

# Presenting Sponsor



## Join us for a fun-filled weekend.

Celebrate life and raise awareness of breast cancer at the 22nd Annual American Airlines Celebrity Golf & Tennis Weekend benefiting Susan G. Komen, October 6-9, 2016. Join golfers, tennis players, celebrities and supporters of the Foundation at the Park Hyatt Aviara Resort in Carlsbad, California, where you will mingle with celebrities from across the country, play golf at both Aviara and the Del Mar Country Club, tennis at Aviara and enjoy nightly dining and entertainment.

## Your support means everything to breast cancer patients.

Breast cancer is the leading cause of death for women ages 40 to 59, and more than 75 percent of all breast cancer deaths occur in women 55 years of age and older. By participating in the 21st Annual American Airlines Celebrity Golf & Tennis Weekend, you will be supporting the ongoing efforts of Susan G. Komen, whose mission is to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment.

## Everyone will be there.

Upscale professionals from virtually all walks of life will gather in support of Susan G. Komen, to raise awareness of the disease while raising funds for its cure. American Airlines Celebrity Golf & Tennis Weekend is a perfect opportunity to entertain clients, give as a gift, reward exceptional efforts of an employee or simply treat yourself.

## Your company will benefit in many ways.

Your company will enjoy product exclusivity as the **Presenting Sponsor**. In addition to the opportunity to positively impact thousands of women, as the **Presenting Sponsor** you would receive the following event benefits:

### Sponsor the following functions:

- Golf tournament on both Friday and Saturday

### Print and Web Page Exposure and Recognition:

- Presenting Sponsor logo displayed prominently on all event web pages
- Sponsor name included on all on-site print materials distributed to guests, as well as visual and podium announcement on site
- One :60 second commercial aired at the event during each nightly dinner function
- Opportunity to place an "inflatable" on the golf course
- Product exclusivity
- Opportunity for event web site hyper-link to sponsor's web page
- Opportunity to include full-page, four color advertisement, in the event program book\*
- Sponsor logo to be prominently displayed in the event program book (sponsor page)
- On-course promotional PA announcements by event announcer from 1st tee box
- Sponsor name to be featured at the golf course on tee box or green signage
- Sponsor logo on the event web site (sponsor page)
- Opportunity to display sponsor banners on golf course and tennis courts
- Sampling opportunities will be available at the golf course and hospitality suite

### Product Exposure may occur in the following venues:

- Promotional products may be included in event gift bag

## We'll show you and your guests a tremendous time.

As a **Presenting Sponsor** of the American Airlines Celebrity Golf & Tennis Weekend, you will have the opportunity to play golf (each participant will play one round with a celebrity), enjoy exceptional accommodations, meals and entertainment, while raising awareness of breast cancer and funding for its cure. Your corporate sponsorship will include:

- Thirty-six (36) guest packages
- Thirteen (13) double-occupancy rooms (2 guests to a room) and five (5) suites (2 guests to a suite)
- Ten (10) First Class tickets, twenty-six (26) Coach Class tickets

## You will have a positive impact on the lives of thousands.

- As a **Presenting Sponsor** of the American Airlines Celebrity Golf & Tennis Weekend benefiting Susan G. Komen, you will receive all of the above stated benefits for a contribution made payable to Susan G. Komen of **\$360,000.\*\***

\* Advertising materials for the event's Program book due no later than September 1, 2016.

\*\* All contributions should be made payable to AA Celebrity Golf & Tennis benefiting Susan G. Komen and are tax-deductible to the fullest extent allowable by law.