



BENEFITING
THE BRES DREAM
FOUNDATION

Million Dollar Hole in One Contest

On Sunday, May 22, 2011, the Cox Celebrity Championship hosted by Drew Brees will hold a Hole in One Contest. Located in the middle of the Tournament venue on the Morgan Run East Course hole 1, fans in attendance can donate \$2 for a chance to qualify for \$1 Million Dollars. For every \$2, donated fans can attempt to hit a ball onto the Green on the 170 yard par 3. If the ball lands on the Green, the contestant's name goes into a drawing to be held on Sunday afternoon, prior to conclusion of celebrity play. Fans can enter as many times as desired. Once the finalist is selected, he or she will attempt a hole in one shot on the 18th Green immediately prior to the check presentation to the Cox Celebrity Championship champion for a chance to win \$1 Million.



Doug Flutie, Ray Romano and John O'Hurley

Million Dollar Hole-in-One Contest

- **Qualifying**
 - Opportunity to place sponsor banners around contest area (sponsor to provide banners)
 - Qualifying rounds conducted on Sunday, May 22
 - Contestants donate \$2 for a chance to qualify
 - Proceeds benefit Brees Dream Foundation
 - On-course event promotional signage provided by Cox Celebrity Championship
 - Opportunity for Sponsor bounce-back offer
 - Best efforts to provide media recognition for donations
- **Contest Finals**
 - One contestant randomly selected for \$1,000,000 shot
 - \$1,000,000 shot taken on the 18th green prior to the Tournament check presentation on Sunday
 - Public address announcements before and after \$1,000,000 shot
 - If putt is missed contestant will receive a consolation prize



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Event Exposure

- Exhibitor booth located in premium location
 - Booth available for all three days of Tournament
 - Opportunity to display signage and products
- One (1) on-course sponsor banner
- Sponsor logo included on the Tournament sponsor board
- Sponsor logo and link on Tournament website

Playing Positions

- Two (2) playing positions in the two-day Celebrity-Amateur Tournament (*Friday, May 20 – Sunday, May 22*)
 - Two 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)

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
- **Two (2) invitations to the Champion's Dinner** (*Saturday, May 21*)
 - All inclusive: Catered Dinner, Hosted Bar, Live and Silent Auction and Celebrity Entertainment – attended by over 50 celebrities

Net Package Price \$10,000