

SPONSOR BENEFITS

Sponsor Benefits

- Put your brand in front of the affluent demographic that PGA golf enthusiasts represent
- Sponsor the hottest, most visible PGA Tour golfers every week – without annual or multi-year commitments
 - Maximize your sponsorship investment
 - Eliminate sponsorships lost to injuries

Sponsor Benefits

 Pro wears your logo during the entire tournament

 Driving range time

 Pro-Am rounds

 Practice rounds

 Tournament rounds

 Sponsor appearances

Sponsor Benefits

- **Live and Replay TV and online exposure**

-  local, national and cable sports and golf channels plus internet videos

- Player interviews

- Shot replays

- Shot analysis






- **Crowd Exposure**

- **Player Photos in print and online**

- **Social Media Exposure**

-  Facebook, Twitter, Instagram

Sponsor Benefits

- Option for autographed apparel returned to sponsors from select PGA player partners
- Other Opportunities – at the discretion of specific PGA player partners
 -  30 second video or audio product endorsement
 -  Hospitality tent visit for meet and greet
 -  Autographed memorabilia or charity auction item(s)
 -  Golf Clinic and autographs
 -  Dinner and Cocktails



PRODUCT EXAMPLES



Auction Series



Player Series



Leaderboard Series



Product Examples

Auction Series



Target specific player partners and apparel positions

.....
Target specific tournaments

.....
Affordable PGA player partner sponsorships in your target tournaments

Leaderboard Series



Target the most visible PGA tour players during weekend rounds

.....
Week-to-week
No Commitment

.....
Sponsor multiple top-six PGA tour players

.....
Maximum visibility and reach

Player Series



Guaranteed sponsorship and apparel position

.....
4 week minimum

.....
Sponsor one or more BIDGP player partners

.....
Increase your visibility and reach

Why Sponsor?

- All **BIDGP** products give you the potential to sponsor “The Next Big Thing”
- For example...

Jordan Spieth









The Next Big Thing

- Imagine the value if you had been on Jordan's shirt when he became "The Next Big Thing"
- Jordan Spieth – 2013
 - One win – John Deere Classic
 - Three 2nd place finishes
 - Nine top-10 finishes
 - Thirteen top-25 finishes
 - President's Cup team
 - 2nd Place – 2014 Masters Tournament

The Next Big Thing

Other recent "Next Big Things"

-  Patrick Reed | Humana Challenge and World Golf Cadillac Championship
-  Scott Stallings | Farmers Insurance Open
-  Kevin Stadler | Waste Management Open
-  Russel Henley | Honda Classic
-  Chesson Hadley | Puerto Rico Open
-  Matt Every | Arnold Palmer Invitational
-  Steve Bowditch | Valero Texas Open
-  Matt Jones | Houston Open



BIDGP | APPAREL PRODUCTION

Four Color Vinyl Heat Set



Four Color Vinyl Heat Set

- High quality full color logos
- Better results than embroidery on performance wear that is common on PGA Tour
- Faster production than embroidery – perfect for quick turnaround on Leaderboard Series
- Working with industry leading provider of heat set performance wear for the NFL

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Q&A