts, prizes, photos, favors, food and beverages)
- 8 reservations @ Pairings party
- 50 Nationwide Tour weekly grounds tickets
- 10 Nationwide Tour parking passes

## **Junior Pro Am Sponsor**

- Company name prominently displayed on all players carts during pro am
- Half page ad in the official Nationwide Tour event program
- Reserve table of 8 inside the VIP Lounge
- 4 reserved seats in the 18<sup>th</sup> hole skybox
- 4 players @ Wednesday Pro Am (pro, green fee, carts, prizes, favors, photos, food and beverages)
- 12 players @ Junior Pro Am (pro, green fee, carts, prizes, favors, photos, food and beverages)
- Presentation to the winner of the Junior Pro Am at the Pairings Party
- 12 reservations @ Pairings party
- 12 passes to the 19<sup>th</sup> Hole
- 50 Nationwide Tour weekly grounds tickets
- 10 Nationwide Tour parking passes

## **Program Sponsor**

- Company name and logo displayed on the cover of the Official Tournament Program (given away to all participants, sponsors and spectators)
- Sponsor is entitled to display products/promotional materials in designated area at the Nationwide Tour Fanfare
- Admittance to the 19<sup>th</sup> Hole
- Company name prominently displayed on a 2' X 6' sign during the tournament
- Company may run promotion in the program
- Company logo displayed on the Christmas In October website
- Full page ad in the Nationwide Tour event program
- 4 reserved players @ Monday Pro Am (pro, green fee, cart, prizes, favor, photos, food and beverage)
- 8 reservations @ Pairings party
- 60 Nationwide Tour weekly grounds tickets
- 12 Nationwide Tour parking passes

## **19<sup>th</sup> Hole Sponsor**

- Company name prominently displayed in the 19<sup>th</sup> Hole venue during the tournament
- Quarter page ad in the Official Nationwide Tour event program
- 4 reserved seats in the 18<sup>th</sup> Hole Skybox
- 4 players @ Wednesday Pro Am (pro, green fees, carts, prizes, photos, favors, food and beverages)
- Awards after golf in the Nationwide VIP Lounge
- 8 reservations to the pairings party (plenty of great food, beverages, open bar, live entertainment, auctions & activities)
- 8 passes to the 19<sup>th</sup> hole sports bar
- 15 Nationwide Tour weekly grounds tickets
- 3 Nationwide Tour parking passes

## **Hole Sponsors**

- Company name prominently displayed at a tee and on the water standard during the week
- Sponsor is entitled to display products/promotional materials in designated area at the Nationwide Tour Fanfare
- Company name prominently displayed at a tee for the entire week of the event
- Quarter page ad in the official Nationwide Tour event program
- 4 players @ Wednesday Pro Am (pro, green fees, carts, prizes, photos, favors, food and beverages)
- 8 reservations @ Pairings party
- 25 Nationwide Tour weekly grounds tickets
- 5 Nationwide Tour parking passes

## **Watercraft Sponsor**

- Company name prominently displayed at a tee and on the water standard during the week
- Display watercraft at the golf course
- Sponsor is entitled to display products/promotional materials in designated area at the Nationwide Tour Fanfare
- Quarter page ad in the official Nationwide Tour event program
- 4 reserved players @ Wednesday Pro Am (pro, green fees, carts, prizes, photos, favors, food and beverages)
- 8 reservations @ Pairings party
- 25 Nationwide Tour weekly grounds tickets
- 5 Nationwide Tour parking passes

## **ScoreBoard Sponsors**

- Sponsor Name & logo on the official Nationwide Tour scoreboard
- Sponsor is entitled to display products/promotional materials in designated area at the Nationwide Tour Fanfare
- Eighth page in the official Nationwide Tour event program
- 1 player reservation Wednesday Pro Am (pro, green fees, carts, prizes, photos, favors, food and beverages)
- 4 reservations @ Pairings party
- 20 Nationwide Tour weekly grounds tickets
- 5 Nationwide Tour parking passes