

THE REX HOSPITAL OPEN



Kick off your summer
and be part of the action.

TPC Wakefield Plantation
May 27 - June 3, 2012

Proceeds will benefit
the N.C. Cancer Hospital
at Rex.



rexhospitalopen.com

Be part of one of the premier events in the Triangle!



In the past, the Open has helped Rex Hospital provide more than \$6 million for much-needed medical and support services in our growing community.

The PGA Tour is also committed to helping generate revenue for charitable causes in each of their communities across the nation.

Don't miss this one of a kind opportunity!





Sponsorship Opportunities



MONDAY PINK ON THE LINKS

Presenting Sponsor ~ \$35,000

Foursome in Monday and Wednesday Official Pro-Am.
10 weekly Skybox tickets, 50 weekly VIP tickets, 250 weekly grounds passes and 4 VIP Parking Passes. 4 couples invitations to the Tuesday evening Draw Party at TPC Wakefield Plantation. Recognition as Newspaper sponsor, leaderboard sponsor.

Champagne Reception and Player Auction ~ \$5,000

Foursome in Monday Pro-Am, signage and recognition at Sunday and Monday events. Onstage speaking opportunity at Sunday reception. Recognition on all electronic leaderboards championship week. 10 weekly VIP tickets.

Pro-Am Team ~ \$1,000

Foursome in Monday Pro-Am, player gift and 8 weekly grounds passes, 8 invitations to Sunday evening Champagne reception.

Corporate Pro-Am Team ~ \$2,500

Foursome in Monday Pro-Am, player gift and 8 weekly grounds passes, 8 invitations to Sunday evening Champagne reception. Recognition on all electronic leaderboards championship week, recognition at Monday awards reception, sponsor listing on rexhospitalopen.com.

Corporate Newspaper Sponsor ~ \$2,500

All benefits described above and includes corporate presence in the News & Observer Rex Hospital Open newspaper insert.

Pro-Am Hole Sponsorship (Holes 1,10 & 18) ~ \$750

Custom Pink on the Links Hole Signage next to ladies tee box during Monday Pro-Am (leaderboard sponsor an additional \$500).

Pro-Am Hole Sponsorships (Holes 2-9 & 11-17) ~ \$500

Custom Pink on the Links Hole Signage next to ladies tee box during Monday Pro-Am (leaderboard sponsor an additional \$500)

For additional sponsorship information, contact Carson Gilbert at (919) 784-4718 or email carson.gilbert@rexhealth.com. Proceeds benefit the Rex Healthcare Foundation a 501(c)(3) tax-exempt, not-for-profit organization.



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TUESDAY PRO-AM

Presenting Sponsor ~ \$30,000

SOLD

Two Foursomes in Tuesday Pro-Am, Foursome in Wednesday Pro-Am, Foursome in Rex Corporate Challenge, 10 weekly Skybox tickets, 300 weekly grounds passes, 4 VIP Parking passes. 12 couples invitations to the Tuesday evening Draw Party at TPC Wakefield Plantation. Recognition on all electronic leaderboards. Includes corporate presence in the News & Observer Rex Hospital Open newspaper insert.

Pro-Am Team ~ \$7,000

Foursome in Tuesday Pro-Am, 4 weekly VIP tickets, 4 couples invitations to Draw Party at TPC Wakefield Plantation, opportunity to place tent on-course during the Official Pro-Am to distribute literature and promotional materials.

Play with the Pro ~ \$2,000

Single in Tuesday Pro-Am, couple invitation to Tuesday evening Draw Party at TPC Wakefield Plantation.

WEDNESDAY OFFICIAL PRO-AM

Presenting Sponsor ~ \$50,000

Foursome in Tuesday Pro-Am, Three Foursomes Official Wednesday Pro-Am, Foursome in Rex Corporate Challenge, Sponsor recognition, corporate invitations to Tuesday evening Draw Party at TPC Wakefield Plantation, 8 weekly VIP parking passes. Includes corporate presence in the News & Observer Rex Hospital Open newspaper insert.

Pro-Am Team ~ \$10,000

Foursome in Wednesday Official Pro-Am, 4 weekly VIP tickets, 4 couples invitations to Draw Party at TPC Wakefield Plantation, opportunity to place tent on-course during the Official Pro-Am to distribute literature and promotional materials.

Play with the Pro ~ \$3,000

Single in Wednesday Official Pro-Am, couple invitation to Tuesday evening Draw Party at TPC Wakefield Plantation

CORPORATE CHALLENGE

Presenting Sponsor ~ \$5,000

Two Foursomes in Rex Corporate Challenge, 8 Rex Hospital Open VIP tickets, opportunity to address participants at announcements, recognition as presenting sponsor, recognition at player awards reception.

Team ~ \$2,000

Foursome in Rex Corporate Challenge, 4 Rex Hospital Open VIP tickets.



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TOURNAMENT CORPORATE PROMOTIONS

Tournament Pairings Sheet Sponsor ~ \$1,250

1/4-page advertisement in pairings guide
Championship week, 4 weekly VIP tickets, 10 weekly grounds passes

Tee Back Fences ~ \$1,250 (Holes 2, 6, 8, 9, 12, 15, 16, 18)

Sponsor recognition behind the professional tee on one hole with corporate logo or language. Sponsor recognition on course entire Tournament week.

Tee Back Fences ~ \$1,750 (Holes 1, 10)

Sponsor recognition behind the professional tee on one hole with corporate logo or language. Sponsor recognition on course entire Tournament week.

Leaderboard Sponsor ~ \$1,250

Sponsor recognition on all electronic leaderboards, 5 weekly VIP tickets, 10 weekly grounds passes.

Hole Sponsor ~ \$1,000 (Holes 2-8 / 11-17)

Sponsor recognition near tee box and green on one hole, 4 weekly VIP tickets, 10 weekly grounds passes (promotional opportunity on electronic leaderboards for an additional \$500).

Hole Sponsor ~ \$2,000 (Holes 1, 9, 10)

Sponsor recognition near tee box and green on one hole, 4 weekly VIP tickets, 10 weekly grounds passes (promotional opportunity on electronic leaderboards for an additional \$500).

Hole Sponsor ~ \$2,500 (Hole 18)

Sponsor recognition near tee box and green, 4 weekly VIP tickets, 10 weekly grounds passes (promotional opportunity on electronic leaderboards for an additional \$500).

Side Panel Sponsor ~ \$1,250 (Holes 11, 15)

Permanent sponsor recognition on one 4.5 x 4.85 side panel on electronic leaderboard on one hole (promotional opportunity on electronic leaderboards for an additional \$500).

Side Panel Sponsor ~ \$1,500 (Putting Green)

Permanent sponsor recognition on one 4.5 x 4.85 side panel on electronic leaderboard on putting green (promotional opportunity on electronic leaderboards for an additional \$500).

Side Panel Sponsor ~ \$2,500 (Holes 9, 18)

Permanent sponsor recognition on one 4.5 x 4.85 side panel on electronic leaderboard on one hole (promotional opportunity on electronic leaderboards for an additional \$500).



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TOURNAMENT CORPORATE PROMOTIONS

**Starter Tent Sponsor ~ \$1,500
(Holes 1, 10)**

Exclusive signage beside starter tent, 4 weekly VIP tickets, 10 weekly grounds passes (promotional opportunity on electronic leaderboards for an additional \$500).

**Finishing Tent Sponsor ~ \$1,000
(Holes 9, 18)**

Exclusive signage beside finishing tent, 4 weekly VIP tickets, 10 weekly grounds passes (promotional opportunity on electronic leaderboards for an additional \$500).

Vendor Booth Sponsor ~ \$1,300

One 10' x 10' tent at clubhouse vendor village, opportunity to distribute literature or promotional materials Championship week (Thursday through Sunday), 10 weekly grounds passes and lunch provided through Tournament at Volunteer Headquarters (promotional opportunity on electronic leaderboards for an additional \$500).

Newspaper Sponsor ~ \$1,000

Corporate Logo and presence in the News & Observer Rex Hospital Open circular (promotional opportunity on electronic leaderboards for an additional \$500).

Practice Area Sponsor ~ \$1,000

Exclusive signage beside practice area, 4 weekly VIP tickets, 10 weekly grounds passes (promotional opportunity on electronic leaderboards for an additional \$500).

Putting Green Sponsor ~ \$2,000

Exclusive signage beside putting green, 4 weekly VIP tickets, 10 weekly grounds passes (promotional opportunity on electronic leaderboards for an additional \$500).

**Public Bleacher Sponsor ~ \$2,000
(Holes 1, 10)**

Sponsor recognition posted on bleacher entrance on either hole, 10 weekly VIP tickets, 25 weekly grounds passes (promotional opportunity on electronic leaderboards for an additional \$500).

Concessions Sponsor ~ \$3,000

Sponsor recognition posted on all concessions entrance signs, 20 weekly VIP tickets, 30 weekly grounds passes.

**Public Bleacher Sponsor ~ \$5,000
(Hole 18)**

Exclusive sponsor recognition posted on bleacher entrance at 18th hole, 25 weekly VIP tickets, 50 weekly grounds passes, recognition on all electronic leaderboards.



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TOURNAMENT CORPORATE PROMOTIONS

Ground Graphics ~ \$500 Marketing Opportunity

Display corporate logo on customized ground graphic to be placed strategically on-grounds around the clubhouse or in the vendor village. Cost is per graphic.

Online Corporate Partner ~ \$500

Year-long recognition on rexhospitalopen.com as donor and supporter of the Rex Healthcare Foundation and the Rex Hospital Open.

Corporate Partner ~ \$10,000

Corporate Sponsor of Tuesday evening Draw Party at TPC Wakefield Plantation with recognition at the event, 10 invitations to event, 10 weekly skybox tickets with entrance to TPC Wakefield Plantation clubhouse and dining.

Reserved Skybox Hospitality ~ \$7,000

30 seat package: exclusive area in 18th green skybox complex with 35 weekly skybox tickets printed with sponsor logo, recognition on hospitality entrance and on all electronic leaderboards, snacks and beer/softdrinks included. Food catering through tournament caterer at additional cost.

Volunteer Hat Sponsor ~ \$7,500

Embroidered sponsor logo on all volunteer hats, 25 weekly VIP tickets, 100 weekly grounds passes, recognition on all electronic leaderboards.

Viewbox Sponsor ~ \$9,000

Signage near the entrance of all VIP view boxes with sponsor's logo on all VIP tickets, recognition on all electronic leaderboards, 30 weekly VIP tickets, 10 weekly Skybox tickets, 100 weekly grounds passes.

Volunteer Shirt Sponsor ~ \$12,500

Embroidered sponsor logo on all volunteer shirts, 50 weekly VIP tickets, 150 weekly grounds passes, recognition on all electronic leaderboards, recognition in News & Observer Tournament Circular.

Family Fun Day / Saturday Sponsor ~ \$15,000

Twosome in Wednesday Official Pro-Am, 50 weekly VIP tickets, 20 weekly skybox tickets, sponsor recognition on all electronic leaderboards, recognition in News & Observer Rex Hospital Open newspaper insert and custom marketing package.

Service Appreciation Day Sponsor ~ \$25,000

Foursome in Wednesday Official Pro-Am, 50 weekly VIP tickets, 25 weekly skybox tickets, sponsor recognition on all electronic leaderboards, recognition in News & Observer Rex Hospital Open newspaper insert and custom marketing package.



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TOURNAMENT TICKETS

Ticket Sponsor ~ \$10,000

Corporate logo on all weekly grounds passes, 50 weekly VIP tickets, 150 weekly grounds passes, recognition in News & Observer Rex Hospital Open newspaper insert.

Weekly Grounds Pass	\$10	Access to on-course grounds and concessions areas
Daily VIP Parking	\$50	Exclusive parking in VIP parking lot of TPC Wakefield Plantation, must specify day, maximum of 36 available per day.
Daily Clubhouse Parking	\$40	Parking in Clubhouse lot of TPC Wakefield Plantation, must specify day, maximum of 50 available per day.
Daily VIP ticket	\$50	Access to all on-course grounds and concessions, exclusive access to all VIP view boxes which include light snacks, soft drinks and beer. Four day VIP package \$150.
Daily Skybox ticket	\$100	Access to all on-course grounds and concessions, exclusive access to all VIP view boxes and exclusive seating in 18th green skybox complex both include light snacks, soft drinks and beer. Weekend skybox food to include light hors d'oeuvres. Four day package \$300.
A Day at the Open	\$200	4 Daily VIP tickets and 1 Clubhouse parking pass.
A Week at the Open	\$700	4 Weekly VIP tickets and 1 Clubhouse parking pass.



2012 Sponsor Partnership Agreement



Sponsorship Description _____

Sponsorship \$ _____

This is an in-kind sponsorship

Please indicate how you would like your sponsorship name publicized:

Company name _____

Contact name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Mobile _____ Email _____

Sponsor's Signature _____

Sponsor's Printed Name _____ Date _____

Payment Check (Payable to Rex Healthcare Foundation) Credit Card

Check Number _____

Credit Card Number _____ Exp. _____

Name on Credit Card _____

Return contract and payment to: **Rex Healthcare Foundation**
2500 Blue Ridge Road, Suite 325
Raleigh, NC 27607
Fax: (919) 784-4481
or email pdf signed contract to carson.gilbert@rexhealth.com

*No benefits will be received until full payment and signed contract are submitted.
All payments are due no later than May 31, 2012.*

Rex Healthcare Foundation
2500 Blue Ridge Road
Suite 325
Raleigh, NC 27607
(919) 784-4718

rexhospitalopen.com