



**Hotels.com**<sup>TM</sup>  
**FAIRWAY TO WELLNESS**  
Annual Charity Golf Tournament

2018 Hotels.com Fairway to Wellness  
Sponsorship Opportunities

In support of:



November 8, 2018  
Cowboys Golf Club, Grapevine, Texas  
[www.Fairway2Wellness.com](http://www.Fairway2Wellness.com)

## **Platinum package – \$15,000**

Your Platinum sponsorship provides the highest level of amenities and brand exposure:

### **Golf:**

- Three foursome golf teams (12 total golfers)
  - Feel free to invite colleagues, friends and clients to golf on your teams!
- Up to 12 club rentals & 6 GPS-equipped golf carts
- Sponsored golf contest or non-golf game/activity at your designated hole (staffed by Cowboys Golf Club)
- Opportunity to host a sponsored tent at your designated hole and give away branded items (staffed by sponsor)

### **Brand exposure:**

- Pin flag and tee box signage at your sponsored hole
- Golf cart video monitor ad roll display (21 seconds long)
- Golf cart video monitor brand logo display
- Premium brand logo exposure on tournament banner

### **Food & Beverage:**

- Entry for 12 to the F2W VIP sponsor dinner on Wednesday, November 7
- Lunch and dinner for 12 at Cowboys Golf Club on Thursday, November 8
- Unlimited food and non-alcoholic beverages on the course; up to 72 beer/wine/liquor drink tickets or 6 tickets per golfer

### **Tournament Extras:**

- Premium tournament golf shirt for each golfer
- Platinum level gift bag for each golfer
- Platinum level gift certificate to onsite TaylorMade, Adidas, or Nike boutique
- Inclusion in Hotels.com Fairway to Wellness PR and social media activities
- Opportunity to distribute your own sponsorship press release
- Opportunity to present your sponsored contest award/trophy at the post-tournament dinner



## **Gold package – \$12,500**

The Gold sponsorship offers generous amenities and brand exposure.

### **Golf:**

- Two foursome golf teams (8 total golfers)
  - Feel free to invite colleagues, friends and clients to golf on your teams!
- Up to 8 club rentals & 4 GPS-equipped golf carts
- Opportunity to host a sponsored tent at your designated hole and give away branded items (staffed by sponsor)

### **Brand exposure:**

- Pin flag and tee box signage at your sponsored hole
- Golf cart video monitor brand logo display
- Premium brand logo exposure on tournament banner

### **Food & Beverage:**

- Entry for 8 to the F2W VIP sponsor dinner on Wednesday, November 7
- Lunch and dinner for 8 at Cowboys Golf Club on Thursday, November 8
- Unlimited food and non-alcoholic beverages on the course; up to 40 beer/wine/liquor drink tickets or 5 tickets per golfer

### **Tournament Extras:**

- Premium tournament golf shirt for each golfer
- Gold level gift bag for each golfer
- Gold level gift certificate to onsite TaylorMade, Adidas, or Nike boutique for each golfer
- Inclusion in Hotels.com Fairway to Wellness PR and social media activities



## **Silver package – \$10,000**

The Silver sponsorship offers standard event amenities and brand exposure.

### **Golf:**

- One foursome golf team (4 total golfers)
  - o Feel free to invite colleagues, friends and clients to golf on your team!
- Up to 4 club rentals & 2 fully-equipped golf carts

### **Brand exposure:**

- Pin flag and tee box signage at a sponsored hole (potentially shared with another sponsor)
- Golf cart video monitor brand logo display
- Brand logo exposure on tournament banner

### **Food & Beverage:**

- Entry for 4 to the F2W VIP sponsor dinner on Wednesday, November 7
- Lunch and dinner for 4 at Cowboys Golf Club on Thursday, November 8
- Unlimited food and non-alcoholic beverages on the course; up to 16 beer/wine/liquor drink tickets or 4 tickets per golfer

### **Tournament Extras:**

- Premium tournament golf shirt for each golfer
- Silver level gift bag for each golfer
- Silver level gift certificate to onsite TaylorMade, Adidas, or Nike boutique for each golfer
- Inclusion in Hotels.com Fairway to Wellness PR and social media activities

## **Bronze package – \$7,500**

The Bronze sponsorship offers basic event amenities and brand exposure.

### **Golf:**

- One foursome golf team (4 total golfers)
  - Feel free to invite colleagues, friends and clients to golf on your team!
- 2 fully-equipped golf carts

### **Brand exposure:**

- Pin flag and tee box signage at a sponsored hole (potentially shared with another sponsor)
- Brand logo exposure on tournament banner

### **Food & Beverage:**

- Lunch and dinner for 4 at Cowboys Golf Club on Thursday, November 8
- Unlimited food and non-alcoholic beverages on the course; up to 12 beer/wine/liquor drink tickets or 3 tickets per golfer

### **Tournament Extras:**

- Premium tournament golf shirt for each golfer
- Bronze level gift bag for each golfer
- Bronze level gift certificate to onsite TaylorMade, Adidas, or Nike boutique for each golfer
- Inclusion in Hotels.com Fairway to Wellness PR and social media activities

## **Red package – \$5,000**

The Red sponsorship offers basic event amenities and brand exposure.

### **Golf:**

- One pair of golfers (2 total, to be paired with another duo)
- 1 fully-equipped golf cart

### **Brand exposure:**

- Brand logo exposure on tournament banner

### **Food & Beverage:**

- Lunch and dinner for 2 at Cowboys Golf Club on Thursday, November 8
- Unlimited food and non-alcoholic beverages on the course; up to 6 beer/wine/liquor drink tickets or 3 tickets per golfer

### **Tournament Extras:**

- Premium tournament golf shirt for each golfer
- Red level gift bag for each golfer
- Red level gift certificate to onsite TaylorMade, Adidas, or Nike boutique for each golfer

## **Sponsorship Add-ons**

Get more exposure and recognition for your participation!

### **F2W Tournament golf shirt exclusive sponsor - \$7,500:**

- Prominently feature your logo on the official tournament golf shirt worn by and provided to every golfer
- Exclusive to one sponsor
- Note: The golf shirts will be produced by Hotels.com

### **F2W Tournament swag bag sponsorship – \$3,500:**

- Prominently feature your logo on the official tournament swag bag provided to every golfer
- Exclusive to one sponsor
- Note: The swag bags will be produced by Hotels.com

### **F2W VIP cocktail hour – \$3,000:**

- Host the pre-VIP dinner cocktail hour on Wednesday, November 7 (location TBD)
- Exclusive to one sponsor

### **F2W Tournament welcome lunch – \$2,500:**

- Host the tournament lunch on Thursday, November 8 at Cowboys Golf Club
- Prominently feature your logo on a welcome sign in the dining area
- Display your brand/logo at a beer or specialty cocktail bar during the meal
- Place promotional giveaways at each dining table
- Exclusive to one sponsor

### **F2W Tournament awards dinner – \$2,500:**

- Host the post-tournament awards dinner on Thursday, November 8 at Cowboys Golf Club
- Prominently feature your logo on a welcome sign in the dining area
- Display your brand/logo at a beer or specialty cocktail bar during the meal
- Place promotional giveaways at each dining table
- Exclusive to one sponsor

### **F2W Tournament sponsored beer or specialty cocktail tent on the golf course – \$2,500:**

- Host a bar tent on the golf course serving beer or a specialty cocktail
- Distribute promotional giveaways
- Three bars available to sponsor
- Note: Bar to be staffed by Cowboys Golf Club; if you would like a representative from your brand present, please let us know so we can coordinate

### **F2W Tournament sponsored Hole-in-One challenge – \$2,500:**

- Host a hole-in-one challenge to win a \$25,000 cash prize
- Display your logo at the challenge hole

### **F2W Tournament scorecard sponsorship – \$1,500:**

- Feature your logo on the official tournament scorecard provided to each team
- Exclusive to one sponsor



Benefiting:



**F2W Tournament warm chocolate chip cookie-drop sponsorship – \$1,500:**

- Feature your logo on a warm cookie packaged and delivered to each golfer midway through tournament play
- Exclusive to one sponsor

**F2W Tournament photo sleeve sponsorship – \$1,500:**

- Display your logo on the official tournament photo cover sleeve provided to each golfer with their team photo from the day
- Exclusive to one sponsor

**F2W Tournament cart sponsorship – \$1,500:**

- Display your logo as the official tournament cart sponsor displayed on each golf cart
- Exclusive to one sponsor

**F2W Tournament beverage cart sponsorship – \$500:**

- Display your logo on the two Cowboys Golf Club beverage carts circling the course throughout the day
- Exclusive to one sponsor

**Golf with a Hotels.com executive – \$2,000 - \$5,000:**

- Reserve a spot on your foursome for a Hotels.com executive, available leadership TBD. If interested please let us know and we can confirm availability and pricing.

**F2W Tournament “Pop Stop” sponsorship – \$2,500:**

- Hosted tent on the golf course serving Steel City Pops popsicles
- Ability to include lawn games (cornhole, jenga, etc.)
- Distribute promotional giveaways
- Note: station to be staffed by Steel City Pops; if you would like a representative from your brand present, please let us know so we can coordinate

**Additional VIP Dinner Attendee – \$200 each**

**Non-Player Attendee – \$150 each**

- Includes official tournament shirt and 3 beer/wine/liquor drink tickets