



### Tournament Highlight Show "On the Links" Feature

The Celebrity Championship hosted by Drew Brees produces a one-hour highlight show including coverage regionally on FSN West and locally on Channel 4 San Diego and Cox Channel 3 South Orange County. During the highlight show the feature "On The Links" will include interviews with participating celebrities during the Celebrity Championship. Presenting sponsorship of "On the Links" includes:

#### Television Exposure

- Mention and Logo prior to each celebrity interview
- Minimum of 4 interviews per telecast
- Minimum of 92 drop-ins: four (4) drop-ins (mention & logo) per telecast
- Premier airing of Celebrity Championship telecast, May 16, 2010 on FSN West (approx. date)
- Highlight show airings include:
  - **FSN West: 9 telecasts minimum**
    - Reaching over 6.8 million subscribers in 3 states
    - Key DMA's include: Los Angeles, San Diego, Honolulu, Las Vegas, Santa Barbara, Palm Springs, Bakersfield, El Centro
    - Also includes all Direct TV and Dish Network satellite TV homes, totaling over 1.7 million
  - **Channel 4 San Diego: 12 telecasts minimum**
    - over 1 million households, San Diego County
  - **Cox Channel 3 South Orange County: Two (2) telecasts minimum**
    - Over 230,000 subscribers
    - Irvine to San Clemente and cities between as well as Palos Verdes

#### Hospitality

- **Four (4) invitations to the Red Carpet Reception (Thursday, May 20)**
  - 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 21-Sunday, May 23)**
  - Daily Tournament Admission
  - Access to the VIP 18<sup>th</sup> Green
  - Catered breakfast & lunch daily
  - Hosted bar, beverages & snacks
- **Ten (10) 3-day Tournament tickets (Friday, May 21- Sunday, May 23)**

#### Tournament exposure

- Logo/link on Tournament website
- **Mention on the Tournament Sponsor Board**

**Net Package Price: \$10,000**