



BENEFITING
THE BREE'S DREAM
FOUNDATION

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

The 13th 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 6th annual Military Appreciation Day on Sunday, May 22.



Drew Brees with Wounded Warriors

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 18th 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!





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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.

On-Site Promotion Sponsorship Package

Cox Celebrity Championship to provide:



Comedian Ray Romano at
Military Appreciation Day

Hospitality

- Two (2) 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
- Two (2) 3-Day VIP 18th Green Hospitality Passes (*all-inclusive Friday, May 20 – Sunday, May 22*)
 - Daily Tournament Admission
 - Access to the VIP 18th Green
 - Catered breakfast & lunch daily
 - Hosted bar, beverages & snacks
 - 18th green private seating
- Twenty (20) 3-day tournament tickets (*Friday, May 20 – Sunday, May 22*)

Website

- Logo/link on Cox Celebrity Championship tournament web site (www.celebritychampionship.com)

On-Site Promotion Sponsorship of one of the following promotions:

- Men's/Women's Putting Contest
 - As part of Military Appreciation Day Activities, Military men and women will be given the opportunity to participate in the Military Putting Contests and win great prizes. The qualifying putts will take place on the Morgan Run practice green adjacent to the military family area. Contestants who sink their putt will be entered into a drawing for a chance to putt for great prizes on Sunday, May 22.



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- Boys/Girls Putting Contest
 - As part of Military Appreciation Day Activities, Military children will be given the opportunity to participate in the boys/girls division of the Military Putting Contests and win great prizes. The qualifying putts will take place on the Morgan Run practice green adjacent to the military family area. Contestants who sink their putt will be entered into a drawing for a chance to putt for great prizes on Sunday, May 22.

- Family Fun Zone
 - As part of Military Appreciation Day activities, the Cox Celebrity Championship and supporting sponsor will provide an area for families to enjoy games, golf, and other activities. The Family Fun Zone will cater to the many families that attend the Cox Celebrity Championship.

Sponsorship to also include:

- Table display
 - Opportunity to place one (1) table display in military area (sponsor to provide) near on-site promotion (if applicable)

Net Package Price: \$3,500