



2012 Military Family Activities at the Drew Brees Celebrity Championship

The 14th annual Drew Brees Celebrity Championship will present two events in honor of San Diego Military: Wounded Warriors on Friday, May 18 and the 6th annual Military Appreciation Day on Sunday, May 20.

Friday, May 18 - Wounded Warriors

For the fourth consecutive year the Drew Brees Celebrity Championship will host a group of Wounded Warriors as VIPs on the opening day of the tournament. These true heroes will experience:

- Access to the VIP 18th Green
- Catered lunch, beverages and snacks
- Celebrity meet-and-greets

Sunday, May 20 - Military Appreciation Day

Military Appreciation Day will be held on the last day of the tournament. The Drew Brees Celebrity Championship welcomes all San Diego military and their families for this honorary event.

Military members and their families will enjoy:

- Free admission to the tournament
- Free lunch for the first 1,000 to RSVP
- Free Celebrity autographs/pictures
- Contests, prizes and much more

Your business can help serve the San Diego community while you strengthen your brand among a core group of influential San Diego military family members. Your participation will directly enhance the "Quality of Life" for our Military families!



Drew Brees with Wounded Warriors





The following is a summary of a proposed Military Appreciation Day sponsorship with the 2012 Drew Brees Celebrity Championship. The 2012 event will be held May 20 at La Costa Resort and Spa.

Military Appreciation Day Title Sponsorship Package

Drew Brees Celebrity Championship hosted to provide:

Media

- Recognition as the title sponsor of the Military Appreciation Day at the Drew Brees Celebrity Championship in press releases, flyers and advertisements (depending on date of signed contract)

On-Site Exposure

- Opportunity to place two (2) banners around military seating area on Sunday, May 20 (sponsor to provide)
- Opportunity to place one (1) on-course banner (sponsor to provide)
- Opportunity to provide gifts to Wounded Warriors
- Logo on all lunch vouchers distributed to military families
- Logo on the Tournament Sponsor Board
- Exhibitor Booth during the Drew Brees Celebrity Championship (sponsor to provide tent)
 - Opportunity to display signage and products

Playing Positions

- **Four (4) playing positions in the two-day Celebrity – Amateur Tournament** (Friday, May 18 – Saturday, May 19)
 - Two (2) days of golf; paired with a different Celebrity each day
 - All inclusive, catered breakfast & lunch, hosted bar, on-course beverages and snacks
- **Four (4) premium gift packages**
 - Tournament shirt, Tournament wind vest, golf shoes, picture plaque, golf balls and more! (Items subject to change)



Hospitality

- **Four (4) invitations to the Red Carpet Reception** (Thursday, May 17)
 - All inclusive: catered dinner, hosted bar, live and silent auction, and celebrity entertainment - attended by over 50 celebrities
- **Four (4) invitations to the Poolside Cocktail Party** (Friday, May 18)
- **Four (4) invitations to the Champion's Dinner** (Saturday, May 19)
 - All inclusive: catered dinner, hosted bar, live and silent auction, and celebrity entertainment - attended by over 50 celebrities
- **Four (4) 3-Day VIP 18th Green Hospitality Passes** (all inclusive Friday, May 18 – Sunday, May 20)
 - Daily Tournament Admission
 - Access to the VIP 18th Green
 - Catered breakfast & lunch daily
 - Hosted bar, beverages & snacks
 - 18th green private seating
- **Two-hundred (200) 3-day tournament tickets** (Friday, May 18 – Sunday, May 20)

Tournament Newsletter

- Editorial, logo and link in May Drew Brees Celebrity Championship Newsletter

Website

- Banner ad and logo on tournament website (www.celebritychampionship.com)

Net Package Price: \$30,000