



## Million Dollar Hole in One Contest

On Sunday, May 20, 2012, the Drew Brees Celebrity Championship will hold a Hole in One Contest. Located in the middle of the Tournament venue on the Morgan Run East Course hole 1, fans in attendance can donate \$2 for a chance to qualify for \$1 Million Dollars. For every \$2, donated fans can attempt to hit a ball onto the Green on the 170 yard par 3. If the ball lands on the Green, the contestant's name goes into a drawing to be held on Sunday afternoon, prior to conclusion of celebrity play. Fans can enter as many times as desired. Once the finalist is selected, he or she will attempt a hole in one shot on the 18<sup>th</sup> Green immediately prior to the check presentation to the Drew Brees Celebrity Championship champion for a chance to win \$1 Million.

### Million Dollar Hole-in-One Contest

- **Qualifying**
  - Opportunity to place sponsor banners around contest area (sponsor to provide banners)
    - Qualifying rounds conducted on Sunday, May 20
  - Contestants donate \$2 for a chance to qualify
  - Proceeds benefit Brees Dream Foundation
  - On-course event promotional signage provided by Drew Brees Celebrity Championship
  - Opportunity for Sponsor bounce-back offer
  - Best efforts to provide media recognition for donations
  
- **Contest Finals**
  - One contestant randomly selected for \$1,000,000 shot
  - \$1,000,000 shot taken on the 18<sup>th</sup> green prior to the Tournament check presentation on Sunday
    - Public address announcements before and after \$1,000,000 shot
    - If putt is missed contestant will receive a consolation prize



Doug Flutie, Ray Romano and John O'Hurley



### Event Exposure

- Exhibitor booth located in premium location
  - Booth available for all three days of Tournament
  - Opportunity to display signage and products
- Sponsor logo included on the Tournament sponsor board
- Sponsor logo and link on Tournament website

### Playing Positions

- Two (2) playing positions in the two-day Celebrity-Amateur Tournament (*Friday, May 18 – Saturday, May 19*)
  - Two days of Golf; paired with a different Celebrity each day
  - All inclusive: Catered Breakfast & Lunch, Hosted Bar, On-course Beverages and Snacks
- Two (2) premium gift packages Tournament shirt, Tournament wind vest, golf shoes, picture plaque, golf balls and more! (items subject to change)

### Hospitality

- **Two (2) 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
- **Two (2) 3-Day VIP 18<sup>th</sup> Green Hospitality Passes** (**all inclusive** *Friday, May 18 – Sunday, May 20*)
  - Daily Tournament Admission
  - Access to the VIP 18<sup>th</sup> Green
  - Catered breakfast & lunch daily
  - Hosted bar, beverages & snacks
  - 18<sup>th</sup> Green private seating
- **Two (2) 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

**Net Package Price: \$10,000**