



RADIO ONE CELEBRITY GOLF CLASSIC

September 25th 2015

Shot Gun Start 9am

Cedar Crest Golf Course



97.9 THE BEAT

Radio One Celebrity Golf Classic



GET READY FOR A ONCE IN A LIFETIME EXPERIENCE!

Radio One Dallas, home of 97.9 The Beat and BOOM 94.5 is celebrating State Fair Classic Weekend with the 4th Annual **Radio One Celebrity Golf Classic** benefiting the First Tee of Greater Dallas! On September 25th 2015.

Imagine teeing off and playing a round of golf with famous national, regional and local Dallas Celebrities: Pro Athletes, Ladaian Tomlinson, Phillip Epps, Ed "Too Tall" Jones, Vince Young, Former PGA Touring Professional Lee Carter, Comedian Joe Torrey and Bru Man, Hip Hop Legend "Scarface", along with Media Personalities, Kenny J, J Kruz, Doug Banks and Skip Cheatham. Former Mayor of Dallas Dwaine R. Caraway – more celebrity participants to be announced! This tournament will feature a full course of threesomes paired with one of our special guest celebrities! The classic will be held at Cedar Crest, an historic course that is renowned for hosting several national championships including the 1926 Dallas Open and the 1927 PGA Championship!

Cedar Crest Golf Course is an 18 hole challenging course alive with a vibrant history and classic tradition. A once in a lifetime celebrity experience; luxury gift lounge featuring Tequila Tastings, Hand Rolled Cigars, Custom Neck Ties, Massages all while supporting an amazing charity The First Tee of Greater Dallas!



Benefiting The First Tee of Greater Dallas

What is the First Tee?



The First Tee, is an initiative of the World Golf Foundation, it is a not-for-profit, youth development organization headquartered at the World Golf Village in St. Augustine, Florida.

The First Tee of Greater Dallas, one of more than 200 independently-operated national and international chapters of The First Tee, is a community-based organization designed to impact the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf.

Through The **Life Skills Experience**, participants learn about skills and values for everyday life such as *responsibility, courtesy, decision-making, goal-setting, the importance of maintaining a positive attitude, and the importance of showing respect to others.*

The lessons learned through **The Experience** are lessons that will remain with young people well into their future, regardless of how long they play golf as recreation!

*The First Tee Founding Partners include the game's most respected and influential organizations: PGA TOUR, USGA, LPGA, PGA of America and the Masters Tournament.



Radio One Celebrity Golf Classic *Schedule of Events*

Join us for the 4th Annual Radio One Celebrity Golf Classic, we will provide your Breakfast, Lunch, Entertainment, Reception and Cocktails. Just bring your clubs.

Location:		Cedar Crest Golf Course 1800 Southerland Ave. Dallas, TX 75203
Date:	September 25 th , 2015
Time:	7:45 am Welcome/Registration Live Music Breakfast Range Open
	8:50 am Call to Carts
	9:00 am Shotgun Start
	11:00 am Lunch on carts
	2:30 pm Hospitality/Cocktails Awards Reception Silent Auction Farewell



Reach Your Target Consumer

DEMOGRAPHIC PROFILE

The **Radio One Celebrity Golf Tournament** is the ideal way for any sponsor to reach and engaged, active adult 25-54 year old golf enthusiast consumers with disposable income and an interest in the good life.

- **RADIO ONE's golf enthusiast 's** are 66% more likely to have a personal loan compared to the average Adult 25-54 in the metro.
- Compared to the market average RADIO ONE's golf enthusiast's households are 49% more likely to be planning to purchase a new luxury vehicle in the next year.
- **RADIO ONE's Adult 25-54 golf enthusiast** exceeds the market average and are 66% more likely to have a personal loan compared to the average Adult 25-54 in the metro.

- 68.5% of our Golf Enthusiast Audience has a HHI of \$75,000+ (represented by 67,528 people)
- 59.0 % of our Golf Enthusiast Audience has a HHI of \$100,000+ (represented by 58,160 people)
- 26.5% of our Golf Enthusiast Audience has a HHI of \$150,000+ (represented by 26,104 people)
- 57.9% of our Golf Enthusiast Audience is employed and their Occupation is white collar (represented by 57,078)
- 40.4% or our Golf Enthusiast Audience believe in the power of investing and is vested in any investment
- 65.5% of our Golf Enthusiast Audience are home owners (represented by 64,564 people)



Benefits of Being an Ace Sponsor (Title Sponsor)

ACE SPONSORSHIP OPPORTUNITY (1x AVAILABLE)

IMPRESS YOUR CLIENTS AND CUSTOMER BASE WITH OPPORTUNITIES THAT CAN ONLY BE PROVIDED BY YOUR PARTNERS AT RADIO ONE

WHO ELSE CAN GET YOU UP CLOSE AND PERSONAL TO THE BIGGEST NAMES IN HIP HOP AND R&B? NO ONE BUT YOU!

OUR GOAL: TO ENGAGE & EDUCATE CONSUMERS WITH SPONSORS EXCLUSIVE CELEBRITY GOLF TOURNAMENT OFFERS. BEFORE, DURING, AND AFTER EVENT SPONSOR RECIEVES:

PRE-PROMOTION:

BROADCAST COMMERCIAL PACKAGE- ON AIR COMMERCIAL SCHEDULE TO INCLUDE:

ON-AIR COMMERCIALS (75x) - SEVENTY-FIVE SPONSOR BRANDED COMMERCIALS DISCUSSING PRODUCT OFFERS

DIGITAL STREAMING (100x) ONE HUNDRED COMMERCIALS, LEADING UP TO Celebrity Golf Tournament DISCUSSING EXCLUSIVE OFFERS ON EVENT.

ON-AIR PROMO (50x) FIFTY **NAME MENTIONS** INCLUDED IN RECORDED PRE EVENT PROMOTIONAL ANNOUNCEMENTS.

BRAND LOGO ON ALL EVENT RELATED COLLATERAL, INCLUDING SPECIAL WEB PAGE DISCUSSING SPONSORS INVOLVEMENT WITH CELEBRITY GOLF TOURNAMENT PHOTOS AND RECAP OF 2012 EXPERIENCE.

EMAIL BLAST OVER SIX WEEKS PRIOR to Radio One Celebrity Golf Tournament

5X News letter email blast will go out to over 47,000 listeners highlighting any special offers for Sponsor prior to Celebrity Golf Tournament

DURING:

(2X) CUSTOM EXPERIENTIAL FOOT PRINTS AT EVENT TO DISTRIBUTE SPONSOR RELATED INFO FOR POST CELEBRITY GOLF TOURNAMENT OFFER. SIZE TBD

LOGO INCLUSION IN ALL GOLF COURSE SIGNAGE DURING TOURNAMENT

LOGO INCLUSION IN ALL INDIVIDUAL HOLE SPONSORSHIPS **(18 TOTAL-TOP HALF PLACEMENT)**

LOGO INCLUSION IN FLAG DESIGNS **(18 TOTAL)**

10X10 VENDOR TENT POSITIONED IN HIGH TRAFFIC AREA FOR PRODUCT SAMPLING AND MERCHANDISING

NAMING RIGHTS FOR HOSPITALITY TENT ,

ON SITE ENTRY/EXIT SAMPLING

SIGNAGE/BANNER PLACEMENT AS PERMITTED BY VENUE MANAGEMENT.

MENTIONS FROM GRAND STAND PROMOTING POST Celebrity Golf Tournament OFFERS

POST PROMOTION:

COMMERCIAL SCHEDULE (50x STREAMING) COMMERCIALS AFTER Celebrity Golf Tournament DISCUSSING SPONSOR OFFERS

JUMBOTRON COMMERCIALS (4x) FOUR :30 VIDEO COMMERCIALS to air at Grambling vs. Prairie View Game

1X EMAIL BLAST FOR SPONSOR POST EVENT OFFERS TWO WEEKS AFTER : Celebrity Golf Tournament

1 newsletter email blast will go out to over 47,000 listeners following the Celebrity Golf Tournament presenting and specials or Sponsor offers

SPECIAL RECAP AND PHOTO PRESENTATION ON WEB PAGE HIGHLIGHTING Celebrity Golf Tournament EVENTS, SPONSORS, ARTISTS, ATTENDEES, AND THE BOUNCEBACK OFFER AT Celebrity Golf Tournament (DATES TBD)

VALUE: = \$150,000

NET COST: = \$35,000

Signature: _____ **DATE:** _____



Benefits of Being an Eagle Sponsor (Presenting)

EAGLE SPONSORSHIP OPPORTUNITY (4x AVAILABLE)

IMPRESS YOUR CLIENTS AND CUSTOMER BASE WITH OPPORTUNITIES THAT CAN ONLY BE PROVIDED BY YOUR PARTNERS
AT Radio-One.

WHO ELSE CAN GET YOU UP CLOSE AND PERSONAL TO THE BIGGEST NAMES IN HIP HOP AND R&B? NO ONE BUT YOU!
OUR GOAL: TO ENGAGE & EDUCATE CONSUMERS WITH SPONSORS EXCLUSIVE Celebrity Golf Tournament OFFERS. BEFORE, DURING, AND AFTER EVENT
SPONSOR RECEIVES:

PRE PROMOTION:

BROADCAST COMMERCIAL PACKAGE- ON AIR COMMERCIAL SCHEDULE TO INCLUDE:

ON-AIR COMMERCIALS (50x) - FIFTY SPONSOR BRANDED COMMERCIALS DISCUSSING PRODUCT OFFERS

DIGITAL STREAMING (75x) SEVENTY FIVE COMMERCIALS, LEADING UP TO Celebrity Golf Tournament DISCUSSING EXCLUSIVE OFFERS ON EVENT.

ON-AIR PROMO (50x) FIFTY NAME MENTIONS INCLUDED IN RECORDED PRE EVENT PROMOTIONAL ANNOUNCEMENTS.

BRAND LOGO ON ALL EVENT RELATED COLLATERAL, INCLUDING SPECIAL WEB PAGE DISCUSSING SPONSORS INVOLVEMENT WITH Celebrity Golf Tournament PHOTOS AND RECAP OF 2012 EXPERIENCE.

TESTING SITE ENTRY/EXIT SAMPLING (TOTAL 15x)

(2X) EMAIL BLAST FOR TWO WEEKS BEFORE Celebrity Golf Tournament :

2X News letter email blast will go out to over 47,000 listeners highlighting any special offers for Sponsor prior to Celebrity Golf Tournament

DURING:

(1X) CUSTOM EXPERIENTIAL BOOTH SPACE AT EVENT TO DISTRIBUTE SPONSOR RELATED INFO FOR POST Celebrity Golf Tournament OFFER. SIZE TBD,

ON SITE ENTRY/EXIT SAMPLING

(1X) LOGO INCLUSION IN INDIVIDUAL HOLE SPONSORSHIP **(1X TOTAL-BOTTOM HALF PLACEMENT)**

SIGNAGE/BANNER PLACEMENT AT GOLF COURSE AS PERMITTED BY VENUE MANAGEMENT.

MENTIONS FROM GRAND STAND PROMOTING POST Celebrity Golf Tournament OFFERS

POST PROMOTION:

COMMERCIAL SCHEDULE (50x STREAMING) COMMERCIALS AFTER Celebrity Golf Tournament DISCUSSING SPONSOR OFFERS

JUMBOTRON COMMERCIALS (2x) TWO :30 VIDEO COMMERCIALS to air at Grambling vs. Prairie View Game

1X EMAIL BLAST FOR SPONSOR POST EVENT OFFERS TWO WEEKS AFTER : Celebrity Golf Tournament

1 newsletter email blast will go out to over 47,000 listeners following the Celebrity Golf Tournament presenting and specials or Sponsor offers

SPECIAL RECAP AND PHOTO PRESENTATION ON WEB PAGE HIGHLIGHTING Celebrity Golf Tournament EVENTS, SPONSORS, ARTISTS, ATTENDEES, AND THE BOUNCEBACK OFFER AT Celebrity Golf Tournament(DATES TBD)

PROMOTIONAL VALUE = \$65,000

YOUR TOTAL NET COST = \$15,000



Benefits of Being a Birdie Sponsor (Associate)

BIRDIE SPONSORSHIP OPPORTUNITY (5x AVAILABLE)

IMPRESS YOUR CLIENTS AND CUSTOMER BASE WITH OPPORTUNITIES THAT CAN ONLY BE PROVIDED BY YOUR PARTNERS AT Radio-One.

WHO ELSE CAN GET YOU UP CLOSE AND PERSONAL TO THE BIGGEST NAMES IN HIP HOP AND R&B? NO ONE BUT YOU!

OUR GOAL: TO ENGAGE & EDUCATE CONSUMERS WITH SPONSORS EXCLUSIVE Celebrity Golf Tournament OFFERS. BEFORE, DURING, AND AFTER EVENT SPONSOR RECIEVES:

BEFORE:

BROADCAST COMMERCIAL PACKAGE- ON AIR COMMERCIAL SCHEDULE TO INCLUDE:

ON-AIR COMMERCIALS (25x) - TWENTY FIVE SPONSOR BRANDED COMMERCIALS DISCUSSING PRODUCT OFFERS

DIGITAL STREAMING (50x) FIFTY COMMERCIALS, LEADING UP TO Celebrity Golf Tournament DISCUSSING EXCLUSIVE OFFERS ON EVENT.

ON-AIR PROMO (50x) FIFTY

NAME MENTIONS INCLUDED IN RECORDED PRE EVENT PROMOTIONAL ANNOUNCEMENTS.

BRAND LOGO ON ALL EVENT RELATED COLLATERAL, INCULDING SPECIAL WEB PAGE DISCUSSING SPONSORS INVOLVEMENT WITH Celebrity Golf Tournament PHOTOS AND RECAP OF 2014 EXPERIENCE.

EMAIL BLAST FOR TWO WEEKS BEFORE Celebrity Golf Tournament :

1X News letter email blast will go out to over 47,000 listeners highlighting any special offers for Sponsor prior to Celebrity Golf Tournament

DURING:

1X 10x10 BOOTH SPACE AT ENTRANCE OF Celebrity Golf Tournament MAIN HALL for distribution of Sponsor Special Offers

SIGNAGE/BANNER PLACEMENT AT THROUGHOUT BUILDING AS PERMITTED BY VENUE MANAGEMENT.

GENERAL ADMISSION TICKETS FOR INTERNAL USE (TOTAL 5x)

AFTER:

COMMERCIAL SCHEDULE (30x STREAMING) COMMERCIALS AFTER Celebrity Golf Tournament DISCUSSING SPONSOR OFFERS

1X EMAIL BLAST FOR SPONSOR POST EVENT OFFERS TWO WEEKS AFTER Celebrity Golf Tournament :

1X News letter email blast will go out to over 47,000 listeners following the Celebrity Golf Tournament presenting and specials or Sponsor offers

PROMOTIONAL VALUE = \$27,500

YOUR TOTAL NET COST = \$6,500



Signature _____ Date _____



HOLE SPONSOR

(7x available)

- One (1) Three-some in golf tournament with celebrity player
- SIX (6) passes for the State Fair Classic
- Six (6) Concert tickets to TBD show for the State Fair Classic weekend

Promotional Value: \$3,000

Your Total Net Cost: \$1,500



AUTOMOTIVE HOLE SPONSOR

(4x available)

- One (1) Three-some in golf tournament with celebrity player
- Opportunity to present your brand as hole in one sponsor
- Display your automotive brand on golf course with vehicle display
- (50) Name mentions attached to promos as official sponsor
- (1) Inclusion in Radio One Celebrity Golf Classic Newsletter
- Eight (8) passes for the State Fair Classic
- Eight (8) Concert tickets to TBD show for the State Fair Classic weekend

Promotional Value: \$5,000

Your Total Net Cost: \$2,500



