



**GATEWAY CLASSIC**  
at **Longbow Golf Club**

February 17 - 22, 2015



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PUISITE**

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**TOURNAMENT PARTNERSHIP  
OPPORTUNITIES**





# WHAT IS THE SYMETRA TOUR?

## THE SYMETRA TOUR PRODUCES STARS

There are over 600 alumnae of the Symetra Tour that have played on the LPGA Tour. In 2014, Kim Kaufman won the Volvik Championship and later made a splash on the LPGA Tour. She posted two top-10 finishes in her rookie season on the LPGA. Kaufman might be the next in a long line of Symetra Tour winners turned household names on the LPGA Tour.



### INBEE PARK

- Posted 11 top-10 finishes in 2006 on the Symetra Tour
- Five-time LPGA Tour major champion
- LPGA Rolex Player of the Year in 2013

### NICOLE CASTRALE

- 2-time winner in 2005 on the Symetra Tour
- Played on the U.S. Solheim Cup teams in 2007 and 2009
- Won on the LPGA Tour in 2007



### LORENA OCHOA

- 3-time winner in 2002 on the Symetra Tour
- 27 victories on the LPGA Tour
- LPGA Tour Player of the Year from 2006-2009



### MO MARTIN

- Played on Symetra Tour from 2006-2011 and won three times
- Won the 2014 RICOH Women's British Open
- Led LPGA Tour in driving accuracy in 2013 and 2014



- ▶ Road to the LPGA
- ▶ Official Qualifying Tour of the LPGA
- ▶ Top-10 money winners each year earn LPGA Tour Card Status
- ▶ 51% of new members on the LPGA come from the Symetra Tour
- ▶ Over 300 alumnae are current LPGA members and more than 500 alums have moved on to the LPGA

## TOURNAMENT PARTNERSHIP OPPORTUNITIES





# WHAT IS THE SYMETRA TOUR?



## GOLF'S GLOBAL TOUR

**116**  
International  
Players

### WINS BY COUNTRY IN 2014

- UNITED STATES - 10
- CANADA - 2
- SOUTH KOREA - 2
- TAIWAN - 2
- CHINA - 1
- NORWAY - 1
- VENEZUELA - 1



# TOURNAMENT PARTNERSHIP OPPORTUNITIES





# TOURNAMENT FACTS PART 1



## GATEWAY CLASSIC at **Longbow Golf Club**

- TOURNAMENT DATES ▶ February 17 - 22, 2015
- LOCATION ▶ Longbow Golf Club, Mesa, Az.
- FORMAT ▶ 54-Hole Stroke Play Competition
- PURSE ▶ \$100,000

2014 WINNER **ALENA SHARP** ▶

Current LPGA Tour Member

COURSE ▶



## TOURNAMENT PARTNERSHIP OPPORTUNITIES



ROAD TO THE LPGA



# TOURNAMENT FACTS PART 2

## TOURNAMENT SCHEDULE

### Tuesday, February 17

- ▶ Junior Clinic with First Tee of Phoenix and Mesa Public Schools

### Wednesday, February 18

- ▶ Player Practice Rounds
- ▶ Official Pro-Am Tournament (1:00pm shotgun start)
- ▶ Awards and Dinner to follow golf
- ▶ Meet the Pros Reception

### Thursday, February 19

- ▶ Official Pro-Am Tournament (8:00am shotgun start)
- ▶ Awards and Lunch to follow golf
- ▶ Player Practice Rounds

### Friday, February 20

- ▶ First Round of Tournament Play (AM & PM Waves)

### Saturday, February 21

- ▶ Second Round of Tournament Play (AM & PM Waves)
- ▶ Cut to low 70 players and ties following the Second Round

### Sunday, February 22

- ▶ Final Round of Tournament Play (Single Tee Start)
- ▶ Tournament Trophy and Check Presentation



## TOURNAMENT PARTNERSHIP OPPORTUNITIES



ROAD TO THE LPGA



# HOSPITALITY PARTNERSHIPS

## \$15,000 LEVEL

### Pro-Am Sponsor

Title sponsorship of the Tournament Pro-Am allows your company to entertain key customers in the Tournament Pro-Am, at the Meet the Pros Reception and in the VIP Hospitality Tent during the competitive tournament days

#### Pro-Am Sponsor will receive the following:

- ▶ Official Status and Designation with the naming rights to the Tournament Pro-Am (Wed. or Thurs. Pro-Am)
- ▶ Company logo on all Pro-Am marketing materials and promotional collateral
- ▶ Company logo on Pro-Am gifts
- ▶ Ability to conduct onsite tournament promotions
- ▶ Four (4) teams in the Tournament Pro-Am (all inclusive food and beverage and gift packages for all participants)
- ▶ Twenty (20) invitations to the Meet the Pros Reception for all Pro-Am participants and sponsors
- ▶ Thirty (30) VIP Hospitality tickets per day (Friday – Sunday) inclusive of complimentary food and beverage
- ▶ Onsite hole signage

### Meet the Pros Reception Sponsor

Host the exclusive Meet the Pros Reception on Wednesday of tournament week where Symetra Tour Professionals come together with Sponsors and other VIP's in an evening of casual fun to kick-off tournament week

#### Meet the Pros Reception Sponsor will receive the following:

- ▶ Official Status and Designation with the naming rights to the Tournament Meet the Pros Reception
- ▶ Company logo incorporated into a Meet the Pros Reception logo
- ▶ Company logo on all Invitations to the Meet the Pros Reception, Pro-Am marketing materials and tournament promotional collateral
- ▶ Four (4) teams in the Tournament Pro-Am (all inclusive food and beverage and gift packages for all participants)
- ▶ Fifty (50) invitations to the Meet the Pros Reception for all Pro-Am participants and sponsors
- ▶ Thirty (30) VIP Hospitality tickets per day (Friday – Sunday) inclusive of complimentary food and beverage
- ▶ Onsite hole signage



# TOURNAMENT PARTNERSHIP OPPORTUNITIES

SYMETRA<sup>®</sup>  
TOUR



ROAD TO THE LPGA



# EXPOSURE PARTNERSHIPS

## \$7,500 LEVEL



Discover the options for greater brand exposure by choosing an exposure package that increases the attention your company deserves. As a first-rate event, the Gateway Classic at Longbow GC delivers on quality and the right target demographics which will establish a positive corporate image for your business. On-course signage, presenting partnerships and on-site exhibit space will provide the desired visual impact for your company

### \$7,500 Level Sponsors will receive the following:

- ▶ Logo placement on-site on tournament signage that corresponds with your partnership
- ▶ Logo placement on tournament volunteer apparel (Volunteer Sponsor ONLY)
- ▶ Two (2) teams in the Pro-Am (6 spots)
- ▶ Twelve (12) 3-day VIP Hospitality tickets
- ▶ Twelve (12) Invitations to the Meet the Pros Reception
- ▶ Logo placement on tournament hole signs

### Opportunities at the \$7,500 Level

- ▶ VIP Hospitality Tent Sponsor
- ▶ Volunteer Sponsor
- ▶ Leaderboard Sponsor
- ▶ Main Scoreboard Sponsor



# TOURNAMENT PARTNERSHIP OPPORTUNITIES





# EXPOSURE PARTNERSHIPS \$5,000 LEVEL

**\$5,000 Level Sponsors will receive the following:**  
Logo placement on-site on tournament signage that corresponds with your partnership

- ▶ One (1) team in the Pro-Am (3 spots)
- ▶ Twelve (12) 3-day VIP Hospitality tickets
- ▶ Six (6) Invitations to the Meet the Pros Reception
- ▶ Logo placement on tournament hole signs

**Opportunities at the \$5,000 Level**

- ▶ Golf Cart Sponsor (approx.. 80 golf carts used during tournament week)
- ▶ Junior Clinic Sponsor



## TOURNAMENT PARTNERSHIP OPPORTUNITIES

  
SYMETRA  
TOUR

  
LPGA

ROAD TO THE LPGA





# EXPOSURE PARTNERSHIPS

## \$3,000 LEVEL



### \$3,000 Level Sponsors will receive the following:

- ▶ Logo placement on-site on tournament signage/ opportunity that corresponds with your partnership
- ▶ One (1) team in the Pro-Am (3 spots)
- ▶ Eight (8) 3-day VIP Hospitality tickets
- ▶ Six (6) Invitations to the Meet the Pros Reception
- ▶ Logo placement on tournament hole signs

### Opportunities at the \$3,000 Level

- ▶ Caddie Bib Sponsor (logo on approx.. 80-100 caddie bibs)
- ▶ Driving Range Sponsor
- ▶ Putting Green Sponsor
- ▶ Standard Bearer Signs



# TOURNAMENT PARTNERSHIP OPPORTUNITIES



ROAD TO THE LPGA



# OFFICIAL TOURNAMENT PRO-AM

Play with the best at the Gateway Classic at Longbow GC Official Pro-Am Wednesday, February 18th or Thursday, February 19th.

The Pro-Am provides the opportunity to play golf with a LPGA Symetra Tour professional on one of the finest courses in Arizona — Longbow Golf Club. Don't miss the unique opportunity to play with a Symetra Tour professional in the Official Tournament Pro-Am. The Pro-Am allows you to play with, and get to know a Symetra Tour professional for the 18 hole "Scramble" format. Each team will consist of one Symetra Tour professional and three amateurs. You will also enjoy a lively Meet the Pros Reception the Wednesday of tournament week.

### Pro-Am Information:

Dates: Wednesday, February 18th at 1:00 p.m. or Thursday, February 19th at 8:00 a.m.

Format: Scramble

Teams: 3 Amateurs + 1 Symetra Tour Professional

### Each Pro-Am Participant will receive the following:

- ▶ One round of golf with an LPGA Symetra Tour professional at Longbow GC
- ▶ One (1) invitation for two (2) to the Meet the Pros Party
- ▶ One (1) deluxe Pro-Am gift package (Value \$200)
- ▶ Two (2) VIP Hospitality Tickets to the Gateway Classic at Longbow GC
- ▶ Breakfast, lunch or cocktail reception on the Pro-Am day

**Pro-Am Team: \$2,000**



## TOURNAMENT PARTNERSHIP OPPORTUNITIES



ROAD TO THE LPGA