



Sponsorship Opportunities

Align your brand with the best in the history of the game.

THE GREATEST NAMES IN WOMEN'S GOLF.



Official Legends Tour of the
LPGA

The Legends Tour was created to promote golf worldwide and to provide opportunities to LPGA players aged 45 and over. The Legends Tour is the Official Senior Tour of the LPGA and is the premier professional senior women's sports organization in the world.



(Re)-Introducing Our Players

The Legends Tour is made up of over 120 of the best female golfers to have played the LPGA Tour in the history of the game (age 45+). If you've followed women's golf over the past 30 years, you will recognize a few of these names:

- **Nancy Lopez**, 48-time LPGA Tour Champion, LPGA & World Golf Hall of Famer
- **Pat Bradley**, 31-time LPGA Tour Champion, LPGA & World Golf Hall of Famer
- **Beth Daniel**, 33-time LPGA Tour Champion, LPGA & World Golf Hall of Famer
- **Patty Sheehan**, 35-time LPGA Tour Champion, LPGA & World Golf Hall of Famer
- **Betsy King**, 34-time LPGA Tour Champion, LPGA & World Golf Hall of Famer
- **JoAnne Carner**, 43-time LPGA Tour Champion, LPGA & World Golf Hall of Famer

The Legends Tour is the Official Senior Tour of the LPGA. In addition to 10 LPGA and World Golf Hall of Famers, The Legends Tour is proud to continue to showcase the talents of these veteran and former LPGA Tour stars and more:

- **Rosie Jones**, 13-time LPGA Tour Champion, 4-time Legends Tour Champion
- **Hollis Stacy**, 18-time LPGA Tour Champion, World Golf Hall of Famer
- **Jan Stephenson**, 16-time LPGA Tour Champion, Winner of 3 Major Championships
- **Meg Mallon**, 18-time LPGA Tour Champion, Winner of 4 Major Championships
- **Sally Little**, 15-time LPGA Tour Champion, Winner of 2 Major Championships
- **Liselotte Neumann**, 13-time LPGA Tour Champion, Winner of 1 Major Championship
- **Sherri Steinhauer**, 8-time LPGA Champion, Winner of 2 Major Championships

In total, **members of The Legends Tour have combined for over 650 wins** on the LPGA Tour, including **65 major championship victories**. In addition to competing regularly on the LPGA Tour for an average of 15-20 years, Legends Tour members have played in hundreds of pro-ams. The level of experience Legends players bring to an event featuring fan and/or client interaction is like no other available today - they know the game. **They have *lived* it.**



Judson Collegiate Invitational & The Legends Tour Atlanta Pro-Am

Dates: July 15-18, 2012

Venue: Country Club of Roswell

Location: Roswell, GA (Atlanta)

Format(s): 18-hole Pro-Am with Legends and Collegiate Players
18-hole Stroke Play & Team Best Ball Challenge with Legends and Collegiate Players
54-hole Stroke Play Collegiate Tournament

Field: 30 LPGA Legends Professionals / 60 Collegiate Golfers

Official Charity: Children's Healthcare of Atlanta

Schedule of Events:

Sun, July 15: Legends Pro-College-Am, 18 Holes

Mon, July 16: Legends Pro-College Stroke & Best Ball Challenge, 18 Holes

Tue, July 17: Collegiate Stroke Play Second Round, 18 Holes

Wed, July 18: Collegiate Stroke Play Final Round, 18 Holes



Tournament Action



On-Course Branding Opportunities



Additional Options for On-Site Sponsor Branding:

- Official Tournament Program
- Daily Pairings Sheets
- Directional Signage
- Entrance / Admissions Gate Signage
- Sampling Area
- Course Maps / Tournament Tickets
- Receptions Programs & Signage

Sponsorship Packages

Title Sponsor

- ▶ Incorporation of company name into event name and logo
E.g. "Company XYZ Judson Collegiate Invitational"
- ▶ Designation as **Title Sponsor** on site and in all marketing materials
- ▶ Five (5) two-person Teams in Official Pro-Am (10 spots)
 - Each Amateur (10) will receive:
 - 18 Holes with an LPGA Legends Professional and 2 college golfers
 - Pro-Am Gift Bag
 - Lunch and Awards Reception
 - Commemorative team and individual photo with LPGA Legend
- ▶ Two "choice picks" of Legends Professionals for your pro-am teams
- ▶ Extensive On-Site brand exposure (across 4 tournament days)
 - Customized sampling /exhibit opportunity
 - Two (2) Hole Signs: Numbers 1 and 10
 - Logo on Leaderboards
 - Logo on Official Pro-Am & College - Pro Challenge Pairings Sheets
 - Company Name on Caddy Bibs
- ▶ One (1) Full Page Ad in the Official Tournament Program
- ▶ Keynote speaker at select social function
- ▶ Presentation of trophy to champions on 18 green after play
- ▶ Banner ad on www.thelegendstour.com tournament page
- ▶ Tickets to all social functions
- ▶ 14 VIP passes / 7 VIP parking passes
- ▶ 200 tournament tickets



A 13-time winner on the LPGA Tour, Rosie Jones has also won four times on The Legends Tour.



INVESTMENT: \$50,000

Sponsorship Packages

Presenting Sponsor

- ▶ Incorporation of company name into event name and logo “presented by”
E.g. “Judson Collegiate Invitational presented by Company XYZ”
- ▶ Designation of **Presenting Sponsor** on site and in all marketing materials
- ▶ Four (4) two-person Teams in Official Pro-Am
 - Each Amateur (8) will receive:
 - 18 Holes with an LPGA Legends Professional and 2 college golfers
 - Pro-Am Gift Bag
 - Lunch and Awards Reception
 - Commemorative team and individual photo with LPGA Legend
- ▶ On-Site brand exposure (across 4 tournament days)
 - Optional on-site sampling opportunity
 - One (1) Hole Sign: Number 18
 - Logo on Leaderboards
 - Logo on Official Pro-Am & College – Pro Challenge Pairings Sheets
- ▶ One (1) Full Page Ad in the Official Tournament Program
- ▶ Logo on www.thelegendstour.com tournament page
- ▶ Tickets to all social functions
- ▶ 6 VIP passes /3 VIP parking passes
- ▶ 100 tournament tickets



Nancy Lopez won 48 times on the LPGA Tour and is an LPGA and World Golf Hall of Fame member.



INVESTMENT: \$25,000

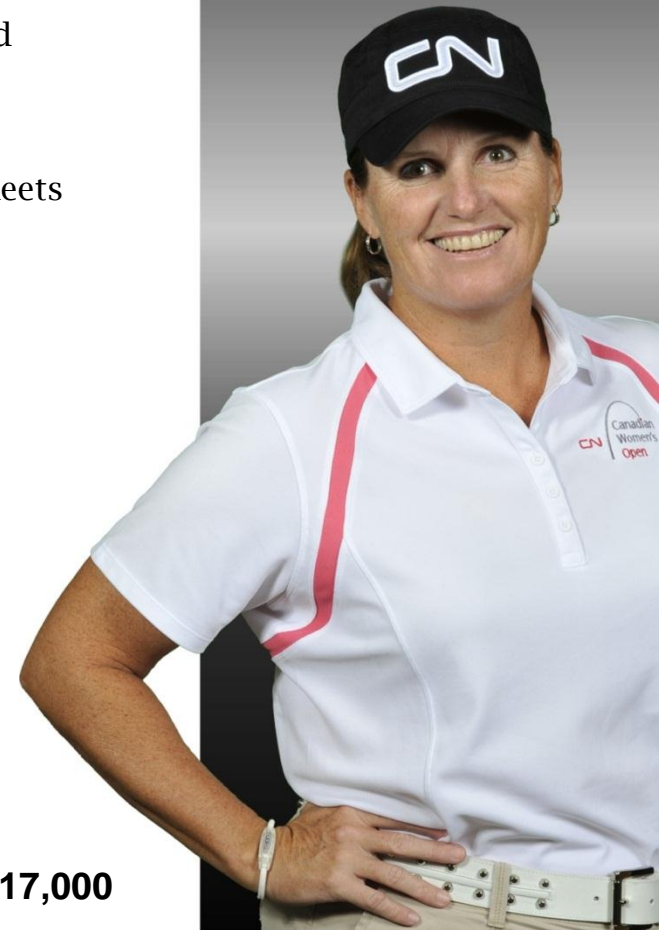
Sponsorship Packages

Official Sponsor

- ▶ Designation of **Official Sponsor** on site and on select marketing materials
- ▶ Three (3) two-person Teams in Official Pro-Am
 - Each Amateur (6) will receive:
 - 18 Holes with an LPGA Legends Professional and 2 college golfers
 - Pro-Am Gift Bag
 - Lunch and Awards Reception
 - Commemorative team and individual photo with LPGA Legend
- ▶ On-Site brand exposure (across 4 tournament days)
 - Optional on-site sampling opportunity
 - One (1) Hole Sign
 - Logo on Official Pro-Am & College - Pro Challenge Pairings Sheets
- ▶ One (1) Full Page Ad in the Official Tournament Program
- ▶ Logo on www.thelegendstour.com tournament page
- ▶ Tickets to all social functions
- ▶ 4 VIP passes /1 VIP parking passes
- ▶ 25 tournament tickets



Canadian Lorie Kane won four times on the LPGA Tour and also has one win on The Legends Tour.



INVESTMENT: \$17,000

Sponsorship Packages

Pairings Party Reception Sponsor

- ▶ Designation as **Pairings Party Reception Sponsor** on site
- ▶ One (1) two-person Team on Official Pro-Am
 - Each Amateur (2) will receive:
 - 18 Holes with an LPGA Legends Professional and 2 college golfers
 - Pro-Am Gift Bag
 - Lunch and Awards Reception
 - Commemorative team and individual photo with LPGA Legend
- ▶ On-Site brand exposure (across 4 tournament days)
 - On-site sampling opportunity at reception
 - Signage at reception entrance
 - One (1) Hole Sign
- ▶ One (1) Full Page Ad in the Official Tournament Program
- ▶ Tickets to all social functions
- ▶ 4 VIP passes /1 VIP parking passes
- ▶ 20 tournament tickets



Liselotte Neumann won 13 times on the LPGA Tour, including 1 major championship.



INVESTMENT: \$10,000

Sponsorship Packages

Judson Partner

- ▶ Designation as **Judson Partner** on site and in select marketing materials
- ▶ Two (2) two-person Teams on Official Pro-Am
 - Each Amateur (4) will receive:
 - 18 Holes with an LPGA Legends Professional and 2 college golfers
 - Pro-Am Gift Bag
 - Lunch and Awards Reception
 - Commemorative team and individual photo with LPGA Legend
- ▶ On-Site brand exposure (across 4 tournament days)
 - One (1) Hole Sign
 - Logo on Official Pro-Am & College - Pro Challenge Pairings Sheets
- ▶ One (1) Full Page Ad in the Official Tournament Program
- ▶ Tickets to all social functions
- ▶ 4 VIP passes /1 VIP parking passes
- ▶ 20 tournament tickets

**INVESTMENT: \$15,000**

Jan Stephenson won 16 times on the LPGA Tour and is ranked #1 on The Legends Tour career money list.



Sponsorship Packages

Official Volunteer Sponsor

- ▶ Designation as **Official Volunteer Sponsor** on site and in volunteer recruiting and enrollment materials
- ▶ One (1) two-person Teams on Official Pro-Am
 - Each Amateur (2) will receive:
 - 18 Holes of golf with an LPGA Legends Professional and 2 college golfers
 - Pro-Am Gift Bag
 - Lunch and Awards Reception
 - Commemorative team and individual photo with LPGA Legend
- ▶ On-Site brand exposure (across 4 tournament days)
 - Logo on all volunteer shirts and hats
- ▶ One (1) Full Page Ad in the Official Tournament Program
- ▶ Tickets to all social functions
- ▶ 4 VIP passes /1 VIP parking passes
- ▶ 20 tournament tickets



Patty Sheehan won 35 times on the LPGA Tour and is an LPGA and World Golf Hall of Fame member.



INVESTMENT: \$10,000

Sponsorship Packages

Official Practice Facility Sponsor

- ▶ Company Name Logo Signage on Practice Range and Putting Greens
- ▶ One (1) two-person Team in Official Pro-Am
 - Each Amateur (2) will receive:
 - 18 Holes with an LPGA Legends Professional and 2 college golfers
 - Pro-Am Gift Bag
 - Lunch and Awards Reception
 - Commemorative team and individual photo with LPGA Legend
- ▶ Tickets to all social functions
- ▶ 2 VIP passes /1 VIP parking passes
- ▶ 10 tournament tickets



LPGA and World Golf Hall of Famer Pat Bradley won 31 times on the LPGA Tour, including 6 major championships.



INVESTMENT: \$5,000

Team Sponsors & Playing Spots

CORPORATE TEAM SPONSOR

INVESTMENT: \$5,000

- ▶ One (1) two-person Team in Official Pro-Am
 - Each Amateur (2) will receive:
 - 18 Holes with an LPGA Legends Professional and 2 college golfers
 - Pro-Am Gift Bag
 - Lunch and Awards Reception
 - Commemorative team and individual photo with LPGA Legend
- ▶ One (1) Hole Sign
- ▶ Hospitality Package
- ▶ 10 tournament tickets

INDIVIDUAL PRO-AM SPOT

INVESTMENT: \$1,500

- ▶ One (1) spot in Official Pro-Am
 - Each Amateur will receive:
 - 18 Holes with an LPGA Legends Professional and 2 college golfers
 - Pro-Am Gift Bag
 - Lunch and Awards Reception
 - Commemorative team and individual photo with LPGA Legend



LPGA and World Golf Hall of Famer Beth Daniel won 33 times on the LPGA Tour.



Sponsorship Packages

Signage & Advertising Options

LEADER BOARD SPONSOR **INVESTMENT: \$2,000**

- ▶ On-Site brand exposure (across 4 tournament days)
 - Three leader boards
 - Logo on each leader board
- ▶ 20 tournament tickets

PRODUCT SAMPLING **INVESTMENT: \$1,000**

- ▶ One (1) 10 X 10 Tent with company signage to distribute samples
 - Includes 8' table, linens, 2 chairs
 - Includes one sign with company name or logo
 - Includes all four tournament days
- ▶ 20 tournament tickets

HOLE SPONSOR **INVESTMENT: \$1,000**

- ▶ One (1) Hole Sign with Company Name or Logo
 - Legends-College-Amateur
 - Legends-College Challenge
 - 2-Day College Stroke Play
- ▶ 20 tournament tickets

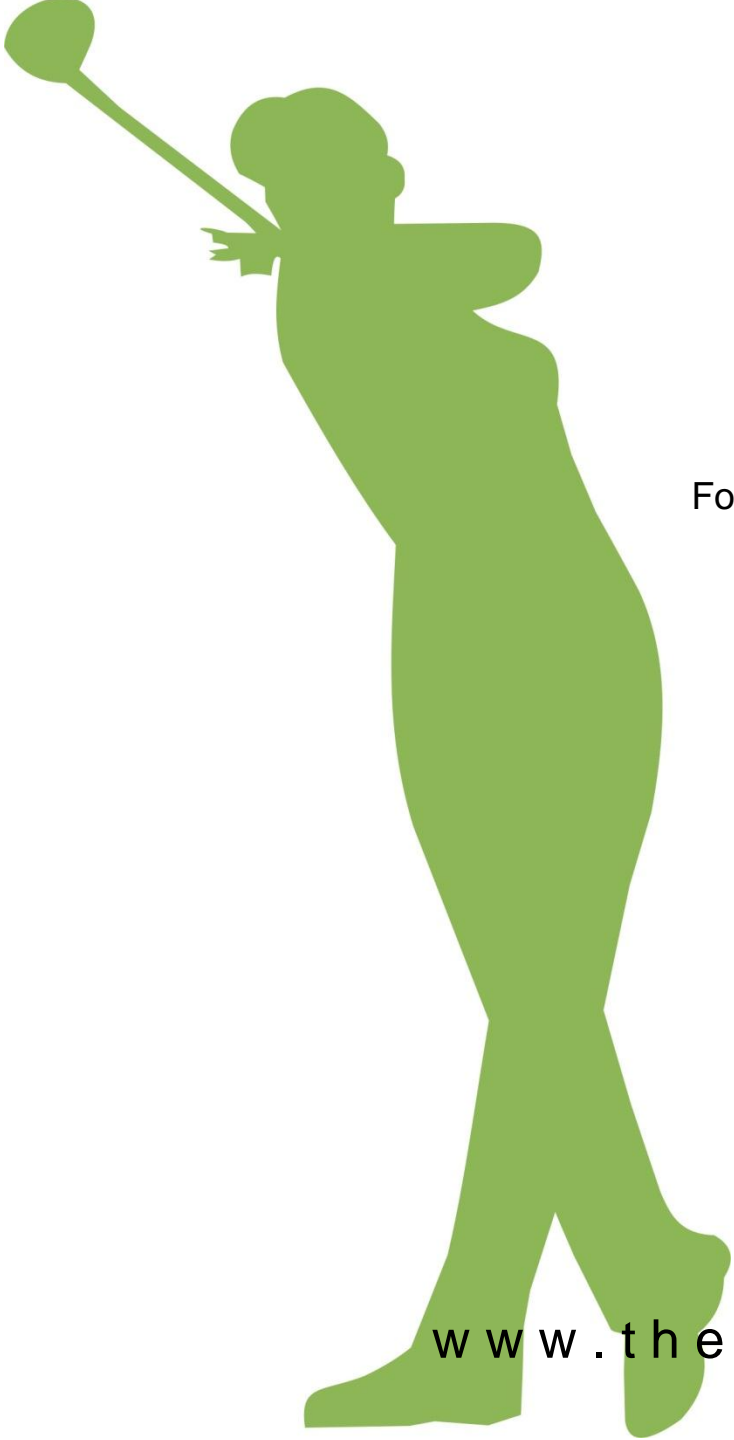
PROGRAM AD **INVESTMENT: \$500**

- ▶ One (1) full page color ad in Official Program
 - Distributed all four tournament days
- ▶ 10 tournament tickets



Rosie Jones boasts the best winning percentage in over 10 starts on The Legends Tour. She's teed it up in 14 events and won four times.





For more information, please contact:

RBA Golf LLC

Carrie@RosieJones.com

404-259-6233

www.thelegendstour.com

