

The logo for the Lecom Suncoast Classic is centered within a white circle with an orange border. The word "LECOM" is in a large, blue, serif font, with a small blue flag icon above the "E". Below it, "SUNCOAST CLASSIC" is written in a teal, sans-serif font, with a golf ball icon replacing the "O" in "SUNCOAST".

LECOM SUNCOAST CLASSIC

THE PATH TO THE PGA TOUR

2020 SPONSORSHIP OPPORTUNITIES



A GGM & SSM COLLABORATION



ABOUT: THE COURSE

Become a driving force behind Lakewood Ranch, Bradenton, and Sarasota's newest signature event by becoming a sponsor of the LECOM Suncoast Classic!

LAKEWOOD NATIONAL GOLF CLUB

Located in Lakewood Ranch, FL and inspired by the golden age of golf course architecture, Lakewood National is an intriguing golf course with a **beautiful, natural feeling**. The architecture embodies the spirit and tradition of America's **classic** golf courses while exhibiting a **contemporary interpretation** to their enduring standard.

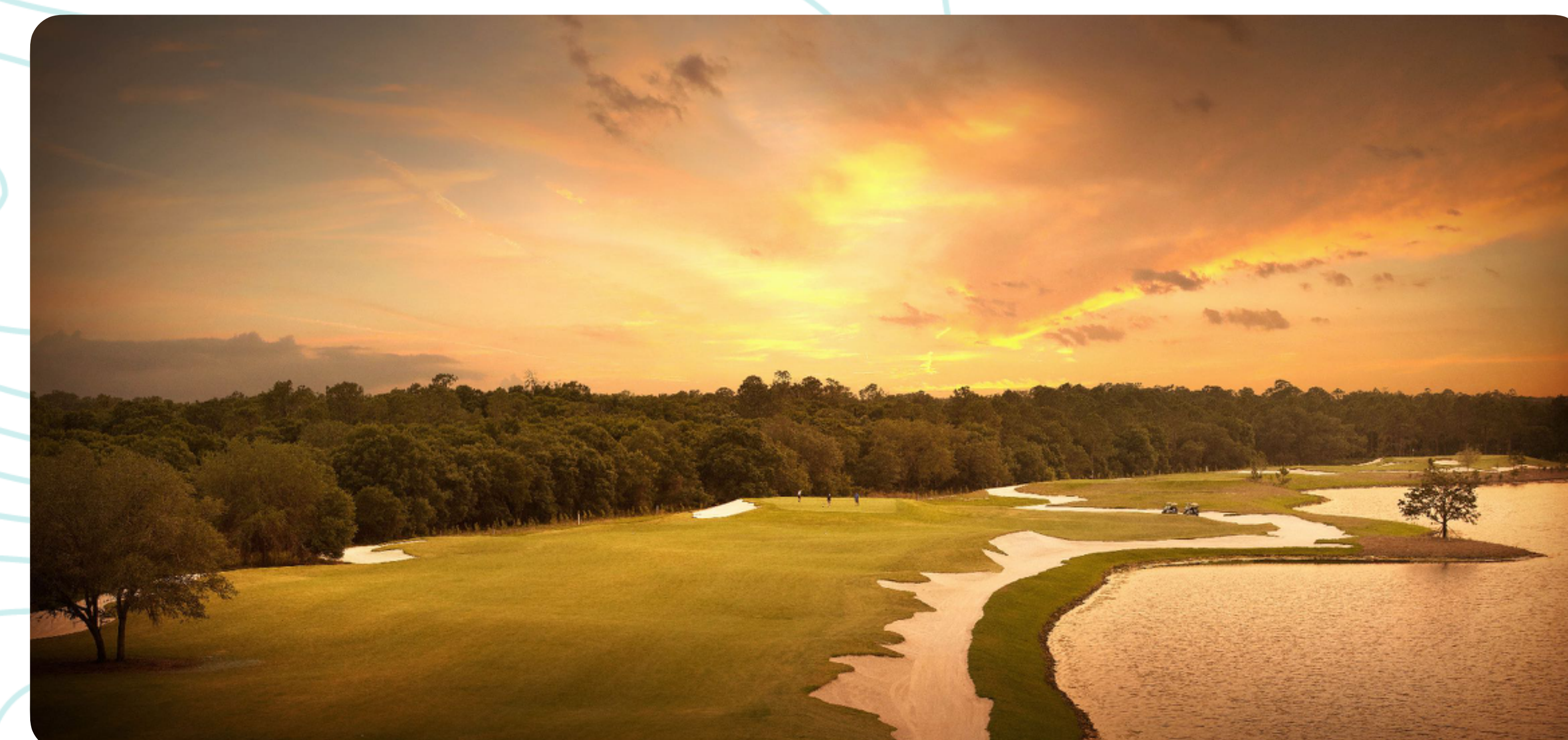
The course takes you on a journey over **broad rolls, long ridges, unexpected dips**, over and alongside **broad ponds** and next to **delicate wetland preserves** to offer an exhilarating experience for everyone to enjoy.

The beauty, strategy, recovery options, and shot values challenge your intellect and allow you to discover and unlock the best ways to navigate the course.

Lakewood National is a special place.



FEB 13-16, 2020





ABOUT: KORN FERRY TOUR

2019 Attendance: 17,500 >> 2020 Expected Attendance: 25,000+

Your company can become an exclusive partner of the LECOM Suncoast Classic, a PGA TOUR sanctioned tournament, providing you with a first-class platform to entertain customers and guests, and to build your brand.

ALUMNI SUCCESS

500+
PGA TOUR wins

23
Major championship wins

5
FedExCup champions

82%
of current PGA TOUR
membership started on
the Korn Ferry Tour



OUR AUDIENCE

EDUCATED & AFFLUENT

39%
More likely to Have a Post Grad Degree

78%
More likely to Have a Vacation Home

142%
More Likely to Personally Own \$250K
or More In Investments

BUSINESS DECISION MAKERS

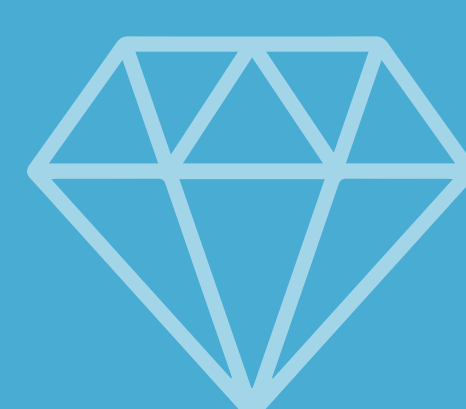
63%
More likely to be in C-suite

55%
More likely to be a Vice President/Top
Management

69%
More Likely to Make B2B Purchases
of \$1M+

PREMIER PARTNER OPPORTUNITY

As a Premier Partner, you will receive unique experiences and special recognition throughout the tournament and throughout the year. Your commitment to the LECOM Suncoast Classic and our community will be celebrated on an exclusive level.



PREMIER PARTNERS



\$35,000

Client Entertainment

1 Wednesday Pro-Am Team
10 weekly VIP Champions Club Passes (Thurs-Sun)
4 Weekly Player's Lot Parking Passes
Year-round access to golf at Lakewood National Golf Club

Branding

* Customize an impactful and extensive branding strategy to highlight your business

Unique Opportunities

* Inside the Ropes Access
* Invitations to a Private Clinic conducted by a Korn Ferry Tour Professional
* Involvement and acknowledgement during the Trophy Presentation on the 18th Green
* Access to select PGA TOUR events throughout the year
* Behind the Scenes Tour during tournament week



18TH GREEN SUITES

Enjoy your reserved suite and private seating, while taking advantage of the turnkey nature of the shared bar and buffet area.

- Sixteen (16) seat suite on 18th green
- Twenty-five (25) tickets per day
- Food, beer, wine, select spirits and soft drinks included
- Company logo branding in suite
- Company logo displayed on tournament website
- Company logo rotated on 5 LED scoreboards
- One (1) hole sign - located on tee box of your choice, based on availability
- Access to upgraded restrooms
- Korn Ferry Tour player visits

INVESTMENT: \$25,000



Conditioned Air®
The Comfort People Since 1962®

CHAMPIONS CLUB

All-inclusive hospitality experience with an upgraded view of the action on the 18th green. See and be seen at the premier social and networking venue of the year!

- Elevated, shared hospitality tent
- Premium tables & seating throughout the tent
- Food, beer, wine, soft drinks, & limited spirits included
- Access to upgraded restrooms
- Korn Ferry Tour player visits

INVESTMENT:

1-7 passes: \$175/per person/per day

8+ passes: \$150/per person/per day

Reserved table of 4 at the front of the tent: \$4,000 per table/per week (additional passes can be added on at \$150 per person/per day). INCLUDES COMPANY LOGO ON TABLE!

Play inside the ropes with TWO! Korn Ferry Tour PGA TOUR professionals in a one-of-a-kind event presented by Short Par 4! Each team will play with one pro on the front 9 and a different pro on the back 9 for the ultimate pro-am experience!

WEDNESDAY, FEBRUARY 12, 2020

- Four (4) amateur playing positions with morning or afternoon tee times
- Eight (8) invitations to the Tuesday night Pro-Am Pairings Party
- Four (4) custom gift packages provided by Short Par 4
- All-inclusive food and beverage during pro-am day
- Company listing on tournament sponsor board (if applicable)
- Company listing on tournament website (if applicable)
- 16 general admission grounds tickets (4 per day or choose your days)
- **INVESTMENT: \$6,000**
- *Upgrade your grounds tickets to VIP Champions Club tickets and pay \$8,000 (a savings of \$400!)*



A LIMITED NUMBER OF TEAMS ARE AVAILABLE FOR THE 2020 EVENT!

The LECOM Suncoast Classic Ambassadors are select business and community leaders whose support provides the foundation of the tournament's success

Ambassador Benefits

- VIP status that includes exclusive, all access, behind the scenes credentials and on-site parking
- 4 additional tickets per day to the Champions Club, an all-inclusive hospitality area on the 18th green
- Exclusive tournament attire
- Recognition at and invitations to all tournament related events
- Exclusive, year-round Ambassador functions
- 1 playing position in the Pro-Am Tournament
- Introduction and inclusion at Sunday's championship awards ceremony
- 4 rounds of golf at Lakewood National Golf Club
- On-course signage recognition
- Tournament website recognition
- Company logo displayed on electronic scoreboards during tournament week
- Media recognition

INVESTMENT: \$7,500 ANNUALLY



BRANDING OPTIONS

GOLD		SILVER		BRONZE	
Pro-Am Naming Rights	SOLD!	Practice Facility Sponsor	SOLD!	Walking Challenge Sponsor	\$4,000
Volunteer Program Naming Rights	SOLD!	Media Day Sponsor	SOLD!	Fairway Sign	\$4,000
Champions Club Naming Rights	SOLD!	Daily Round Sponsor - Thur, Fri, & Sat Available	\$7,500	Tee Back Sign - 1 Available	\$4,000
Official Auto Partner	SOLD!	Military Caddie Program Sponsor	\$7,500	Hole Sign - 4 Available	\$2,500
Patriot's Patio Naming Rights	\$25,000	Charity Birdie Hole Sponsor	\$7,500	Expo/Vendor Booth	\$2,500
18th Green Public Seating Naming Rights	\$20,000	Junior Clinic Sponsor	\$5,000	LED Leaderboard Rotational	\$2,000
Family Fun Day/Fan Fairway Naming Rights	\$15,000	Post-Round Happy Hour Sponsor	\$5,000	Spectator Guide	\$1,500
Bottom Leaderboard Panels (5 total)	SOLD!	Golf Cart Sponsor	SOLD!	Website Logo	\$1,500
Side Leaderboard Panels (5 total)	\$15,000	Starter Tents on 1 & 10	\$5,000		
Executive Women's Breakfast Naming Rights	SOLD!	Hole 1, 9, 17 Bleacher Sponsor	\$5,000		