

# PGA FOUNDATION CHAMPIONS FOR DIVERSITY TOURNAMENT

MAY 31 – JUNE 2, 2012  
PGA Village, Port St. Lucie, Florida



**PGA**<sup>TM</sup>  
Foundation

## THE EVENT & MISSION:

The PGA Foundation is excited to announce the formation of a new event - The PGA Foundation Champions For Diversity Tournament to be held May 31st - June 2, 2012 at PGA Village, Port St. Lucie, Fla. Participants will compete in a two-day tournament structured after the internationally renowned Ryder Cup, with a celebrity captain leading each Team. In addition, this event is designed to showcase minority and women owned businesses that are vital to the success of The PGA's goal to make the game and business of golf more inclusive. The sponsorship packages are designed to encourage sponsors to invite their minority and women partners and to utilize the Champions For Diversity Tournament to celebrate those business relationships in an environment that could potentially lead to new business opportunities.

The PGA Foundation is a 501C3 charitable organization with the mission of improving lives through golf. Its programs support three goals—introducing and developing youth interest in golf, enhancing diversity in the game and business of golf, and military family services.

## CHAMPIONS FOR DIVERSITY SPONSORS:

Your sponsorship of, and participation in, the PGA Foundation Champions For Diversity Tournament is extremely important. Your commitment furthers our collective efforts to accelerate greater inclusion in the game and business of golf. A number of event sponsorship levels allow you to choose your investment and how your dollars will help us achieve our goal.

## CHAMPIONS FOR DIVERSITY BENEFICIARIES:

### PGA Foundation Diversity Scholarship Program:

Annual scholarships will be awarded to eligible ethnic minorities and young women to attend one of the 19 PGA Golf Management Universities, to obtain a BS Degree in Golf Management. Your support will help fund these scholarships producing more women and minority PGA members.

### Julius Chambers and The NAACP Legal Defense and Education Fund:

Over the past five years, The Julius Chambers Golf Invitational has been held at PGA Village in Port St. Lucie, Fla. This event provided support to the NAACP Legal Defense and Education Fund (LDF). To honor Julius L. Chambers, Esq., former LDF Director Counsel, a veteran civil rights lawyer, activist and educator, The PGA Foundation Champions for Diversity Tournament will donate a \$10,000 scholarship, in his name, to a deserving ethnic minority.

### Allied Youth Golf Development Programs:

The following list several youth golf programs that will benefit from the Champions for Diversity Tournament:

- The Lorena Ochoa Golf Foundation
- United South and Eastern Tribes (USET)
- The LPGA-USGA Girls Golf Program
- The Bill Dickey Junior Golf and Scholarship Program
- The Boys and Girls Clubs of America



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## CHAMPIONS FOR DIVERSITY SEMINARS:

These seminars, to be held from 5:00 p.m. - 6:30 p.m. prior to the social functions on May 31 and June 1, will provide attendees with a greater understanding and awareness of our goal to increase inclusion among minorities in the golf industry. It will also give participants a chance to learn about best practices on how to be more successful in the efforts toward business inclusion.

### **The Multicultural Economy:**

Oris Stuart, CEO & Managing Partner, Global Novations

**Topic:** Understanding the changing demographics of our society and how they will impact the overall economy going forward. Leveraging the buying power increases in the emerging minority markets.

### **Roundtable Discussion:**

César M. Melgoza, Founder & CEO, Geoscape; Bob Ontiveros, President Group O; Sharon Patterson, President and CEO, Billion Dollar Roundtable

**Topic:** Supplier Diversity Best Practices

## CHAMPIONS FOR DIVERSITY TOURNAMENT:

**Ryder Cup Format:** Two-day 36-holes 12-person team Tournament played in a Ryder Cup format: 9 Holes Four Ball, 9 Holes Alternate Shot and 18 Holes Singles matches.

U.S.G.A. Handicaps will be used at the event.

## CHAMPIONS FOR DIVERSITY ENTERTAINMENT:

**Welcome Reception / Celebrity Pairing:** Thursday Evening, May 31

**Jazz On The Green and Reception:** Friday Night, June 1

**Champions For Diversity Trophy Awards and Lunch:** Immediately after play

**Departure:** Earliest Saturday, June 2, 5:00 PM

### **For additional information, please contact:**

Earnie Ellison, Director Business & Community Relations at 561-624-7648 or [eellison@pgahq.com](mailto:eellison@pgahq.com).

Or Dianne Shirley, Administrative Assistant at 561-624-8485 or [dshirley@pgahq.com](mailto:dshirley@pgahq.com).



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## SPONSORSHIP LEVELS:

### 1) Premier Sponsors - \$50,000 (four)

- Use of Company Logo as Premier Sponsor on all event collateral and signage
- \$10,000 PGM Diversity Scholarship in Company's Name, Listed in PGA Foundation Scholarship Honors Club
- One team of Twelve (12) golfers (diversity partners), select Celebrity during Pairing Party
- Access to all golf and non-golf functions
- Opportunity to select celebrity captain
- 3 nights stay at Hilton Garden Inn or Villa for 12
- Access to all golf and non-golf functions
- VIP Gift Package

### 2) Jazz On The Green Sponsor - \$35,000

- Friday night Jazz On The Green Sponsor
- \$5,000 PGM Diversity Scholarship in Company's Name, Listed in PGA Foundation Scholarship Honors Club
- Eight (8) golfers (diversity partners), select Celebrity during Pairing Party
- Access to all golf and non-golf functions
- 3 nights stay at Hilton Garden Inn or Villa for 8
- VIP Gift Package

### 3) Supporting Sponsors - \$25,000 (eight)

- Sponsor for a specific function including signage – Reception or Lunch
- \$5,000 PGM Diversity Scholarship in Company's Name, Listed in PGA Foundation Scholarship Honors Club
- Six (6) golfers (diversity partners), select Celebrity during Pairing Party
- Access to all golf and non-golf functions
- 3 nights stay at Hilton Garden Inn or Villa for 6
- VIP Gift Package

### 4) Uniform Sponsor (if funding apparel, \$15,000)

- 2 Sets of shirts and hats for 160 players. Either donated or funded.
- 4 golfers
- 3 nights stay at Hilton Garden Inn or Villa for 4
- Access to all golf and non-golf functions
- Dual Logo on golfers uniform (sponsoring company logo and event logo)
- VIP Gift Package

### 5) VIP Gift Sponsors - \$10,000

- Two (2) Golfers
- 3 nights stay at Hilton Garden Inn or Villa
- Access to all golf and non-golf functions
- Opportunity to provide 200 Company Logo products in Gift Pack (pre-approval by PGA Foundation)

### 6) Individual sponsors - \$2,000 per person (40)

- 1 golfer
- 3 nights stay at Hilton Garden Inn or Villa for 1
- Access to all golf and non-golf functions
- VIP Gift Package

### 7) Non-Golfers & Prior JCI Guests - \$1,200

- One 1 non-golfer
- 3 nights stay at Hilton Garden Inn or Villa for 1
- Access to all non-golf functions
- VIP Gift Package



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