NAMING & BRANDING OPPORTUNITIES

APRIL 26 - MAY 2, 2021
INNISBROOK RESORT
Branding Opportunities - 2021
Tee Box Sign

The **Tee Box** sign featuring your corporate logo will be displayed on one (1) hole of the Copperhead Course. The tee box sign will be up all week during four rounds of PGA TOUR golf, three pro-am events, practice round and will be visible to all spectators on the course during tournament week. *Sold out in 2019!*

Investment: $3,000
18th Green Exhibitor Tents at the Valspar Championship

Fan Zone Expo Tent
A 10’x10’ Fan Zone Expo Tent provides access to all spectators during tournament week. These tents will be located in a high-traffic area and will offer the opportunity to distribute collateral to promote your goods and services. Your company will receive one (1) Fan Zone Expo Tent including the following:

10’ x 10’ Fan Expo Tent in the Valspar Championship Fan Zone
• Signage featuring corporate logo
• Includes table and chairs
• Credentials and Parking for Staff

2021 Partnership - $6,500

Call for pricing on a 20’ x 20’ Fan Expo Tent
**Pairings Guide Advertisement**

65,000 + **Pairings Guides** will be provided to patrons and spectators attending the 2021 Valspar Championship. The Pairings Guides are FREE and will be distributed at all entrances, hospitality venues, concessions and information booths, Wednesday – Sunday of tournament week.

2021 Investment - $5,000 (full-page color advertisement)
Copperhead 5K Sponsorships

The Copperhead 5K Gold sponsorship package includes the following:
- Corporate Logo on Welcome Partner Sign
- Corporate Logo on Post Party Thank You Sign
- Corporate Logo on Participant’s Shirt
- Corporate Logo on Participant Info Guide
- Company Partner Name Listing on Copperhead 5K Website
- Ten (10) complimentary participant entries

**Gold Sponsorship Investment: $5,000**

The Copperhead 5K Silver sponsorship package includes the following:
- Corporate Name Listing on Welcome Partner Sign
- Corporate Name Listing on Post Party Thank You Sign
- Corporate Name Listing on Participant Info Guide
- Company Partner Name Listing on Copperhead 5K Website
- Five (5) complimentary participant entries

**Silver Sponsorship Investment: $2,500**
All-Star Kids Clinic

The All-Star Kids Clinic will take place during tournament week on Tuesday, April 27th at 4pm. The Tesori Family Foundation All-Star Kids Clinic is partnering with the Valspar Championship and area chapters of The First Tee to host a golf clinic for the special needs community in the Bay Area. The foundation will host 25 children with special needs for a one-of-a-kind golf clinic alongside PGA TOUR players and caddies, who volunteer their time to assist with skill stations on the practice green.

All-Star Trophy Sponsorship:
• Company name/logo in official All-Star Kids Clinic logo
• Company name/logo on collateral pieces and signage
• Company name/logo on Tesori Family Foundation website
• Recognition in event news releases and social media
• Opportunity to include marketing materials in welcome bags
• Two commemorative photo books of the event
• Exclusive Webb Simpson and Paul Tesori autographed item
• Four (4) week-long grounds tickets

Donation: $3,500 (1 available)

Golf Station Sponsorship:
• Signage with name or company logo at event
• Signage with name or company logo at sponsored station
• Recognition in event news releases and social media
• Opportunity to include marketing materials in welcome bags
• One commemorative photo books of the event
• Exclusive volunteer positions
• Two (2) week-long grounds tickets

Donation: $1,000 (3 available)
All-Star Kids Clinic

Dinner Sponsorship:
- Signage with name or company logo at area designated for dinner
- Recognition in event news releases and social media
- Opportunity to include marketing materials in welcome bags
- One commemorative photo books of the event
- Exclusive volunteer positions
- Two (2) week-long grounds tickets

Donation: $750

In-Kind Donations:
If you are unable to join us, yet want to support our program, please consider providing in-kind support.

Examples of in-kind donations include, but are not limited to:
- Water bottles
- Sporting event tickets
- Golf towels and balls
- School supplies
- Snacks
- Sports drinks
- Entry into parks
The Valspar Championship will host a year-round Saturday morning radio show from 8am – 9am with co-host Jay Recher. The show will feature many topics across the realm of golf, including interviews with some of golf’s greatest ambassadors and industry leaders.

Package 1 - $13,000
• 30 second spot each week on radio show (52 weeks)
• Featured as Segment Sponsor each week
• Editorial all about sponsor (4 times throughout year)

Package 2 - $6,500
• 30 second spot each week on radio show (52 weeks)

Package 3 - $1,000
• Featured as Segment Sponsor for one month / 4 weeks
Naming Rights/Title Sponsor - 2021
Naming Rights: Fan Mobile Phone Charging Kiosks

The Phone Charging Kiosks will be provided complimentary to all fans on-site. Three (3) kiosks will be located near highly trafficked areas of the main gate area behind the 18th green, the practice facilities and 17th hole.

Fans will be asked to swipe their credit card in order to open the charging slot, but their card will not be charged.

Branding can be done on the graphic panel, touch screen and video content.

Tech Data was the 2018 sponsor to give you an image of the kiosks.

Total Investment: $20,000

ValsparChampionship.com | April 26 - May 2, 2021 | Innisbrook Resort
FREE Special Needs Shuttles and Shuttle Maps will be provided to physically-challenged patrons attending the tournament. The shuttles will be located in eight (8) high-traffic locations throughout the course on Wednesday, April 28 – Sunday May 2, 2021.

Main Entrance Eight (8) Shuttle Stops and Maps:
1. 18th green (Merchandise Tent/Fan Expo area)
2. Military Appreciation Suite (16th green)
3. Hooters Owl's Nest (12th green/13th tee)
4. Chillounge (8th/9th fairway)
5. Gate #4 entrance (4th green)
6. Gate #8 (8th green)
7. Gate #11 (11th Fairway/Private Suites Parking)
8. Gate #14 (14th green/Private Suites)

2021 Partnership - $15,000
(Waiting on sponsor’s renewal)
Pairings Cover Boxes

65,000 + **Pairings Guides** will be provided to patrons and spectators attending the 2021 Valspar Championship. The Pairings Guides are FREE and will be distributed at all entrances, hospitality venues, concessions and information booths, Wednesday – Sunday of tournament week.

Logo/Name on 6 new Pairings Guide Boxes *(Pictured on the right)*

Total Investment: $20,000
Gate Sponsor

Gate Sponsor Package

• Naming rights as Gate Sponsor (Thursday & Friday available)

• Gate Sponsor has the opportunity to hand out a branded small item to fans as they enter course *approved by Tournament office

• Sponsor logo will be on all gate entrance signs (6 gates)

• 50 GAD tickets to Tournament

2021 Partnership:
$15,000 (Thursday & Friday Remaining)
Fan Zone Seating (Bleachers)

Fan Zone Seating
The Fan Zone Seating Sponsor of all Tournament public bleachers will have their corporate logo displayed by the 1st, 4th, 9th, 10th, 12th, 13th, 14th, 17th, and 18th bleachers. They will be the presenting sponsor for fans to enjoy comfortable seating while watching the best PGA TOUR golfers in the world.

• Logo signage on every public bleacher around course (except driving range)
• Listed as sponsor on Tournament website

• Total Investment: $15,000
Another Round: Happy Hour Friday

Join us for fun and drinks Friday April 30th, from 4-7pm on the Osprey Range. Another Round: Happy Hour Friday will feature 5 food trucks, beverage concession, Anheuser-Busch/Great Bay sampling area featuring craft beers. There will also be music provided by a DJ and celebrity appearances by Ronde Barber and PGA TOUR Major Champion / World Golf Hall of Famer, Nick Price. Another Round will be open to all Friday ticketholders.

Another Round Sponsor Package
• Recognition within Another Round event logo
• Welcome signage at Osprey Range
• Inclusion in tournament schedule of events on website, fan guide, ticket brochure, welcome bus video, Friday pairings guide
• Inclusion in 3 social media posts and e-blasts
• Twenty (20) Friday ground tickets with
  - 5 Red Lot parking passes for Friday
• Four (4) Friday Champions Club Hospitality tickets with
  - 1 Valet parking pass for Friday

2021 Investment: $20,000
DEX Imaging Champions Club
Presented by ________________

The DEX Imaging Champions Club is a premier shared hospitality venue located on the 18th green. The Club is designed for corporate and social entertainment and offers an enclosed air-conditioned suite with open air stadium seating. Relaxed table seating is also available while enjoying an all-included lunch buffet, hors d’oeuvres, desserts and a full-service premium bar.
Ticket Sponsor – 2021

Official & Exclusive Sponsor:
Ticket Sponsor:
• Your logo will appear on the Valspar Championship printed and Ticketmaster tickets
• Your logo will be featured on the Valspar Championship website
• A link to your company’s website on the Valspar Championship (website) ticket page
• Social media, e-blasts and e-letter sponsor recognition

Signage & Branding:
• 1 tee box sign
• PGA TOUR LED sponsor boards (Tournament Week)
• Prominent logo recognition on the Military Sponsor Boards (color logo)
• Pairings Guide sponsor listing
• Signage on the Official and Exclusive Partner Boards
• Color logo recognition on the Birdies Challenge sponsor boards (Military Suite)
Ticket Sponsor - 2021

Hospitality Package:

Good-Any-Day Tickets:
• 100 good-any-day tickets

Military Appreciation Suite:
• 2 Pinch A Penny Military Appreciation Suite tickets per day (Thursday - Sunday)
• 1 Yellow Lot parking pass per Day (Thursday - Sunday)

18th Green DEX Imaging Champions Club Package:
• 2 DEX Imaging Champions Club Suite tickets per day (Thursday - Sunday)
• 1 Valet parking pass (Thursday - Sunday)

Golf Package:
• 1 foursome in the Valspar Sponsor Golf Outing

2021 Partnership - $30,000
(Waiting on sponsor’s renewal)
The 15th Green Cabanas – 2021

Naming Rights to the 15th Green Cabanas – 2021
Naming Rights:
• Color logo/signage on the main entrance sponsor board header (Tournament Week)
• Color logo/signage on the main entrance sponsor board body of sign (Tournament Week)
• Pairings Guide sponsor listing (Tournament Week)

Hospitality Package:
15th Green Cabana Package:
• Private open-air cabana on the 15th Green (Select-A-Day)
• 10 cabana tickets (select-a-day)
• 20 good-any-day tickets
• 4 Red Lot parking passes (select-a-day)
• Full-service premium bar (all-included)
• Interior lounge seating
• Televisions
• Private cabana sign
• Air-conditioned unit available if needed
The Snake Pit Club - 2021

Naming Rights 17th Green Snake Pit Club:
(Tournament will provide)

- Prominent color signage on the main entrance signs and Snake Pit Club sponsor board
- Prominent color signage inside the Snake Pit Club
- Prominent color signage on interior gables
- Prominent signage on all Snake Pit Club bars
- Course maps/locator boards for the Snake Pit Club
- Directional signs for the location of the Snake Pit Club
- Branding inside the Snake Pit Club
- Co-branded plastic cups, cocktail napkins, color logo wristbands, and centerpieces
- Decal stickers on all bar rails

SOLD OUT
The Snake Pit Club - 2021

Signage and Branding Elements:
• LED sponsor boards (Tournament Week)
• 1 full-page 4-color advertisement in the Valspar Championship Pairings Guide
• Color logo on the Official and Exclusive Sponsor Board
• Snake Pit Club Partner board
• Valspar Championship website listing

Hospitality Package:
Company will receive one 17th Green Snake Pit Club package:
• 10 Snake Pit Club tickets per day (Thursday – Sunday)
• 40 good-any-day tickets (grounds access)
• 6 Yellow Lot VIP parking passes per day (Thursday – Sunday)

VIP Parties/Entertainment:
• 4 VIP invitations to the Valspar LIVE concert
• 4 invitations to the Tuesday night Copperhead and pairings party
Naming Rights to the Family Fun Zone - 2021

Title Sponsor of the Family Fun Zone at the 2021 Valspar Championship (Sponsorship Available)

Signage and Branding:
- Prominent signage at the entrance to the Family Fun Zone
- Prominent signage inside the Family Fun Zone
- Recognition on the Valspar Championship gate flyer
- Footprints leading along the cart path to the Family Fun Zone
- Corporate logo/name will appear on the LED sponsor boards and social media area
- Corporate logo/name will appear on six (6) course maps
- Corporate logo/name will appear on one (1) tee box sign
- Name will appear on two (2) directional signs
- Corporate logo/name will appear on the DEX Imaging Champions Club sponsor board
- Recognition in the Valspar Championship Pairings Guide and PGA TOUR App
- Social Media: Facebook, Twitter, Instagram and Valspar Championship website

SOLD OUT
Hospitality:
18th Green DEX Imaging Champions Club (Thursday – Sunday)
• 4 - 18th Green DEX Imaging Champions Club Suite tickets per day
• 2 valet parking passes per day (Thursday – Sunday)
• 4 Red Lot parking passes per day (Thursday – Sunday)

Good-Any-Day Tickets:
• 25 good-any-day tickets (grounds access)

Entertainment:
• 4 VIP invitations to the Valspar LIVE concert

Sponsor Golf Outing:
• 4 spots (1 foursome) in the Valspar Championship sponsor golf outing

2021 Partnership: $25,000 (Sponsorship available)
Valspar LIVE presented by Chick-fil-A Concert

Concert open to all Friday tournament ticketholders, attended by 8,000-12,000 fans each year. Located on second Innisbrook driving range directly next to the 14th green, centered within Innisbrook Resort.
Valspar LIVE! Concert – 2021

Presenting Sponsor of the Friday Night Valspar LIVE! Concert (April 30th, 2021)

- Recognition as presenting sponsor of the concert on all schedules of events, mentions on sales collateral, website, pairings guide, concert signage and related materials
- Recognition in 100+ concert promotional radio ads on US FM 103.5
- An executive will have a speaking role at the beginning of the concert
- Inclusion of logo in the Valspar LIVE! logo
- Exclusive artist meet & greet for four (4) guests
- Social media/e-newsletter/sponsor recognition
- Corporate logo recognition on the 17th Green Benchmark Snake Pit Club sponsor board
- Logo recognition on the tournament LED boards at 15th/17th/18th greens (Monday-Sunday) and PGA TOUR LED sponsor boards (Monday-Wednesday)
- Full-page 4-color advertisement in 65,000 pairings guides
- Pairings guide sponsor listing
- 20 VIP tickets to the Valspar LIVE! concert (front section seating, food and beverages included)

Hospitality Package:
- 1 corporate table in the Benchmark Snake Pit Club
- 10 suite tickets per day (Thurs-Sun)
- 40 good-any-day tickets
- 6 Yellow Lot parking passes per day

Golf Package:
- 1 foursome in the Monday After Challenge
- 1 foursome in the exclusive Valspar Sponsor Golf Outing

2021 Partnership - $50,000

SOLD OUT
Official Wine Sponsor - 2021

Josh Cellars is the Official & Exclusive Wine of the Valspar Championship. This exclusivity will include the following:

• Caterer and Innisbrook Resort will purchase exclusively all wine from Josh Cellars
• Josh Cellars will be the exclusive wine served in all Valspar Championship hospitality areas, private parties, Tournament related functions, and concert, and will be sold at concession stands
• Josh Cellars will exclusively have naming rights to Grape & Grain as “Josh Cellars at Grape & Grain” or agreed-upon naming with Tournament Office. Josh Cellars Wine Bar in Grape & Grain will feature 40’ x 60’ deck along the 9th fairway with upgraded furniture, seating and tables open to the public
• Josh Cellars Wine will exclusively be served at Grape & Grain next to 9th green/10th tee box. The Josh Cellars Wine Bar will be on 11 course maps on Tournament grounds and in pairings guide course map. *Josh Cellars can provide branded bar, additional signage, branded cups, branded décor, etc.*
• Josh Cellars Wine logo on menu boards at concessions and bar toppers within corporate hospitality suites (*Josh Cellars can provide POP items for the bars)
• Josh Cellars Wine logo will be on LED sponsor boards throughout Tournament week
Official Wine Sponsor - 2021

- Josh Cellars Wine logo will be on LED sponsor boards throughout Tournament week
- Josh Cellars Wine logo will be on Official & Exclusive Partner Board
- Josh Cellars will receive (1) tee box sponsor logo sign on the Copperhead Course
- Josh Cellars will be listed on Tournament website corporate partners
- Josh Cellars will receive recognition on Valspar Championship social media
- Josh Cellars will be listed on Pairings Guide sponsor listing
*Josh Cellars Wine can run retail promotion agreed upon with Tournament Office up to $10 off ticket offer*, *Competitive discounted pricing per bottle must be provided and agreed upon with caterer* All unused product is agreed to be returned at no additional cost*

Hospitality - 17th Green Snake Pit Club Suite
- 1 private reserved table seating 6 in the Snake Pit Club (Thursday – Sunday)
- 12 Snake Pit Club Suite tickets per day (Thursday – Sunday)
- 40 Good-Any-Day tickets (grounds access only)
- 6 VIP Yellow Lot parking passes per day (Thursday – Sunday)
Tuesday Night Pairings Party - 2021

Naming Rights/Title Sponsor of the Tuesday Night Pairings Party and Copperhead Gala
Event Presence:
Premium signage placement at: The Tuesday Night Copperhead Pairings Party and Gala
• Speaking opportunity
• Photo opportunities/media backdrops
• Party invitations
• Pairings sheet
• 10 invitations to the Tuesday night party
Signage & Branding:
• PGA TOUR LED sponsor boards
• 17th Green Snake Pit Club sponsor board
• Tee box sign
• Full-page 4-color advertisement in the Pairings Guide (65,000+)
• Valspar Championship website
Hospitality Package:
• 1 corporate table in the Benchmark Snake Pit Club
• 10 suite passes per day
• 40 good-any-day tickets
• 6 VIP Yellow Lot parking passes per day
Golf Package:
3 spots (1 team) in the Wednesday Pro-Am

2021 Partnership - TBD (Sponsorship is available)

valspar
CHAMPIONSHIP

ValsparChampionship.com | April 26 – May 2, 2021 | Innisbrook Resort
Presenting Sponsor of the Wednesday Championship Pro-Am - 2021

- In 2019, the tournament moved to the popular “9 and 9 format” where amateurs will play 9 holes with the first pro and the other 9 holes with the second pro, giving guests a chance to meet and play with TWO PGA TOUR professionals
- Tournament will work to create an event logo which incorporates corporate logo in approved sponsor brand colors
- Opportunity for sponsor executive to write a letter to participants
- 4’x8’ Logo Signage on 1st/10th tees and Trackman holes
- Recognition on all tournament collateral/website where schedule of events mentioned (e.g. website event schedule page, fan patron guide printed and electronic versions, pairings guide event schedule)
- Logo on front page of pairings guide on Wednesday and videogrids
- Recognition on all pro-am materials (e.g. participant handbook, pairings party invitation, email communications)
- Logo on all registration and pro-am hospitality signage, including use of sponsor pull-up banners and other corresponding signage
- Logo on pro-am gift mailed with registration materials and on pocket of caddie bibs
- Name recognition on Trackman video and awards
- Logo recognition, signage and ability to welcome guests at Tuesday pro-am pairings party (700 attendees). Twenty (20) invitations for corporate guests (one guest per invitation). These are in addition to invitation per amateur/guest. Tuesday pairings party exclusively sponsored by Valspar (and their brands Krylon, Minwax and Purdy) and Sponsor
- Ability to include information and/or gift in gift package
- One (1) foursome in Championship Pro-Am
The Morgan Stanley Executive Women’s Day presented by Great Bay Distributors - 2021

The Title Sponsor of Executive Women’s Day will have the opportunity to be recognized all day and in all advance promotional and collateral materials, and to address over 200 key women business and community leaders from the Tampa Bay area.

The Title Sponsor of Executive Women’s Day will receive:
• Naming rights to the event • Naming and/or logo recognition in all related sales, promotional and event-day collateral • Logo recognition on event program • Logo recognition on stage and all on-site signage • Ability to provide welcoming remarks to the group • Ability to have a representative participate on the event’s panel discussion • Opportunity to hand out a company-logoed gift to everyone at Executive Women’s Day • Two (2) dedicated social media posts on tournament’s Facebook and Twitter • Four (4) tables with seating for 6 at breakfast and lunch • 32 passes that provide access to all Executive Women’s Day events • 32 Tuesday VIP parking passes • 64 good-any-day tickets to the tournament • Name recognition as Tampa Bay title sponsor on the PGA TOUR’s microsite for all Executive Women’s Day events • 1 pre-week and 4 day-of social media posts by the PGA TOUR to its national Executive Women’s Day list