



## Putt for a Car Contest!

Fans of the 2012 Drew Brees Celebrity Championship will be given the opportunity to win a car. On Saturday, May 19 and Sunday, May 20, the tournament will hold a putt for a car contest. The qualifying putt of the contest will take place on the La Costa Resort and Spa practice green adjacent to the 18<sup>th</sup> green. For only a \$2 donation, fans will get to putt for a shot at a 2012 car. Contestants who sink their putt will be entered into a drawing for a chance to putt for a 2012 car on Sunday, May 20 at the 18<sup>th</sup> green.

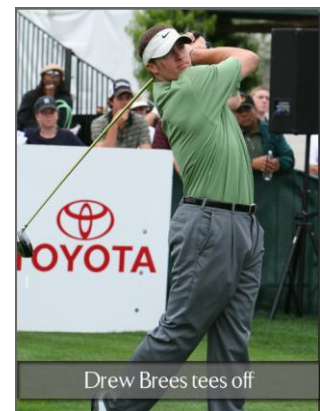
### Putt for a Car Contest

- **Qualifying**

- Opportunity to place sponsor banners around contest area (sponsor to provide banners)
  - Qualifying rounds conducted on Saturday and Sunday
- 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 to have a chance to putt for a car
- Putt for a car taken on the 18<sup>th</sup> green prior to the Tournament check presentation on Sunday, May 22
  - Public address announcements before and after putt
  - If putt is missed contestant will receive a consolation prize





### Event Exposure

- Exhibitor booth located in premium location
  - Booth available for all three days of Tournament
  - Opportunity to display signage and products
- One (1) on-course sponsor banner
- 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: \$15,000**