

THE Galleri[®] CLASSIC



MARCH 25 - 31, 2024
**PARTNERSHIP
OPPORTUNITIES**





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CLASSIC

TOURNAMENT OVERVIEW

DATE: March 25 – 31, 2024

VENUE: Mission Hills Country Club, Rancho Mirage, CA

PURSE: \$2,200,000

FIELD: 78 PGA TOUR Champions Professionals

TELEVISION:  **GOLF** Friday-Sunday

CHARITY: Cancer-related causes in the Coachella Valley

FORMAT: 54-hole stroke play


CHAMPIONS

 *charles*
SCHWAB

SCHEDULE OF EVENTS

TUESDAY, MARCH 26

- Practice Rounds
- Pro-Am Pairings Party

WEDNESDAY, MARCH 27

- Official Pro-Am Tournament

THURSDAY, MARCH 28

- Official Pro-Am Tournament

FRIDAY, MARCH 29

- First Round – Professional Competition

SATURDAY, MARCH 30

- Second Round – Professional Competition

SUNDAY, MARCH 31

- Final Round – Professional Competition
- Awards Ceremony



PROFESSIONAL FIELD

78 GOLF LEGENDS

COMPETING FOR A \$2.2MM PURSE!

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OFFICIAL PRO-AM

The Pro-Am provides an unmatched opportunity for golf enthusiasts to go inside-the-ropes and test their skills at the historic mission hills country club. Availability is limited.

**WEDNESDAY, MARCH 27 AND/OR
THURSDAY, MARCH 28**

- **Four (4) amateur playing positions, paired with a PGA TOUR Champions professional**
- **Four (4) Valet Parking Passes for your Pro-Am day (Wednesday or Thursday)**
- **Four (4) invitations to The Galleri Classic Pairings Party on Tuesday evening**
- **Four (4) premium gift packages**
- **Breakfast/lunch and on-course refreshments available for Pro-Am participants**
- **Each Pro-Am participant will receive a badge with Clubhouse access for tournament week**

INVESTMENT:

- **\$18,000 per foursome per day**
- **\$4,500 per single playing spot per day**



18th GREEN HOSPITALITY

Enhance your viewing experience and enjoy the tournament action from a covered, open-air venue featuring a birds-eye view of the historic par 5, 18th green featuring the largest island green around Poppie's Pond.

CUSTOM PRIVATE SKYBOX – 18TH GREEN

- Private suite located on the 18th green
- Customized number of tickets per day (50, 75 or 100 per day)
- All inclusive food and beverage
- Upgraded restroom facilities
- Company recognition on venue entrance and individual skybox,

INVESTMENT: CUSTOMIZED PENDING GROUP SIZE

24-PERSON PRIVATE SKYBOX – 18TH GREEN

- Private suite located on the 18th green
- Twenty-four (24) tickets per day
- All inclusive food and beverage
- Upgraded restroom facilities
- Company recognition on venue entrance and individual skybox,

INVESTMENT: \$36,000

CHAMPIONS CLUB – 18TH GREEN

- Shared hospitality venue located on the 18th green
- All inclusive food and beverage
- Upgraded restroom facilities
- Company recognition on Champions Club entrance (text only)

**INVESTMENT: \$850/WEEKLY PASS OR
\$7,500 FOR 10 PASSES**



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17th GREEN HOSPITALITY

Enjoy a unique approach to guest entertainment in your private, open-air cabana with one of the best views on course overlooking the par 3 17th hole.

The cabanas provide full beverage service and local Palm Rancho Mirage cuisine while being in the thick of premier golf action.

PRIVATE CABANA – 17TH HOLE (FRI-SUN)

- Private, open-air venue with seating for 10 people
- All inclusive food & beverage service
- Upgraded restrooms
- Company recognition on venue entrance and individual cabanas, (text only)

INVESTMENT: \$15,000



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VIP EXPERIENCE: HONORARY OBSERVER

Ability to walk inside the ropes at The Galleri Classic alongside legendary PGA TOUR Champions players as they compete.

THE HONORARY OBSERVER EXPERIENCE INCLUDES:

- Two (2) Single Day Honorary Observer Passes (Fri, Sat or Sun)
- Honorary Observers are introduced to the players where the group will be announced on No. 1 Tee
- Official photo with the PGA TOUR Champions professional
- Walk the full round inside-the-ropes while the PGA TOUR Champions players compete

INVESTMENT: \$3,000 PER DAY
(Accommodates 2 People)



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ADVERTISING & BRANDING

DIGITAL SCOREBOARD:

Corporate logo featured on loop on all digital scoreboards located in highly visible locations throughout the golf course. Starting at \$5,000

EXPO BOOTH:

10x10 space in the centrally located expo village. Opportunity to generate brand exposure and display products and services to tournament spectators. \$7,500

PUTTING GREEN:

Corporate logo featured on custom signage at tournament putting green. \$20,000

DRIVING RANGE:

Corporate logo featured on driving range signage and a-frame player identification signs. \$20,000

VOLUNTEER PROGRAM:

Corporate logo featured on volunteer headquarters, print collateral, website, registration materials etc. \$25,000

GOLF CART SPONSOR:

Company logo on one side of all golf carts utilized during the Pro-Am, as well as Tournament Staff and Volunteers throughout the week. \$25,000

NAMING RIGHTS OPPORTUNITIES INCLUDE:

- CHAMPIONS CLUB ON 18
- PRESENTING PARTNER OF THE OFFICIAL PRO-AM
- AUTOGRAPH ALLEY
- EXPO VILLAGE



ADVERTISING & BRANDING

FULL PAGE AD IN DIGITAL SPECTATOR GUIDE:

The Digital Spectator Guide is full of information regarding the course, concession locations, general tournament information and includes daily pairings. It is distributed to all tournament attendees electronically Wednesday-Sunday. \$5,000

DIGITAL TICKET SPONSOR:

As the digital ticket sponsor, your corporate logo will be featured on every digital ticket and hospitality pass ensuring brand visibility to all attendees. \$15,000

PUBLIC SEATING SPONSOR:

Corporate logo featured on the interior and seat backs of all public seating areas, ability to rename the public grandstand with tournament approval. \$15,000

BACK OF TEE-BACKS:

Corporate logo on the back of all 18 Tee-Backs, provides significant brand visibility to all attendees (mockup included on this slide) \$30,000





CONTACT

**MICHELLE DELANCY
TOURNAMENT DIRECTOR**

206-719-0899

MICHELLE.DELANCY@TEAMWASS.COM