

“NAMING RIGHTS” Partner Package - entire event



“NAMING RIGHTS” PARTNER - Entire Event:

\$ P.O.A.

The Australian Invitational, Albert Park - December 18th-19th 2009

For example: “The YOUR COMPANY Australian Invitational

OFFICIAL EVENT NAME - becomes the key focal point of ALL pre-event & post-event publicity and advertising campaigns

- 1. Extensive representation of company participation on all “Above the Line” activity** (See ‘mainstream media package’ brochure)
- 2. Representation of company participation on all “Below the Line” activity:** Company logo will appear on promotional printed material - example: in magazine ads, on flyers & posters, on website, correspondence with players, signage around the local area & at The Albert Park Golf Club
 - Logo will appear in advertisement in the two month print media campaign leading up to the event
 - Logo will appear in an information pack given to players in PGA tournaments over the summer
 - Logo will appear on posters being put up at golf pro shops throughout Victoria
 - Logo will appear on posters at participating golf retailers and surf / skate shops as well as auto and spare parts dealerships
- 3. ALL holes- from tee to fairway to green will be predominantly signed with your branding**
- 4. Logo will appear on extensive signage at venue on day of event**
- 5. Marque at event to showcase & promote your company / brand**
- 6. Corporate hospitality marquee:** Catering for up to 40 guests on the day of the main event - Saturday 19th December*
- 7. Pro-Am:** 20 spots to play in the Pro-Am to be held Friday 18th December
- 8. Welcoming Dinner:** (20 x spots) the Friday night Welcoming Dinner with event participants and supporting partners