

# Marketing & Advertising Tournament Program & Pairing Guide

Exposure to the high demographic profile of Colonial, through our souvenir Program and Pairings Guide. Our advertising is a great way to reach spectators, corporate partners, volunteers and tournament VIPs. The Tournament Magazine is also available in digital form on our website during the event and throughout the year.

- Distribution of 6,000 Tournament Magazines in all areas, public, private hospitality, in clubhouse and spectator entrances
- Coffee table-quality magazine featuring various tournament articles and player features
- (10) daily credentials (Wed-Sun)
- These come with half and full page ads only



Daily Pairings

## INVESTMENT:

- \$5,500 Pairings Guide Half-Page ad
- \$10,500 Pairings Guide Full-Page ad



Tournament Magazine  
Full Page Program Ad

## INVESTMENT:

- \$500 Corporate Logo on Player Profile page
- \$2,500 Half-Page ad
- \$3,500 Full-Page ad



May 20-26, 2019



# Marketing & Advertising Video Boards

Our video boards provide state of the art video and graphic support to ensure your message reaches all spectators and private venues. These screens are positioned in the highest traffic areas throughout the course.

## EXPOSURE:

- Your company logo and accompanying message will roll regularly throughout the daily video board production
- Each roll will be 10 seconds long and run on each of the screens on-course
- Option to sponsor specific segments of tournament content (leaderboard, bios) for stronger impressions
- (10) daily credentials good any one day, Wed - Sun

## VIDEO BOARD LOCATIONS:

- 13 Green • 13 Concession • 16 Green • 17 Green • Champions Club
- Practice Green • Colonial Grille

INVESTMENT: \$4,500

## ADDITIONAL SPECIAL OPTIONS:

- Live network tournament broadcast. Logo bug: \$3,000
- Player bios logo bug: \$3,000
- Leaderboard sponsorship: \$5,000
- Tournament summary and logo: \$3,000



AT 18<sup>TH</sup> GREEN



13<sup>TH</sup> CONCESSIONS



ON-COURSE NETWORK OF 150 TV'S



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