



Phoenix Country Club

Experience Arizona Walk & Open
at the PGA TOUR Charles Schwab Cup Championship
at Phoenix Country Club

Partnership Opportunities Presented By:





Phoenix Country Club

Please join us in showcasing AzLTA's world-class partners to spectators of the PGA TOUR Charles Schwab Cup Championship.

Following professional play, we also invite you to participate in the *Experience Arizona Open* and the *Tapaz After Party* as we honor our veterans and celebrate our industry.



*Experience Arizona Walk at the
PGA Charles Schwab Cup
Championship*

November 7-10, 2019

Experience Arizona Open
November 11, 2019

*Tapaz After Party – Industry &
Friends Celebration*

November 11, 2019

TOP 3 REASONS TO PARTICIPATE

- ENGAGE WITH NEW AND EXISTING CLIENTS & INDUSTRY PARTNERS
- SUPPORT YOUR AZLTA TO HELP US CONTINUE OUR WORK ON BEHALF OF YOUR BUSINESS AND THE ARIZONA TOURISM INDUSTRY THROUGH:

ADVOCACY - COLLABORATION- EDUCATION

- SUPPORT OUR VETERANS THROUGH FRIENDS OF FREEDOM

Your financial contribution to these events are critical to AzLTA.

We thank you for your support.



Help Us Honor Veterans

In honor of Veteran's Day on November 11th, we offer our heartfelt appreciation for those who protect us and for those who have given the ultimate sacrifice allowing us our freedom, we are pleased to announce that *a portion of the proceeds for all AzLTA related events will be given to the following foundation:*

Friends of Freedom – A non-profit organization that believes America's military veterans deserve the full measure of care and assistance to live with dignity, hope and independence and offer multiple programs to support this belief.
www.friendsoffreedom.us



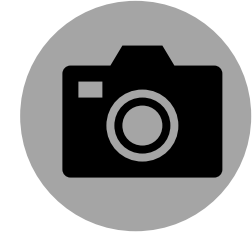
Mission

We have created several opportunities for your participation *during and after* professional play days of the Charles Schwab Cup.

Experience Arizona Walk



ACTIVATION IN
EXPERIENCE ARIZONA WALK
DURING CHARLES SCHWAB CUP



GREEN SCREEN BOOTH AT
EXPERIENCE ARIZONA WALK
DURING CHARLES SCHWAB CUP

Experience Arizona Open



SHOWCASE YOUR BRAND AT
EXPERIENCE ARIZONA OPEN



PLAY IN THE
EXPERIENCE ARIZONA OPEN



SHOWCASE YOUR BRAND AT
*TAPAZ AFTER PARTY –
INDUSTRY & FRIENDS
CELEBRATION*

PGA TOUR Charles Schwab Cup Championship

November 7-10, 2019

9:00 a.m. – 6:00 p.m.

Featuring 36 players of the season and culminating the PGA Tour Champions road to the Charles Schwab Cup, a year-long competition that ends with the Charles Schwab Cup playoffs. Previous winners included: Hale Irwin, Tom Watson, Jay Haas, Kenny Perry, Tom Lehman, Bernhard Langer, and Vijay Singh.

- *The Charles Schwab Cup will generate 120,000+ viewer impressions and viewed in more than 100 countries around the globe.*
- *Between 5,000-10,000+ spectators will attend throughout the four days of play.*





Experience Arizona Walk

November 7-10, 2019

during PGA TOUR Charles Schwab Cup Championship

Phoenix Country Club



Engage Spectators with Your Brand at *Experience Arizona Walk*

during PGA TOUR Charles Schwab Cup Championship

The lawn area will be designated for AzLTA and its' partners with signage and stanchions.

Secure a space in this true Arizona Experience with interactive activities in a high-energy atmosphere to entice spectators to take the '*Experience Arizona Walk*' and engage with you.

You will be encouraged to offer an activity or experience to showcase your brand or provide hospitality. We are available to work with your team to help you create your experience.

Participation during *Experience Arizona Walk* for four full days during the Charles Schwab Cup – **cost \$5,000**

Portion of proceeds of all AzLTA events will be donated to Friends of Freedom.



Experience Arizona Walk will be located on the lawn, which is immediately adjacent to the putting green and first tee – the epicenter of the professional play days.

Sponsor the Green Screen Booth at Experience Arizona Walk

during PGA TOUR Charles Schwab Cup Championship



Showcase your brand in a fun and engaging way using sophisticated experiential green screen photo booth technology.

Spectators will be excited to have their photo taken with your destination or brand as their background. Photos will be immediately available to be shared on social media and printed.

Let your brand be the backdrop!

One full day with 8-12 photos - **cost - \$3,200**



Grand Africa & Indian Ocean Voyage
78 Nights



Portion of proceeds of all AzLTA events will be donated to Friends of Freedom.



Experience Arizona Open

Veteran's Day, November 11, 2019

WARNING: THIS WILL
NOT BE YOUR *ORDINARY*
GOLF TOURNAMENT
YOU WON'T WANT TO
MISS IT!

Play in the *Experience Arizona Open* Veteran's Day - November 11, 2019

Enjoy the opportunity to play at the Phoenix Country Club on the same course and with the same conditions experienced by the professionals the day prior during the PGA TOUR Charles Schwab Cup Championship.

Enjoy a day with your team, clients and friends and support our veterans!

- Registration, Lunch & Warm Up 10:30 a.m.
- Shotgun Start 12:30 p.m. - Scramble Format

Standard foursome - **cost - \$2,500**

Or

Have you ever wanted to shake hands with a Green Beret?

Have you ever wanted to meet a Navy Seal?

Have you ever wanted to hear first-hand what it's like to be an Army Ranger?

Now is your opportunity!

We will invite a retired veteran to join your group as 4th or 5th player – **cost - \$3,000**
(limited to 5 groups)

Portion of proceeds of all AzLTA events will be donated to Friends of Freedom.



Sponsor a Hole at the
Experience Arizona Open
Veteran's Day – November 11, 2019

Not a golfer? Not a problem. Still be part of the fun and sponsor a hole. We will help your team create an interactive activity to engage golfers as they pass by your tee.

An active member of the military will help facilitate a game at your sponsored hole such as: a Grenade Toss, Speed Hole, Missile Launch or Power Hole.

Sponsored Hole with facilitated game - **cost - \$5,000**
(only 5 available)

Sponsored Hole and create your own experience – **cost - \$2,500**
(only 10 available)



Sponsor Box Lunch at the
Experience Arizona Open
Veteran's Day - November 11, 2019



All golfers will be given a box lunch prior to tee off.

Brand the box and receive additional signage and recognition.

Cost -\$1,500

Sole sponsorship



Portion of proceeds of all AzLTA events will be donated to Friends of Freedom.



SOLD

*Sponsor the Hole-in-One Prize at the
Experience Arizona Open
Veteran's Day - November 11, 2019*

A golfer makes a hole in one and you provide an exciting prize!

Receive signage and recognition.

Cost - \$1,700 + prize

(3 holes available)



*Sponsor the Challenge Coin at the
Experience Arizona Open
Veteran's Day – November 11, 2019*

SOLD

A Challenge Coin has been an American military tradition for a century, meant to instill unity pride, reward hard work and excellence.

Custom design the Challenge Coin with your brand. Each golfer will be coined by a vet during registration.

Cost - \$2,000





Sponsor Professional Photos at the
Experience Arizona Open
Veteran's Day – November 11, 2019

As golfers gather, a professional photographer will be ready to take their team photo as a gift for each player.

Be part of the memory and brand the photo with your company name.

Showcase your brand and show your support of veterans!

1-4 sponsors - **Cost - \$500-\$2,000**

Portion of proceeds of all AzLTA events will be donated to Friends of Freedom.

Sponsor Golf Accessories at the *Experience Arizona Open* Veteran's Day – November 11, 2019



Put your brand in golfer's hands at the *Experience Arizona Open* and sponsor golf balls and/or divot tools.

One divot tool in branded gift tin for every player
Cost - \$2,400

One sleeve of branded Velocity balls per player
Cost - \$1,500

**GOLF BALLS
SOLD!**



Tapaz

ARIZONA CULINARY SHOWCASE

Industry & Friends

After Party

*Veteran's Day,
November 11, 2019*

4:30p—8:00p

Kate Nathan
AND THE MACDADDY-O'S BAND



*Live Music
Food
&
Libations*

*Celebrate our
industry with old
and new friends!*

Honor Veterans

Portion of proceeds of all AzLTA events will be donated to Friends of Freedom.

Sponsor the Stage at the
*Tapaz After Party –
Industry & Friends Celebration*

November 11, 2019
4:30 p.m. – 8:00 p.m.

SOLD

Be part of the fun!

Sponsor the stage for the Nate Nathan
and Mac-Daddy O's and receive signage
and announcement recognition.

Cost - \$2,500

Portion of proceeds of all AzLTA events will be donated to Friends of Freedom.

Tapaz

ARIZONA CULINARY SHOWCASE



Sponsor the Green Screen Booth at the
Tapaz After Party – Industry & Friends Celebration
Veteran’s Day – November 11, 2019

SOLD

Showcase your brand in a fun and engaging way using sophisticated experiential green screen photo booth technology.

Party goers will be excited to have their photo taken with your destination or brand as their background. Photos will be shared on social media and printed.

Let your brand be the backdrop!

Cost - \$1,500



Grand British
33



Sponsor Partyware at the
Tapaz After Party
Industry & Friends Celebration
Veteran's Day – November 11, 2019

There will be lots of food and beverages – have your logo in **everyone's** hands!

Branded Cups – **cost - \$1,500**

Branded Napkins – **cost - \$1,500**



Portion of proceeds of all AzLTA events will be donated to Friends of Freedom.

Title Sponsor of Experience Arizona Walk



SOLD

Experience Arizona Walk Benefits:

- Activation space with activity
- One day of green screen booth

Experience Arizona Open Benefits:

- Two (2) foursomes at Experience Arizona Open
- Speaking opportunity & logo recognition at Tapaz After Party

PGA TOUR Charles Schwab Cup Benefits:

- 25 tickets to Charles Schwab Cup
- Four (4) tickets to “Cold Beers & Cheeseburgers on 12” venue at Charles Schwab Cup
- Exclusive VIP Honorary Observer Package- Opportunity to walk inside the ropes with the pros during official play of Charles Schwab Cup
- Four (4) tickets to KMLE Concert at the Phoenix Country Club on November 8, 2019
- *Opportunity to attend PGA TOUR Media Day on September 23, 2019
- *Invitation to PGA TOUR’s PUTT for Charity, September 26, 2019

AzLTA Marketing Benefits:

- Inclusion in all AzLTA marketing materials leading up to event – approximately 8 weeks of promotion
- Inclusion in all AzLTA social media post related to event – approximately 8 weeks of promotion/minimum of 15 posts

Cost - \$25,000

Title Sponsor of Experience Arizona Open & Tapaz After Party



Experience Arizona Open Benefits:

- Two (2) foursomes at Experience Arizona
- Sponsored hole – create your own

SOLD

Tapaz After Party

- Speaking opportunity & logo recognition
- Stage sponsorship - signage

AzLTA Marketing Benefits:

- Inclusion in all AzLTA marketing materials leading up to event, approximately 8 weeks of promotion
- Inclusion in all AzLTA social media post related to event, approximately 8 weeks of promotion/minimum of 15 posts

PGA TOUR Charles Schwab Cup Benefits:

- 25 tickets to Charles Schwab Cup
- Four (4) tickets to “Cold Beers & Cheeseburgers on 12” venue at Charles Schwab Cup
- Exclusive VIP Honorary Observer Package- Opportunity to walk inside the ropes with the pros during official play of Charles Schwab Cup
- Four (4) tickets to KMLE Concert at the Phoenix Country Club on November 8, 2019
- *Opportunity to attend PGA TOUR Media Day on September 23, 2019
- *Invitation to PGA TOUR’s PUTT for Charity, September 26, 2019

Cost - \$25,000

Customize Your Participation



Experience Arizona Walk	Cost	# of Sponsors Available
Activation	\$5,000	9
Green Screen Booth	\$3,200	4 (2 SOLD)

Experience Arizona Open	Cost	# of Sponsors Available
Standard foursome	\$2,500	25 (7 SOLD)
Play w/veteran	\$3,000	4
Sponsor hole w/game	\$5,000	5
Sponsor hole w/out game	\$2,500	10 (3 SOLD)
Brand lunch box	\$1,000	1
Hole-in-One	\$1,700	1 (SOLD)
Challenge Coin	\$2,000	1 (SOLD)
Photo of golfers (based on # of sponsors)	\$500- \$2,000	1
Branded golf balls	\$1,500	1 (SOLD)
Branded divot tools	\$2,400	1

Tapaz After Party	Cost	# of Sponsors Available
Stage sponsorship	\$2,500	1 (SOLD)
Green Screen Booth	\$1,800	1 (SOLD)
Cups	\$1,500	1
Napkins	\$1,500	1

Title Sponsor	Cost	# of Sponsors Available
Experience Arizona Walk	\$25,000	1 (SOLD)
Experience Arizona Open & Tapaz After Party	\$25,000	1 (SOLD)

We look forward to your participation. Thank you for your consideration and support.

For more information, please contact:

Karen Cahn

Senior Vice President,
Marketing & Membership

kcahn@azlta

602-602-0729

ARIZONA
LODGING
— & —
TOURISM
ASSOCIATION



V H & R A

VALLEY HOTEL
AND RESORT
ASSOCIATION