



BENEFITING  
**THE BREE'S DREAM**  
FOUNDATION

## Military Family Activities at the Cox Celebrity Championship hosted by Drew Brees

The 13<sup>th</sup> annual Cox Celebrity Championship hosted by Drew Brees will present two events in honor of San Diego Military: Wounded Warriors on Friday, May 20 and the 6<sup>th</sup> annual Military Appreciation Day on Sunday, May 22.

### Friday, May 20- Wounded Warriors

For the fourth consecutive year the Cox Celebrity Championship will host a group of Wounded Warriors as VIPs on the opening day of the tournament. These true heroes will experience:

- Access to the VIP 18<sup>th</sup> Green
- Catered lunch, beverages and snacks
- Celebrity meet-and-greets

### Sunday, May 22- Military Appreciation Day

Military Appreciation Day will be held on the last day of the tournament. The Cox Celebrity Championship welcomes all San Diego military and their families for this honorary event. Military members and their families will enjoy:

- Free admission to the tournament
- Free lunch for the first 1,000 to RSVP
- Free Celebrity autographs/pictures
- Contests, prizes and much more

**Your business can help serve the San Diego community while you strengthen your brand among a core group of influential San Diego military family members.** Your participation will directly enhance the "Quality of Life" for our Military families!



Drew Brees with Wounded Warriors





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The following is a summary of a proposed Military Appreciation Day sponsorship with the 2011 Cox Celebrity Championship hosted by Drew Brees. The 2011 event will be held May 22, 2011 at Morgan Run Resort and Club in Rancho Santa Fe, CA.

### Military Appreciation Day Presenting Sponsorship Package

*Cox Celebrity Championship to provide:*



Comedian Ray Romano at  
Military Appreciation Day

#### **Media**

- Recognition as the presenting sponsor of the Military Appreciation Day at the Cox Celebrity Championship in press releases, flyers and advertisements

#### **On- Site Exposure**

- Recognition as a presenting sponsor of Military Appreciation Day in press releases, flyers and advertisements
- Opportunity to place one (1) banner around military seating area on Sunday, May 22 (sponsor to provide)
- Opportunity to place one (1) on-course banner during Cox Celebrity Championship (provided by sponsor)
- Logo on lunch vouchers provided to military attendees and their families
- Recognition on the Tournament Sponsor Board
- Opportunity to distribute promotional items at Military Appreciation Day registration
- Exhibitor booth during the Cox Celebrity Championship (sponsor to provide tent)
  - Opportunity to display signage and products

#### **Playing Positions**

- Two (2) playing positions in the two-day Celebrity – Amateur Tournament (Friday, May 20 – Sunday, May 22)
  - Two (2) days of golf; paired with a different Celebrity each day
  - All inclusive, catered breakfast & lunch, hosted bar, on-course beverages and snacks
- Two (2) premium gift packages
  - Tournament shirt, Tournament wind vest, golf shoes, picture plaque, golf balls and more! (Items subject to change)



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### Hospitality

- Four (4) invitations to the Red Carpet Reception (*Thursday, May 19*)
  - All inclusive: catered dinner, hosted bar, live and silent auction, and celebrity entertainment - attended by over 50 celebrities
- Four (4) invitations to the Champion's Dinner on (*Saturday, May 21*)
  - All inclusive: catered dinner, hosted bar, live and silent auction, and celebrity entertainment - attended by over 50 celebrities
- Four (4) 3-Day VIP 18<sup>th</sup> Green Hospitality Passes (*all inclusive Friday, May 20 – Sunday, May 22*)
  - Daily Tournament Admission
  - Access to the VIP 18<sup>th</sup> Green
  - Catered breakfast & lunch daily
  - Hosted bar, beverages & snacks
  - 18<sup>th</sup> green private seating
- One hundred (100) 3-day tournament tickets (*Friday, May 20 – Sunday, May 22*)

### Tournament Newsletter

- Editorial, logo and link in Cox Celebrity Championship Newsletter

### Website

- Banner ad and logo on tournament website ([www.celebritychampionship.com](http://www.celebritychampionship.com))

**Net Package Price: \$15,000**