



Hotels.comTM
FAIRWAY TO WELLNESS
Annual Charity Golf Tournament

2019 Hotels.com Fairway to Wellness Sponsorship Opportunities

In support of:



November 7, 2019
Cowboys Golf Club, Grapevine, Texas
www.Fairway2Wellness.com

Fairway to Wellness, in its 8th year, is an annual golf tournament hosted by the Hotels.com Dallas office and benefits three charities that are personally important to our team: the American Cancer Society, the American Diabetes Association, and St. Jude Children's Research Hospital. All funds raised stay with local chapters to directly benefit the Dallas-Fort Worth, Texas area.

For the past seven years, Hotels.com vendors, partners and agencies have sponsored golf teams to participate in this fun and rewarding event. The 2018 tournament helped Hotels.com hit the goal of \$1,250,000 donated in the six-year lifetime of the tournament.

Description of Golf Events

VIP Reception

The night before the tournament, join your friends and colleagues at Hotels.com for a night of food, drinks and fun at a local Dallas venue. You'll hear from the charities we support as well as mix and mingle with leadership team members.

Golf Tournament

Get ready for a full day of golf fun! Head to the Cowboy's Golf Club early to pick up your tournament swag, drink tickets and to hit a few practice swings on the driving range. Grab some breakfast and get in your golf carts to prepare for the shotgun start where you'll hear opening remarks and instruction for the day. Drinks and snacks will be served through beverage carts and course bars. Enjoy lunch on the course as you make your way to the full-service grill.

After the 18- holes are complete, we'll serve dinner and hear from each of the charities as well as present golf awards for the day of play.

Benefiting:



Summary of Golf Sponsor Levels

	Headliner - \$24,000	Platinum - \$15,000	Gold - \$12,500	Silver - \$10,000	Red - \$5,000
Golf					
Teams and player counts	Four foursome golf teams (16 total golfers)	Three foursome golf teams (12 total golfers)	Two foursome golf teams (8 total golfers)	One foursome golf teams (4 total golfers)	One pair of golfers (2 total)
Club rentals & GPS-equipped golf carts	Up to 16 club rentals & 8 golf carts	Up to 12 club rentals & 6 golf carts	Up to 8 club rentals & 4 golf carts	Up to 4 club rentals & 2 golf carts	1 club rental & 1 golf cart
Sponsored contest at designated hole	✓	✓	✓	X	X
Host sponsorship tent	✓	✓	✓	X	X
Signage					
Signage on sponsored hole (pin flag & tee box)	✓	✓	✓	✓	✓
Golf cart video monitor ad (21 seconds)	✓	✓	X	X	X
Golf cart monitor logo display	✓	✓	✓	✓	✓
Premium logo placement on tournament banner	✓	✓	✓	✓	✓
Food and Beverage					
VIP tournament dinner	16 seats	12 seats	8 seats	4 seats	X
Tournament lunch & dinner at Cowboys Golf Club	16 seats	12 seats	8 seats	4 seats	2 seats
Unlimited food and non- alcoholic beverages	✓	✓	✓	✓	✓
Beer/Wine/Liquor drink tickets	Up to 112 drink tickets or 7 tickets per golfer	Up to 96 drink tickets or 6 tickets per golfer	Up to 40 drink tickets or 5 tickets per golfer	Up to 16 drink tickets or 4 tickets per golfer	Up to 6 drink tickets or 2 tickets per golfer
Extras					
Premium tournament golf shirt for each player	✓	✓	✓	✓	✓
Gift bag for each player	Headliner level	Platinum level	Gold level	Silver level	Red level
Certificate to onsite merch boutique	Headliner level	Platinum level	Gold level	Silver level	Red level
Inclusion in Hotels.com PR & social media activities	✓	✓	✓	✓	✓
Opportunity to distribute sponsorship press release	✓	✓	X	X	X
Present sponsored award at post tournament dinner	✓	✓	X	X	X

Benefiting:



Headliner package – \$24,000

SOLD OUT

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

Golf:

- Four foursome golf teams (16 total golfers)
 - Feel free to invite colleagues, friends and clients to golf on your teams!
- Up to 16 club rentals & 8 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:

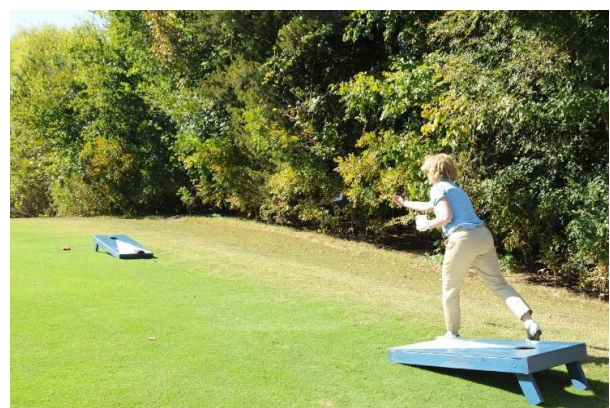
- Pin flag and tee box signage at your sponsored hole
- Golf cart video monitor ad roll display (21 seconds long)
- Golf cart video monitor brand logo display
- Premium brand logo exposure on tournament banner

Food & Beverage:

- Entry for 16 to the F2W VIP sponsor reception on Wednesday, November 6
- Lunch and dinner for 16 at Cowboys Golf Club on Thursday, November 7
- Unlimited food and non-alcoholic beverages on the course; up to 112 beer/wine/liquor drink tickets or 7 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



Benefiting:

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 reception on Wednesday, November 6
- Lunch and dinner for 12 at Cowboys Golf Club on Thursday, November 7
- 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 reception on Wednesday, November 6
- Lunch and dinner for 8 at Cowboys Golf Club on Thursday, November 7
- 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



Benefiting:

Silver package – \$10,000

The Silver sponsorship offers standard 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!
- 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 reception on Wednesday, November 6
- Lunch and dinner for 4 at Cowboys Golf Club on Thursday, November 7
- 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

Benefiting:



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 7
- 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

Benefiting:



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 reception cocktail hour on Wednesday, November 6 (location TBD)
- Exclusive to one sponsor

F2W Tournament welcome lunch – \$2,500:

- Host the tournament lunch on Thursday, November 7 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 7 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.
- Only available as an add-on for Gold and above golf sponsorship levels.

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 Reception Attendee – \$200 each

Non-Player Attendee – \$150 each

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

Benefiting:

