

SPONSOR ENTITLEMENTS



	Platinum	Gold	Silver	Bronze
Rights & Licenses				
Sponsorship Fee	\$40K	\$20K	\$12K	\$6.5K
Category exclusivity	X	X	X	
Right to make a pre-approved promotional offer in conjunction with Bank of America Open	X	X	X	X
Right to assign a sponsor benefit to a pre-approved business/media partner	X			
Access to Bank of America Open film library for promotional footage	X	X	X	X
Advertising & Promotional Package				
Television:				
:30 second spots on Golf Channel - 4-day live period	4	4		
:30 second spots on Golf Channel - same day rebroadcast	4			
:30 second spots on Golf Channel - week after rebroadcast	4			
:30 second spots on Golf Channel - R.O.S. during Tournament Week	1			
Golf Channel billboard tags	1	1	2	
Radio:				
:30 second spots on Sports Radio advertising; numbers TBD based on 2008 radio sponsorship	X	X	X	
Print:				
Logo/ID on Daily Pairings schedule	X	X		
Logo/ID on sponsor page in the Spectator Guide	X	X	X	X
(1) Four-color ad in Spectator Guide	Full Page	1/2 Page	1/4 Page	1/4 Page
Logo/ID on certain pre-event advertising	X	X		
(1) Logo/ID on Tournament website (lasallebankopen.com) with direct link to sponsor site	X	X	X	X
Pro-Am Activities				
Foursome (4 amateurs) for Monday Pro-Am w/gift sets		1	1	1
Foursome (4 amateurs) for Wednesday LaSalle Bank Pro-Am w/gift sets	2	1		
On Course & Tournament				
(1) Logo/ID on (2) signs near Tournament entrance	X	X		
Logo/ID on side panel of electronic scoreboard on the Tournament course	2	1		
(1) Logo/ID on electronic scoreboard on the Tournament course (8 locations)	X	X	X	X
(1) Logo/ID on Official Main Scoreboard	X	X		
(1) 10'x10' marketing/sampling tent in Sponsor Pavilion (2 chairs, (1) 8-ft tables, signage)	X	X	X	X
Hole sponsorship logo/ID on Tee & Green Signage		X	X	
Premium hole sponsorship - logo/ID on Tee & Green Signage (available holes: 10, 16, 17)	X			
VIP & Hospitality				
General Hospitality Suite per day		12	6	2
VIP guest gift packages	50	12	6	2
Tournament general admission passes	100	50	25	10
18th Hole skybox hospitality (30-person capacity)	1			
VIP parking passes	8	4	2	1
18-hole rounds at host golf course	8	4	2	