



TOURNAMENT OF
CHAMPIONS™
DIAMOND RESORTS®



Join the **Party!**

January 15-19, 2020 • Orlando, FL

Larry the Cable Guy

The Most Unique Tournament In Golf

Forget what you thought you knew about professional golf.

The Diamond Resorts Tournament of Champions is unlike any other golf event in the world. Bringing together some of the LPGA Tour's top golfers to play alongside sports and entertainment stars, the event is as much a golf tournament as it is a week-long, one-of-a-kind vacation experience.

As the only official LPGA event with a limited field, the tournament is the season opener which features LPGA champions from the previous two seasons. The 72-hole event takes place at Four Seasons Orlando with celebrities and LPGA champions competing for their share of the \$1.7 million combined purse.



Brooke Henderson and Ray Allen

"With LPGA winners from the past two seasons playing alongside celebrities in a unique and fun format, the Diamond Resorts Tournament of Champions has quickly become a favorite for our players and fans. Diamond Resorts brings an experience like none other, on and off the golf course and delivers a week-long celebration of golf."

Mike Whan, LPGA Commissioner



Experience the Difference

At Diamond Resorts, we help members make a habit of breaking from the routine.

From unforgettable getaways to exclusive concerts and VIP events, our members turn to us to recharge, reconnect and remind each other of what matters most in life. Because it's easy to get caught up in the day-to-day, but important to take time out for experiences you'll never forget.

As a global leader in the hospitality industry, we are transforming vacation ownership with innovative, once-in-a-lifetime experiences just like this tournament. As our flagship event, the Diamond Resorts Tournament of Champions incorporates all of the elements that set us apart: exceptional hospitality, unparalleled customer service and extraordinary experiences. Spectators, sponsors and players don't just get a taste of what we offer; they have the opportunity to fully enjoy what makes Diamond different.

A Diverse and Global Audience

The inaugural 2019 tournament was the **most watched LPGA season opener** in a decade. Statistics include:

- 4.25+ million unique U.S. viewers
- Approximately 300,000 average viewers per minute across Golf Channel and NBC
- Generated 160+ million social media impressions
- Broadcasted live in 74 markets across the globe



Attendee Overview

- 40% more likely to have a household income over \$250,000
- 37% more likely to own a home over \$750,000
- 32% more likely to be the decision maker in their company
- 22% more likely to have a post-graduate degree

Where they're from:

- 74% Florida Resident
- 14% Other U.S.
- 12% International





Lee Brice

Tell Your Story

Through an alignment with Golf Channel and NBC, the inaugural Diamond Resorts Tournament of Champions was seen by millions of households around the globe, showcasing an exciting twist to professional golf. The diverse media rights surrounding the tournament allow sponsors to create authentic content that will convey their brand's story to a captivated audience.

Available Media Assets Include:

- :30 second commercial units during the NBC broadcast
- :30 second commercial units during the Golf Channel broadcast
- Opening and closing billboards
- In-telecast features
- Custom social media content creation
- Digital advertisements on the official tournament website
- Official tournament program and daily pairings guide advertisements

Beyond the Course

As a tournament partner, the party doesn't stop on the golf course.

Your clients and VIPs will experience:

- Exclusive access to world-class celebrities and LPGA champions
- Turnkey hospitality including suite accommodations
- Private evening parties and receptions
- Headline concerts and featured entertainment
- Strategic business-to-business networking opportunities
- A robust gifting experience
- Customized brand activations

Exceed your guests' expectations.



Marcus Allen, Reggie Jackson and Richard Dent



Michael Waltrip



Blair O'Neal



Lasting Connections

Unlike most entertainment platforms, the Diamond Resorts Tournament of Champions provides sponsors with dedicated opportunities to forge new relationships with like-minded business leaders. One of the most anticipated events of the week is the Business-to-Business Leadership Summit, a dedicated seminar that brings executives from various companies together in a non-intrusive networking environment.

2019 participants include:



And many more!



Jon Lester



Jeremy Roenick



Ryan Longwell, Bret Saberhagen,
John Cook, Jeremy Roenick, Bud Norris



Giving Back

Diamond Resorts has provided financial aid and support to numerous charitable organizations as a part of its global social responsibility efforts. As the Diamond Resorts Tournament of Champions continues to develop a significant presence in Central Florida, Diamond's involvement in the Orlando community also continues to grow. Each year, net proceeds from the event's live and silent auctions go to nominated charities and good causes. Over the last five years the Diamond Resorts International Foundation is proud to have donated \$3.5 million dollars to organizations in Florida.

Hole 18 Private Suites - Tee Box



Features

- Private interior including patio with stadium seating
- Available Thursday - Sunday
- Flat screen TV with live broadcast and live scoring access
- Delivery of tournament programs and pairing sheets
- On-site hospitality concierge

Amenities

- 25 daily skybox credentials per day (100 total) with company branded lanyard
- Fully catered lunch buffet
- Afternoon snacks
- Premium open bar
- Two weekly VIP parking passes valid at Four Seasons Resort
- Complimentary parking at Magic Kingdom for all VIPs and guests
- Access to VIP Party Deck each day

Exposure

- Suite to feature company logo
- Half-page ad within tournament program
- Sponsor recognition on sponsor board
- Logo placement on tournament website
- Brand recognition on digital scoreboards throughout the golf course

Investment: \$29,000



Shared Hospitality Package

Features

- Covered, open-air structure on the 17th green
- Available Thursday - Sunday
- Flat screen TV with live broadcast and live scoring access
- Delivery of tournament programs and pairing sheets
- Open stadium seating with additional standing room
- On-site hospitality concierge

Amenities

- 10 VIP hospitality passes per day
- Fully catered lunch buffet
- Afternoon snacks
- Premium open bar
- Access to the VIP Party Deck on Hole 18
- Complimentary parking at Magic Kingdom for all VIPs and guests

Exposure

- Company recognition on hospitality entrance sign
- 1/4 page advertisement within official tournament program
- Sponsor recognition on sponsor board
- Logo placement on official tournament website
- Brand recognition on digital scoreboards throughout the golf course

Investment: \$8,500

Golf and Entertainment Package

- Host clients and VIPs at multiple private events
- Engage with celebrities, LPGA champions and business executives
- Gourmet dining options, premium open bar, exciting brand activations and world-class entertainment
- Past performers include: Jake Owen, Darius Rucker, Huey Lewis and the News, Larry the Cable Guy, Cole Swindell and Lee Brice



Package features:

- 4-day VIP hospitality credentials with access to the shared skybox on the 17th green
- Fully catered lunch buffet and premium open bar within the skybox each day
- Access to the VIP Party Deck on the 18th tee each day, Thursday – Sunday
- One reserved table at each of our private events

10 VIPs Package \$19,000

20 VIPs Package \$28,000



Pro-Am Packages

Competition Details

- Each Pro-Am team consists of four amateurs
- Amateurs will draft the LPGA champion or celebrity at the Pairings Party on Tuesday evening
- Top 10 amateurs qualify to play in the Diamond Resorts Tournament of Champions

Each amateur participant receives:

- Accommodations at host resort for six nights
- Exclusive gifting package including complimentary vacation certificate
- Access for two in the Player's Lounge on Wednesday
- Two invitations to Pairings Party
- Two invitations to Pro-Am Awards Reception
- Two Invitations to the Saturday Gala and Headline Concert
- Access to a shared hospitality skybox (Thursday – Sunday) for participant and a guest
- Recognition on sponsor billboard located on the golf course

Team Package **\$40,000**

Individual Package **\$15,000**



Willie Robertson

Expo Opportunity

Connect and engage with a diverse audience of more than 30,000 passionate sports and entertainment fans, while increasing brand awareness in the growing Central Florida market.

Sponsorship includes:

- Custom activation footprint within the Fan Experience Zone located by the 1st green, a high traffic area of the golf course
- Activate your brand all four days of the competitive golf tournament, Thursday – Sunday
- One weekly valet pass valid at Four Seasons Resort, Thursday – Sunday
- Complimentary parking available at Magic Kingdom for all additional staff
- One half-page advertisement in the official tournament program
- Sponsor recognition on the tournament sponsor board located on the golf course
- 25 four-day general admission credentials
- Sponsor logo placement on official tournament website
- Branded structure provided with access to power and WiFi

20 x 10 footprint: \$7,500





Lexi Thompson



We're Not Cookie Cutter

Sponsorships can be customized to meet your company's marketing objectives.

Additional brand activations include but are not limited to:

- LPGA hosted golf clinic
- Naming rights to the VIP Party Deck
- Sponsorship of shared hospitality skybox
- Autograph zone
- Tee fence branding
- Naming rights to public viewing platforms
- Business-to-Business Leadership Summit
- Volunteer tent
- Hole sponsorships
- On-site retail footprint
- Presenting sponsor of private events
- Print advertisements in daily pairings guide
- Charging stations
- Digital scoreboard signage
- Naming rights to course map





Congratulations to the winners of the 2019 Diamond Resorts
Tournament of Champions, John Smoltz and Eun-Hee Ji.



Don't Miss Out!

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