



Inaugural Celebrity Charity Tournament  
 Thursday, August 21, 2008  
 The Grove Park Inn Resort & Spa  
 Asheville, North Carolina

## SPONSORSHIP OPPORTUNITIES

The Charlotte Destination Group, Performance PR Plus and The Grove Park Inn Resort & Spa are proud to bring you the inaugural **Drive Fore A Dream** Celebrity Charity Golf Classic to benefit the North Carolina Motorsports Association (NCMA) E1<sup>2</sup> Scholarship Program. The E1<sup>2</sup> program allows students to realize their dreams through education in one of many motorsports curriculums offered by various North Carolina colleges and educational institutions.

### Sponsorship Levels and Benefits:

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| <p><input type="checkbox"/> <b>Title</b> <span style="float: right;"><b>\$7,500</b></span></p> <ul style="list-style-type: none"> <li>• One foursome (celebrity plus three players)</li> <li>• Company logo on player shirts (128)</li> <li>• Company logo on registration website with link</li> <li>• Company logo on NCMA website with link</li> <li>• Opportunity to place company literature and merchandise in player gift bags (150)</li> <li>• Opportunity to place a tent and/or table next to registration to provide info/product demonstrations/samplings</li> <li>• Company logo on golf cart signage</li> <li>• Company logo on front cover of player programs</li> <li>• Media mentions in all golf tournament correspondence including press releases, flyers and other collateral materials and media pitches</li> </ul> <p><input type="checkbox"/> <b>Dinner</b> <span style="float: right;"><b>\$4,000</b></span></p> <ul style="list-style-type: none"> <li>• Signage behind keynote speaker</li> <li>• Up to four people for a private meet and greet with keynote speaker</li> <li>• Opportunity to address attendees from podium prior to keynote speaker</li> <li>• Opportunity to provide promotional item as gift for attendees (up to 500 in attendance)</li> <li>• Ten dinner tickets</li> <li>• Company logo on registration website</li> <li>• Company logo on NCMA website</li> <li>• Company logo in player programs</li> </ul> <p><input type="checkbox"/> <b>Reception</b> <span style="float: right;"><b>\$3,000</b></span></p> <ul style="list-style-type: none"> <li>• Opportunity to place signage at clubhouse</li> <li>• Opportunity to put table at clubhouse to provide info/product demonstration/samplings</li> <li>• Opportunity to place company literature and merchandise in player gift bags (150)</li> <li>• Company logo on registration website</li> <li>• Company logo on NCMA website</li> <li>• Company logo in player programs</li> </ul> | <p><input type="checkbox"/> <b>Hole</b> <span style="float: right;"><b>\$1,000 each</b></span></p> <ol style="list-style-type: none"> <li>1. Hole signage</li> <li>2. Listing in player programs</li> </ol> <p><b>*Each hole will be assigned an NC educational institute that offers a motorsports curriculum. 100% of each \$1,000 sponsorship will go to an assigned educational institution. You have the option of choosing which NC educational institution/hole you would like to sponsor or we can choose for you. They are as follows:</b></p> <ol style="list-style-type: none"> <li>1. EmbrACE (NCMA Diversity education program)</li> <li>2. Central Piedmont Community College</li> <li>3. Davidson Community College</li> <li>4. Forsyth Technical Community College</li> <li>5. Halifax Community College</li> <li>6. Lenoir Community College</li> <li>7. Mitchell Community College</li> <li>8. NC Small Business Center</li> <li>9. Rowan-Cabarrus Community College</li> <li>10. Sandhills Community College</li> <li>11. Fast Track RC (NCMA Elementary school program)</li> <li>12. North Carolina A &amp; T University</li> <li>13. Winston-Salem State University</li> <li>14. Belmont Abby</li> <li>15. University of North Carolina Charlotte</li> <li>16. NASCAR Technical Institute</li> <li>17. Cabarrus County Community College</li> </ol> <p><input type="checkbox"/> <b>Contest</b> <span style="float: right;"><b>\$500 plus prize</b></span></p> <ul style="list-style-type: none"> <li>• Hole/putting green signage</li> <li>• Listing in player programs</li> </ul> <p><i>Contest available for sponsorship:</i></p> <p><input type="checkbox"/> Hole in One                      <input type="checkbox"/> Longest Drive</p> <p><input type="checkbox"/> Closest to the Pin              <input type="checkbox"/> Putting</p> <p><input type="checkbox"/> <b>Beverage Cart (2 available)</b> <span style="float: right;"><b>\$500 each</b></span></p> <ul style="list-style-type: none"> <li>• Signage on beverage cart(s)</li> <li>• Listing in player programs</li> </ul> |
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- Player Gift Bag Sponsors – 150 gift bags (duffle bags, back packs or coolers) and/or 150 value items**     **Door Prizes**

**YES we want to be a sponsor! Please select desired sponsorship opportunity above.**

Individual Name (print): \_\_\_\_\_ Signature: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please fax to: The Charlotte Destination Group at 704-342-0173 or mail to 529 N College Street, Charlotte NC 28202  
 For additional information on the tournament, foursomes and related packages, please visit our website  
 at [www.charlottedestinationgroup.com/golftournament.html](http://www.charlottedestinationgroup.com/golftournament.html) or call 704-375-1815