

Marketing Opportunities

The BMW Championship offers your company very unique opportunities to engage a highly refined and upscale audience while they are enjoying leisure time with their families.

ENGAGE AN UPSCALE TARGET MARKET

The BMW Championship creates an atmosphere where families come to enjoy themselves with their family. It should come as no surprise that the average income of golf enthusiasts is far above the mean. You can reach this audience in several unique opportunities that can be catered to fit your exact needs. Please inquire with Matt Starr at the BMW Championship tournament office for more information on each opportunity and for additional ideas on how to get your company involved in the Tournament in September.



Unique Opportunities:

- Monday Celebrity Pro-Am – Title Sponsorship
 - Join us for Chicago's best Labor Day party. The biggest names in Chicago sports and media will be on the course and there will be plenty of fun for the whole family. There are endless opportunities to brand this event in the community and leverage the sponsorship.
- Business Centers/ Technology Centers – Presenting Sponsorship
 - Several areas will be set up around the course with public phones. A phone or technology company can sponsor these areas and showcase new products. This is especially valuable because cell phones are not allowed at PGA TOUR tournaments.
- Information Centers – Presenting Sponsorship
 - Several areas around the course will have helpful information for spectators. Help provide this great service to tournament attendees as a presenting sponsor.
- Upgraded Fan Pavilion – Title Sponsorship
 - Ideal for a liquor or wine company, possibly a high-end restaurant. A public pavilion can be built to provide fans with a place to come enjoy some air conditioning and order upgraded food and beverage .
- Youth Clinic – Presenting Sponsorship
 - Monday afternoon, there is a highly entertaining children's clinic held on the driving range. Both kids and adults will enjoy the experience. A great opportunity to engage parents and kids.
- Inside the Ropes Experience
 - Provide your company's top clients with an experience of a lifetime by getting them behind the ropes on tournament day. Participants will be able to walk the course on Tournament day and see the action from as close as you can possibly see it!
- Junior Skills Clinic – Presenting Sponsor
 - Be a part of the inaugural junior golf skills clinic. To be held on the driving range during tournament week. Sponsorship is a great way to reach high school athletes and their parents.

For more information contact:
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BMW Championship 



2010 BMW CHAMPIONSHIP
COG HILL GOLF & COUNTRY CLUB
SEPTEMBER 6 – 12, 2010
LEMONT, ILLINOIS, USA



PLAYOFFS

