

2006 Champion Tom Kite



Raymond Floyd



Jay Haas

S P O N S O R S H I P O P P O R T U N I T I E S

Valencia Country Club Santa Clarita, California March 12-18, 2007

The At&T Classic provides a variety of packages to promote your products and build brand awareness to an affluent consumer audience. These packages provide great benefits individually or by complimenting larger sponsorships.



HOSPITALITY

Corporate Skyboxes

Skybox packages provide premiere corporate hospitality and exclusive tournament viewing. Strategically located overlooking the 18th fairway and green, skybox entertainment enables you to provide your guests with a unique and memorable experience.

INVESTMENT

Full Box	\$20,000
Half Box	\$10,000

AMENITIES

- 24 skybox credentials for guests per day
- 2 host credentials per day
- Food and beverage services provided by tournament, with an opportunity to purchase service upgrades (beer, wine, and soft drinks included)
- Closed circuit television coverage of the tournament
- 10 daily parking passes
- Daily supply of Official Programs and Pairing Guides for guests
- 25 general admission tickets



Fairway Chalet **NEW!**

A table for ten inside our Fairway Chalet Tent. Includes an exclusive entry, food and beverages, a private restroom facility, pairing guides and your own dining area. In addition to your table, fold up seats will be available to all guests.

INVESTMENT

3-Day Package (Friday, Saturday, Sunday)	\$6,500
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AMENITIES

- Food and beverage services provided (beer, wine and soft drinks included)
- 2 host credentials
- 10 guest credentials per day
- 6 parking passes
- Daily supply of spectator guides and pairing sheets
- Closed circuit television of tournament broadcast

Executive Suite

Purchase an exclusive seat for you and a guest with our new Executive Suite located at the green on Hole 14. This skybox will provide a great view of the strategically important par 3 hole while you watch in the comfort of a reserved chair, with a buffet and bartender. This ticket will also allow you the access to walk the course to follow your favorite player. Private entrance to the golf course through the Hyatt Hotel.

INVESTMENT

3-Day Package (Friday, Saturday, Sunday)	\$500 per seat
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TOURNAMENT INFORMATION

DATE

March 12-18, 2007

SANCTION

PGA Champions Tour Event

SITE

Valencia Country Club
Santa Clarita, California

PURSE

\$1.6 million
\$240,000 for Champion

2006 DEFENDING CHAMPION

Tom Kite

PAST CHAMPIONS

Des Smyth, 2005
Gil Morgan, 2004
Tom Purtzer, 2003
Tom Kite, 2002
Jim Colbert, 2001
Joe Inman, 2000

TITLE SPONSOR

AT&T Communications

BENEFICIARIES

Henry Mayo Newhall
Memorial Hospital Foundation
and other local charities

ATTENDANCE

In excess of 40,000 over
the week of festivities

TELEVISION

All rounds will be televised
on the Golf Channel

PRO-AMS

Enjoy a day filled with golf's greatest names, celebrities, and special entertainment. The activities include dinners, cocktail receptions, a Pro-Am awards ceremony, on-course hospitality, and a featured gala event. The Pro-Am pairings announcement occurs at a lavish reception and dinner on Tuesday evening prior to the Wednesday tournament.

The Henry Mayo Hospital Pro-Am at the AT&T Classic

INVESTMENT

Monday \$7,000 Foursome

AMENITIES

- VIP gift package and team photo for each player
- Valet parking
- 2 general admission tickets
- Brunch
- Buffet and awards reception at end of play
- Low net, best ball competition

AT&T Classic Pro-Am

INVESTMENT

Wednesday or Thursday (per day) \$9,000 Foursome

AMENITIES

- VIP gift package and team photo for each player (Limit 1 gift package per player per annual tournament)
- Valet parking
- 2 general admission tickets
- 2 tickets per Pro-Am participant for Tuesday Night Pairings Party, Wednesday Evening Gala and Awards Party, Thursday Reception and Awards Party
- Breakfast prior to start of tournament
- Buffet and awards reception following each days tournament
- Low net, best ball competition



PREMIER SPONSORSHIP PROGRAMS

Hole Sponsorship

Prominent signage at both the tee and green will feature your corporate name and logo in full color.

INVESTMENT

\$4,000

AMENITIES

- 10 general admission tickets
- 5 daily parking passes

Exhibit Tent

A great opportunity for product sampling and sales promotion. Exhibit tents will be located in high traffic areas to maximize exposure to tournament spectators.

INVESTMENT

\$2,000 10 x 10 Tent

AMENITIES

- One 10' x 10' tent with sidewalls
- One 6' table and 2 chairs
- 3 exhibitor badges
- 2 daily parking passes

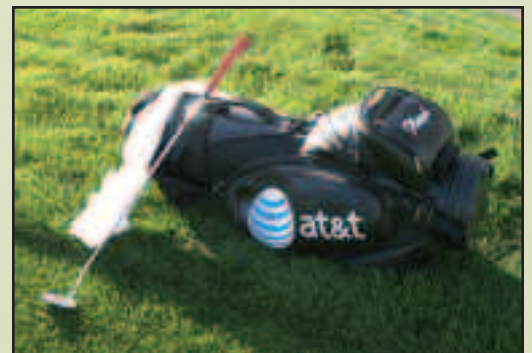
Spectator Guide Advertising

INVESTMENT

Full-page, 4-color ad \$4,000
5"x8" no bleed or 5.75"x8.75 with bleed

AMENITIES

- 10 general admission tickets
- 5 daily parking passes



AT&T Classic Golf Tournament Generates Estimated \$19.2 Million Annually For Greater Los Angeles Area

SANTA CLARITA, Calif. (May 2006) – The week-long AT&T Classic, a prestigious annual golf tournament featuring the top players on the PGA Seniors Tour, today announced that it contributes an estimated \$19.2 million each year to the greater Los Angeles Area, with a direct impact in the Santa Clarita Valley of \$8.3 million. The results were identified in an economic impact study conducted by Economics Research Associates. According to Brian Fitzgerald, executive director for the AT&T Classic, the study was used to measure and analyze the gross revenue generated in the region through the event, which also directly benefits local charities.

“Over the past 17 years, the AT&T Classic has grown into one of the top Champions Tour events,” said Fitzgerald. “Since 2001 the Valencia Country Club has hosted the tournament and over this period the Santa Clarita community has embraced the AT&T Classic as its own signature event. It’s great to see the direct financial impact that this successful and entertaining tournament brings to the area.”

The total economic impact related to hosting the golf tournament is calculated based on primary and induced levels. The primary impact measures the initial first-round expenditures associated with tournament activities including tournament production, Tour player goods and services, spectator goods and services, hotels and lodging, media production, charitable contributions and sponsorship activities. The estimated primary impact is \$8.35 million within Santa Clarita Valley. The induced, or multiplier, impact measures the subsequent rounds of respending the first-round primary impact expenditures in the region, which is estimated to be at \$10.85 million. The total economic impact is the sum of the primary and induced impact, resulting in a \$19.2 million impact on the greater Los Angeles region.

The AT&T Classic has also actively raised funds for local charities, donating more than \$400,000 to charities throughout Santa Clarita.

Last year the AT&T Classic announced the extension of its agreement with the Valencia Country Club to host the tournament through 2007, with an option for 2008.

Valencia Country Club

Since its public opening in 1965, the Valencia Country Club has been recognized as one of Southern California’s premier golfing venues. Featuring a masterful design by Robert Trent Jones Sr., Valencia is perhaps best known for its pristine putting surfaces and traditional hole designs. Typifying the best of Jones’ creations, Valencia offers unique rewards and penalties for players of all skill levels, from the novice to the most seasoned professional. For additional information call 661-254-4401 or visit

www.valenciagolfclub.com.

Valencia Country Club
Santa Clarita, California
March 12-18, 2007

For more information call (661) 260-1897 or visit www.attclassic.com