



BENEFITING  
**THE BREES DREAM**  
FOUNDATION

## **Military Family Activities at the Cox Celebrity Championship hosted by Drew Brees**

The 13<sup>th</sup> annual Cox Celebrity Championship hosted by Drew Brees will present two events in honor of San Diego Military: Wounded Warriors on Friday, May 20 and the 6<sup>th</sup> annual Military Appreciation Day on Sunday, May 22.

### **Friday, May 20- Wounded Warriors**

For the fourth consecutive year the Cox Celebrity Championship will host a group of Wounded Warriors as VIPs on the opening day of the tournament.

These true heroes will experience:

- Access to the VIP 18<sup>th</sup> Green
- Catered lunch, beverages and snacks
- Celebrity meet-and-greets

### **Sunday, May 22- Military Appreciation Day**

Military Appreciation Day will be held on the last day of the tournament. The Cox Celebrity Championship welcomes all San Diego military and their families for this honorary event. Military members and their families will enjoy:

- Free admission to the tournament
- Free lunch for the first 1,000 to RSVP
- Free Celebrity autographs/pictures
- Contests, prizes and much more

**Your business can help serve the San Diego community while you strengthen your brand among a core group of influential San Diego military family members.** Your participation will directly enhance the “Quality of Life” for our Military families!



Drew Brees with Wounded Warriors





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The following is a summary of a proposed **Military Appreciation Day** sponsorship with the 2011 Cox Celebrity Championship hosted by Drew Brees. The 2011 event will be held **May 22, 2011** at Morgan Run Resort and Club in Rancho Santa Fe, CA.

### **Military Appreciation Day Title Sponsorship Package**

*Cox Celebrity Championship hosted to provide:*

#### **Media**

- Recognition as the title sponsor of the Military Appreciation Day at the Cox Celebrity Championship in press releases, flyers and advertisements



Comedian Ray Romano at  
Military Appreciation Day

#### **On-Site Exposure**

- Opportunity to place one (1) banner around military seating area on Sunday, May 22 (sponsor to provide)
- Opportunity to place one (1) on-course banner (sponsor to provide)
- Opportunity to provide gifts to Wounded Warriors
- Logo on all lunch vouchers distributed to military families
- Recognition on the Tournament Sponsor Board
- Exhibitor Booth during the Cox Celebrity Championship (sponsor to provide tent)
  - Opportunity to display signage and products

#### **Playing Positions**

- **Four (4) playing positions in the two-day Celebrity – Amateur Tournament** (Friday, May 20 – Sunday, May 22)
  - Two (2) days of golf; paired with a different Celebrity each day
  - All inclusive, catered breakfast & lunch, hosted bar, on-course beverages and snacks
- **Four (4) premium gift packages**
  - Tournament shirt, Tournament wind vest, golf shoes, picture plaque, golf balls and more! (Items subject to change)



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### Hospitality

- **Eight (8) invitations to the Red Carpet Reception** *(Thursday, May 19)*
  - All inclusive: catered dinner, hosted bar, live and silent auction, and celebrity entertainment - attended by over 50 celebrities
- **Eight (8) invitations to the Champion's Dinner** *(Saturday, May 21)*
  - All inclusive: catered dinner, hosted bar, live and silent auction, and celebrity entertainment - attended by over 50 celebrities
- **Eight (8) 3-Day VIP 18<sup>th</sup> Green Hospitality Passes** *(all inclusive Friday, May 20 – Sunday, May 22)*
  - Daily Tournament Admission
  - Access to the VIP 18<sup>th</sup> Green
  - Catered breakfast & lunch daily
  - Hosted bar, beverages & snacks
  - 18<sup>th</sup> green private seating
- **Two-hundred (200) 3-day tournament tickets** *(Friday, May 20 – Sunday, May 22)*

### Tournament Newsletter

- Editorial, logo and link in May Cox Celebrity Championship Newsletter

### Website

- Banner ad and logo on tournament website  
[www.celebritychampionship.com](http://www.celebritychampionship.com)

**Net Package Price: \$25,000**