



2019 PARTNERSHIP OPPORTUNITIES

CHARLES SCHWAB CUP CHAMPIONSHIP · NOVEMBER 4-10, 2019 · PHOENIX COUNTRY CLUB





OVERVIEW

TWO TROPHIES, ONE INCREDIBLE EVENT

Featuring the top 36 players of the season, the Charles Schwab Cup Championship is the culmination of the PGA TOUR Champions road to the Charles Schwab Cup, a year-long competition that ends with three tournaments in the Charles Schwab Cup Playoffs.

The winner of the tournament, as well as the champion of the year-long Charles Schwab Cup, will be crowned at Phoenix Country Club on November 10, 2018. The Charles Schwab Cup Championship boasts an illustrious list of champions, including two-time winners Hale Irwin, Tom Watson, Jay Haas, Kenny Perry, Tom Lehman, and Bernhard Langer.

Dates: November 4-10, 2019

Location: Phoenix Country Club, Phoenix, Arizona



GLOBAL BROADCAST

19.2M VIEWERS TUNED IN TO WATCH THE TELECAST IN 2018

Available to 367 million viewers throughout 226 countries and territories (+23% as compared to 2016), the Charles Schwab Cup Championship was aired on 29 channels internationally and 15 in HD. In 2017, the tournament was broadcast in a one-hour highlight show across Europe, Africa, Asia, Latin America, and the Middle East.

KEY TERRITORIES:

- United Kingdom – Sky Sports
- Japan – NHK and Golf Network
- South Korea – SBS Golf
- Australia – ESPN and Fox Sports
- Latin America – Golf Channel

ALIGN YOUR BRAND





CORPORATE HOSPITALITY OPPORTUNITIES





GOLDWATER CHALET NO. 18 GREEN

Providing the most exceptional setting at the event, the Goldwater Chalets are an all-inclusive, semi-private venue located on the 18th Green with dramatic views of the course. Goldwater Chalets are the ideal full-service networking and entertaining venue.

FRONT NINE CHAIRMENS CLUB: Added venue on front nine, Hole 8, exclusively for Lakeside Cabanas and Goldwater Chalet ticket holders. Full bar and food available 10:00-2:00pm

Benefits:

- 24 – Tickets providing Chalet access per day, Thursday-Sunday
- 10 – VIP parking passes per day, Thursday-Sunday
- 20 – Good-Any-One-Day tickets providing Grounds access
- Premier location overlooking 18th Green
- Open-air, semi-private venue
- All-inclusive, premium food and beverage
- Corporate identification on Chalet entrance
- Private restrooms
- Complimentary Television and Wi-Fi available
- Complimentary Spectator Guides and Pairings Sheets delivered daily

VENUE	TICKETS PER DAY	TOTAL TICKETS	INVESTMENT
Goldwater Chalet	24	96	\$30,000
½ Goldwater Chalet**	12	48	\$16,000

*Will be split with another company; 12 Chalet tickets, 5 parking and 10 GAOD tickets



1899 CLUB NO. 15 GREEN & CLUBHOUSE

The only package with access to the historic Phoenix Country Club clubhouse, the 1899 Club with its indoor/outdoor seating and great views of the 1st and 10th Tees, the practice green, and the 18th Green from the Clubhouse veranda is a truly member-like experience. The 1899 Club also provides on-course access to a second hospitality venue that showcases incredible golf views of multiple holes, most notably the par-3 No. 15 which features a dramatic shot over water.

Benefits:

- 2, 4 or 8 – Tickets per day, Thursday-Sunday
- 2, 4 or 8 – Preferred parking passes per day, Thursday-Sunday
- 4, 6 or 10 – Good-Any-One-Day tickets providing grounds access
- Reserved indoor/outdoor area within the Clubhouse with views of the practice green, 1st Tee and 18th Green
- Additional on-course hospitality venue on the par-3 15th Green
- All-inclusive, premium food and beverage (at both locations)
- Corporate identification at entrance to venue
- Complimentary Spectator Guides with Pairings Sheets
- Multiple televisions in the Clubhouse, on the patio and in the on-course venue

1899 CLUB	TICKETS PER DAY	TOTAL TICKETS	INVESTMENT
8-Pack	8	32	\$9,000
4-Pack	4	16	\$5,000
2-Pack	2	8	\$3,000



1899 CLUB – BOX SEATS NO. 15 GREEN & CLUBHOUSE

Enjoy all the benefits of the 1899 Club with the addition of premium reserved seating at the on-course hospitality venue at the par-3 15 Green. Company name will be screened on the 4 seat, half-moon table and guests will receive wait staff service for an intimate corporate entertainment experience.

Benefits:

- 8 – Tickets per day, Thursday-Sunday
- 2 – VIP parking passes per day, Thursday-Sunday
- 6 – Good-Any-One-Day tickets providing grounds access
- Reserved indoor/outdoor area within the Clubhouse with views of the practice green, 1st Tee and 18th Green
- Additional on-course hospitality venue on the par-3 15th Green
- All-inclusive, premium food and beverage (at both locations)
- Corporate identification at entrance to venue
- Complimentary Spectator Guides with Pairings Sheets
- Multiple televisions in the Clubhouse, on the patio and in the on-course venue

1899 CLUB	TICKETS PER DAY	TOTAL TICKETS	INVESTMENT
Box Seats	8	32	\$12,000



LAKESIDE CABANAS NO. 17 GREEN

Cabana-style, private venue with outdoor patio space and enclosed lounge area located on 17th Green with views of 15th Green. This lifestyle venue allows for a relaxed environment in a unique and private space. Although private, the venue is in close proximity to the Beer Garden and 1899 Club.

FRONT NINE CHAIRMENS CLUB: Added venue on front nine, Hole 8, exclusively for Lakeside Cabanas and Goldwater Chalet ticket holders. Full bar and food available 10:00-2:00pm

Benefits:

- 10 – Tickets providing Cabana access per day, Thursday-Sunday
- 5 – VIP parking passes per day, Thursday-Sunday
- 12 – Good-Any-One-Day tickets providing grounds access
- Cabana-style private venue with patio overlooking 17th Green
- Enclosed lounge area with soft seating and television
- All-inclusive, premium food and beverage
- Company name on sign at entrance to venue
- Complimentary Spectator Guides with Pairings Sheets
- Complimentary Television and Wi-Fi available

VENUE	TICKETS PER DAY	TOTAL TICKETS	INVESTMENT
Lakeside Cabanas	10	40	\$15,000



LEGENDS LOUNGE NO. 12 GREEN

This VIP viewing area, located on the 12th Green, will provide your guests with the ability to follow the action all day long. This is an upgraded tournament experience with premium food and beverage for purchase.

Benefits:

- Shared, open-air venue
- 1 CBCB ticket per week, Thursday – Sunday
- 1 Preferred parking passes per day, Thursday – Sunday
- Full premium food and beverage service (available for purchase)
- Televisions with local service
- Complimentary spectator guides with pairings sheets

VENUE	TICKETS PER DAY	TOTAL TICKETS	INVESTMENT
Individual Ticket	1	1	\$50
Weekly ticket Thurs - Sun	1	1	\$150



OFFICIAL PRO-AM MEMBER PRICING

OFFICIAL PRO-AM: FOURSOME

Wednesday, November 6

The Official Pro-Am is the ultimate corporate entertaining experience and offers the opportunity to participate and enjoy the excitement of playing with a PGA TOUR Champion.

- Four (4) playing positions in the Official Pro-Am at Phoenix Country Club under tournament conditions with a PGA TOUR Champions professional on Wednesday, November 6
- Four (4) Pro-Am participant badges and four (4) Pro-Am guest badges that provide special access on Wednesday, November 6 to clubhouse and player locker room; access to Legends Lounge venue on 12th green Thursday-Sunday with upgraded food and beverage available for purchase
- Four (4) Valet Parking Passes, Wednesday
- Four (4) Preferred Parking Passes, Thursday-Sunday
- Four (4) invitations (good for two (2) people) to the exclusive Official Pro-Am Pairings Dinner for Tuesday, November 5
- One (1) gift package for Pro-Am participant
- All-Inclusive food and beverage, Wednesday

FOURSOME

Special Member Pricing
\$18,000

OFFICIAL PRO-AM: SINGLE PLAYER

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- One (1) gift package for Pro-Am participant
- All-Inclusive food and beverage, Wednesday

SINGLE PLAYER

Special Member Pricing
\$4,500

OFFICIAL PRO-AM PRICING

OFFICIAL PRO-AM: FOURSOME

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FOURSOME

\$20,000

OFFICIAL PRO-AM: SINGLE PLAYER

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- All-Inclusive food and beverage, Wednesday

SINGLE PLAYER

\$5,000

CHARLES SCHWAB CUP SPECTATOR FAN SPONSORSHIP



OVER 10,000 FANS PRINTED AND DISTRIBUTED AT ALL HOSPITALITY VENUES, MAIN ENTRANCES AND FIRST AID

INVESTMENT: \$5,500



EXCLUSIVE VIP HONORARY OBSERVER

Ability to invite key clients to walk inside the ropes at the Charles Schwab Cup Championship alongside PGA TOUR Champions players.

Benefits:

- Honorary Observers are introduced to the professionals in the group and announced on No. 1 Tee
- Official photo is taken with the PGA TOUR Champions professional and championship trophies
- Walk the full round inside-the-ropes while the PGA TOUR Champions players compete
- Each Honorary Observer position is good for one day, two people



VENUE	TICKETS PER DAY	TOTAL TICKETS	INVESTMENT
Honorary Observer	2	2	\$2,500

SPONSORSHIP AND BRANDING OPPORTUNITIES

VIDEO BOARD ADVERTISEMENT

A thirty-second (:30) spot running continuously on the 18th Green scoreboard Wednesday-Sunday. You will have the choice of running a :30 commercial or the name recognition of sponsoring a category. Example: "Putting Green presented by (your company name)." You will have at least 60 spots running per day. Additionally, you will receive acknowledgement on all of the other electronic scoreboards at the tournament.

INVESTMENT: \$5,000

SPECTATOR GUIDE ADVERTISEMENT ACKNOWLEDGEMENT

Acknowledgement in this high-quality publication is the ideal way to make a lasting impression. Daily pairings, player profiles, Championship history, corporate features, and the course layout highlight this collectible.

Complimentary editions will be available to corporate guests and general public. All ads printed are a full page, in full color.

INVESTMENT: \$2,500





SPONSORSHIP AND BRANDING OPPORTUNITIES

PRACTICE GREEN SIGNAGE

Catch the attention of spectators as they watch their favorite professional golfers warm up by placing your company logo on a dual-sided sign adjacent to the practice area.

INVESTMENT: \$5,000

LOCATOR BOARD

The locator board welcomes fans at the main gate and shows details about the course, hospitality locations, and other pertinent information needed for Championship week.

INVESTMENT: \$10,000



EXPO VILLAGE TENT

This package attracts recognition from spectators as they funnel through the admission gate. The opportunity includes a 10x10 space, sign with company name, and a skirted table with two chairs. It also provides 50 good-anyone-day tickets; 4 premium parking passes.

INVESTMENT: \$10,000

HOLE SPONSORSHIP

Prominent hole sponsor signs are located at each tee box on the Phoenix Country Club Golf course and provide an excellent advertising vehicle for any company:

- Prominent name recognition on hole signage

INVESTMENT: \$2,500



FOR MORE INFORMATION, PLEASE CONTACT

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