

3rd Annual
GREATER DALLAS
PUTTING
CHAMPIONSHIP
to benefit the I AM Scholarship



FRIDAY, OCTOBER 19, 2018
CEDAR CREST GOLF COURSE | DALLAS, TX

TWO PERSON TEAM BEST BALL
COMPETITION OVER ALL 18 GREENS

Presented by: Ira A. Molayo





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Ira A. Molayo PGA
General Manager

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The Greater Dallas Putting Championship (GDPC) will be hosted Friday October 19, 2018 here at Cedar Crest Golf Course in the heart of Dallas, Texas. Our passion to inspire and contribute to our community through the game of golf while allowing us to be a catalyst for renewal and transformation is what our vision is. Cedar Crest makes an annual financial contribution through our "I AM" Scholarship fund to the Fairways to Success program that sends students from all over the DFW metroplex to college every year. We were able to donate \$15K to the program in 2017 that is headed by the Northern Texas PGA Jr. Golf Foundation and Deloitte. Having the opportunity to be involved in the blue print for success of these students is aligned with what we stand for. We welcome you to be a part of an event that can provide a branding platform, product engagement and consumer advertising impressions for your company.

Experience what it feels like to win a major with a winning putt. The Greater Dallas Putting Championship (GDPC) will let you do just that. Golfers from around the DFW Metroplex will get together to test their skills with a putter as they compete for tournament bragging rights on the beautiful Cedar Crest Golf Course. Partnering with GDPC will associate your brand with one of the most unique golf events around and provide exposure to your demographic. This is a great opportunity for your organization and we invite you to a day of fun and networking for your business. The ability for your business to be branded among a highly affluent audience gives the opportunity for participants to interact with your products, become familiar with your brand and choose your organization to supply demands for their corporate and personal needs.

Enclosed please find details of the sponsorship packages and on-site opportunities available. Please visit GolfCedarCrest for more information about the [3rd Annual Greater Dallas Putting Championship](#). Our team can also customize a package specifically based on your branding needs and corporate budget.

Expose your brand to over 100 players from the Greater Dallas area.

- **Let us customize your package today!**
- **Become a sponsorship partner!**
- **Ask how your company can sponsor the Honorary First Putt!**

We thank you in advance for your consideration and look forward to discussing what option works best for your brand.

Sincerely,

Ira A. Molayo,
General Manager
Cedar Crest Golf Course





Title Sponsor - \$15,000 Exclusive Rights to Tournament Name

- Listed as Exclusive Event Sponsor for all promotional materials, social media feeds & website
- Hashtag for event designed around your brand
- All radio commercials tagged with your company: "Advertiser X" Greater Dallas Putting Championship
- Exclusive golfer gifting suite
- 2 rounds of golf for future use
- 3 championship team registrations
- 6 Cedar Crest collared golf shirts
- Sponsor will be part of the opening Welcome Ceremony for participants
- Vendor table to display promotional material and/or product sampling, interactive displays
- On-site product placement at venue day of event
- 1 golf hole sponsorship

Presenting Sponsor - \$7,500

- Listed as Presenting Sponsor for all promotional materials, social media feeds & website
- All radio commercials tagged with your company: Presented by
- Exclusive right to brand outside pavilion
- 2 championship team registrations
- 4 Cedar Crest collared golf shirts
- Sponsor will be part of the opening Welcome Ceremony for participants
- Vendor table to display promotional material and/or product sampling, interactive displays
- On-site product placement at venue day of event
- Product sampling in golfer gift bag
- 1 golf hole sponsorship

Hospitality Suite Sponsor - \$3,500

- Listed as event partner in all promotional materials and website
- Digital picture booth
- Mentions during welcome
- Exclusive right to brand Hospitality Suite
- 1 championship team registration
- Vendor table to display promotional material and/or product sampling

- Refreshments/beverages
- On-site product placement at venue day of event
- 1 golf hole sponsorship

Golf Hat Sponsor – \$4,500

- Every player will receive a hat with sponsor's brand
- Product sampling in golfer gift bag
- Logo placement on website, social media feeds & website

Putting Championship Luncheon Sponsor – \$3,500

- Mentions during welcome
- Name/Logo on all promotional materials
- We rename the grill for the day with your brand
- Table tents with company branded as sponsor
- 1 reserved table for your company in grill area
- Logo placement on website, social media feeds & website
- Product sampling in golfer gift bag
- 1 golf hole sponsorship

Golf Cart Fleet Sponsor – \$2000

- Name/Logo will be on entire fleet of 65 golf carts at course and may place promotional materials
- Product sampling in golfer gift bag
- Logo placement on website, social media feeds and promotional material
- Mentions during welcome

Breakfast Sponsor - \$1,500

- Mentions during welcome
- Sponsor signage at breakfast location
- Logo placement on website, social media feeds and promotional material
- Product sampling in golfer gift bag

Beverage Cart Sponsor- \$995

- Custom logo designed signage on beverage carts



- Name/Logo on website & social media feeds
- Product sampling in golfer gift bag



Putting Clinic Instructor Sponsor- \$750

- Featuring Tony Martinez- Golf Pro
- Custom logo designed signage at designated area
- Name/Logo on website & social media feeds
- Product sampling in golfer gift bag
- Vendor table for instructor's business and promotional material



Gift Bag Sponsor – \$595

- Logo placement on website, social media feeds and promotional material
- Vendor table to display promotional material and/or product sampling
- Product sampling in golfer gift bag



Ball Marker Sponsor - \$500

- Custom logo designed ball markers for all golfers on the green
- Name/Logo on website & social media feeds
- Product sampling in golfer gift bag



Golf Hole Sponsor - \$300

- Custom logo designed hole sign on the green
- Name/Logo on website & social media feeds



Golf Flag Sponsor- \$250

- Custom logo designed golf flag at hole
- Name/Logo on website & social media feed
- Product sampling in golfer gift bag



Demonstration of Products or Vendor Table - \$300

Silent Business Contribution - \$200 and up



\$300 team fee (2 players)

Entry fee includes:

Free Putting Clinic with Top Rated Instructor
 Player's Goodie Bag, Prizes, and Awards Luncheon



- There are 24.1MM golfers in the U.S. that are age 6+
- Texas has 722 golf courses
- 468.6MM rounds of golf were played in the U.S in 2016
- 81% of golfers are male
- 19% of golfers are female
- 69% are adults age 21+
- 61% have college degrees
- 70.8% of those who played golf 2-3 times in the last month make a household income of \$75K+

Greater Dallas Putting Championship Fact Sheet

Cedar Crest Golf Course is a staple in the Dallas Ft. Worth community. The newly renovated course boast beautiful scenery with Mini Verde Bermuda greens. The multimillion dollar recent makeover allows guests to come experience 18 holes on a lush course that is often called one of DFW's most coveted hidden gems.

The Greater Dallas Putting Championship benefits the Northern Texas PGA Jr. Golf Foundation's Fairways to Success Program.

This initiative by NTPGA and Deloitte provides college scholarships for area students. Sponsoring this event allows you to raise scholarship funds for Cedar Crest's annual donation to the program through it's "I AM" Scholarship. Local media coverage is provided on-site by radio personalities from our media partners Cumulus through their flagship stations like ESPN Dallas and "The Ticket."



On behalf of the 3rd Annual Greater Dallas Putting Championship, we invite you to take time to find out more about how you can make a difference in the future of students in the DFW area.



Our Vision at Cedar Crest Golf Course



To be a catalyst for community renewal and transformation; to create positive connections between cultures; and to effect beneficial societal change through the game of golf.

Why We Exist?

To enrich the lives of people in our Community and City by:

- Offering an exceptional golf value near Downtown Dallas (private club experience at municipal course prices) that includes play on a classic course designed by legendary A.W. Tillinghast; excellent conditions from tee to green; and extraordinary Customer Service.
- Making CCGC a source of community pride due to its economic impact and city wide reputation for excellence for both its golf and non-golf facilities.
- Introducing the game of golf and all its related benefits (relationships, life skills, character development, etc.) to many, but particularly to those living in and around the CCGC area.

Providing a special golf experience which brings people from all cultural and socioeconomic backgrounds into the CCGC community in order to increase awareness, insights and relationships needed to effect change in an area that is vital to the future of Dallas.

What is the “I AM” Scholarship?



The “I AM” Scholarship is a college scholarship, created by Ira Molayo, PGA, which offers scholarship opportunities to students who participate in the [Northern Texas PGA’s Fairway to Success Program](#). The Fairway to Success Program helps to build life skills and golf skills, as well as, scholarship opportunities for the students in DISD schools within the southern sector of Dallas.

The Fairway to Success Program established in 2007, annually awards scholarships to deserving students based on academic performance, extracurricular activities, community involvement and financial need. Each year at least one outstanding and deserving senior at each high school is awarded a four-year, \$20,000 scholarship.

Through The “I AM” Scholarship, the participants who were not awarded a Fairway to Success scholarship have the opportunity to receive The “I AM” Scholarship for one-year. In May 2018, the Northern Texas PGA, Ira Molayo, Deloitte and United Way will proudly award \$15,000 worth of scholarships for the “I AM” to local students.