

Highlight Show On-Course TV Signage

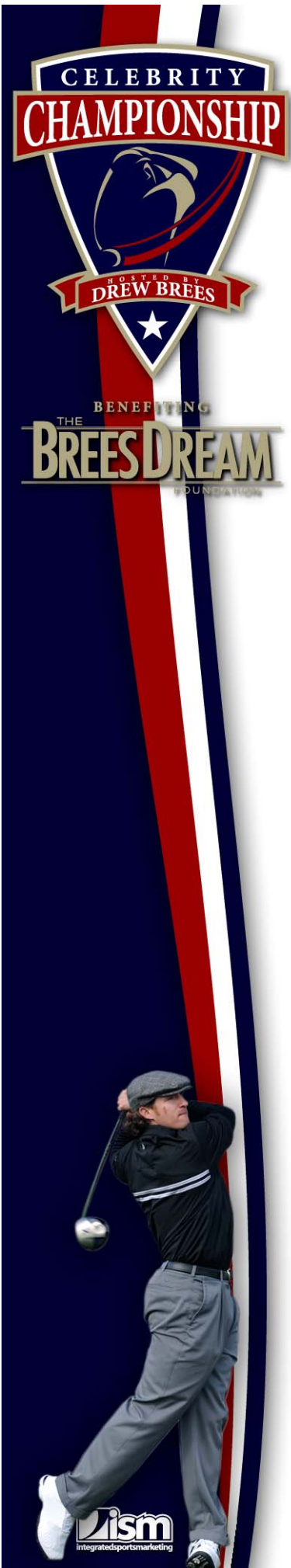
The Celebrity Championship hosted by Drew Brees produces a one-hour tournament highlight show featuring interviews with key celebrities, special features and coverage of the Celebrity only event. As part of the telecast a package is available for the 16th hole TV signage sponsorship – i.e. Hole 16 is brought to you by “sponsor”. The sponsorship package provides your company with exposure at the event as well as the tournament highlight show. Package elements include:

16th Hole On-Course TV Signage

- Sponsor logo prominently displayed on Tee Box sign (4x8)
- Minimum of one audio / visual drop-in in Celebrity Championship highlight show
 - "This aerial shot of the 16th hole is brought to you by...." w/company logo
 - Highlight Show airings include:
- **FSN West - 9 highlight shows 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 highlight shows minimum**
 - over 1 million households, San Diego County
- **COX Channel 3 South Orange County: Two (2) highlight shows minimum**
 - Over 230,000 subscribers
 - Irvine to San Clemente and cities between as well as Palos Verdes
- **Premier airing of Celebrity Championship highlight show, May 16, 2010 (approx. date)**
- One (1) Commercial
 - Includes one (1) 30 second commercial in all regional and local highlight show airings on FSN West, Channel 4 San Diego and Cox Channel 3 South Orange County
 - Minimum 23 commercials (9 FSN West, 12 Ch. 4 San Diego, 2 Cox Ch. 3 South Orange County)

Four (4) invitations to the Red Carpet Reception (Thursday)

- All inclusive: catered dinner, hosted bar, live and silent auction, and celebrity entertainment - attended by over 50 celebrities



Four (4) 3-Day VIP 18th Green Hospitality Passes (*all inclusive Friday, May 21- Sunday, May 23*)

- Daily Tournament Admission
- Access to the VIP 18th Green
- Catered breakfast & lunch daily
- Hosted bar, beverages & snacks

Ten (10) 3-day Tournament tickets (Friday, May 21-Sunday, May 23)

Logo/link on Tournament website

Mention on the Tournament Sponsor Board

Listing in Tournament program

Net Package Price: \$10,000