



Crowne Plaza Invitational at Colonial

Fact Sheet

Dates: May 21-27, 2007

Course: Colonial Country Club, Fort Worth, Texas

Television: The Golf Channel – Thursday and Friday, May 24-25 CBS – Saturday and Sunday, May 26-27

Purse: \$6 million 1st place: \$1,080,000 2nd place: \$648,000 3rd place: \$408,000

Format: Invitation-only PGA Tour event featuring 114 of the top players in the world, with players earning points in the new season-long FedExCup competition; 72-hole stroke play, Thursday-Sunday; after 36 holes, the field is cut to the lowest 70 and ties.

Champions (since 1990):	2006 – Tim Herron	2000 – Phil Mickelson	1994 – Nick Price
	2005 – Kenny Perry	1999 – Olin Browne	1993 – Fulton Allem
	2004 – Steve Flesch	1998 – Tom Watson	1992 – Bruce Lietzke
	2003 – Kenny Perry	1997 – David Frost	1991 – Tom Purtzer
	2002 – Nick Price	1996 – Corey Pavin	1990 – Ben Crenshaw
	2001 – Sergio Garcia	1995 – Tom Lehman	

Charity: The common theme among all PGA Tour events is their support of charities in their local communities. The Crowne Plaza Invitational at Colonial is equally committed to this cause by contributing over \$17 million to community charities. The tournament's primary beneficiary is Cook Children's Medical Center, which uses contributions generated from the Crowne Plaza Invitational at Colonial to pay for uncompensated care. No child is turned away from Cook Children's, regardless of their ability to pay. Our annual contribution to Cook Children's Medical Center exceed \$500,000. The tournament's support of many other organizations ensures a breadth of community-wide impact. Our event in 2006 generated \$2.7 million in funds for Cook and other charities.



Official Event



Tournament Week

Schedule of Events

Sunday, May 20, 2007

5:30 pm Hogan Pro-Am Pairings Party

Monday, May 21, 2007

8:00 am Hogan Pro-Am

4:15 pm Junior Clinic

6:00 pm Entertainment Night

Tuesday, May 22, 2007

7:00 am Practice Rounds

5:30 pm Crowne Plaza Pro-Am Pairings Party

Wednesday, May 23, 2007

6:50 am Crowne Plaza Pro-Am – Morning Flight

12:00 pm Crowne Plaza Pro-Am - Afternoon Flight

Thursday, May 24, 2007

7:30 am Tournament Play – First Round

Friday, May 25, 2007

7:30 am Tournament Play – Second Round

Saturday, May 26, 2007

7:45 am Tournament Play – Third Round

Sunday, May 27, 2007

7:45 am Tournament Play – Final Round

5:00 pm Champion's Awards Ceremony



Official Event

Chalet Hospitality

Overview

- ▶ First-class Private Hospitality Setting with Views of the Golf Course and Tournament Action
- ▶ Located in the Lone Star Corporate Village (15th, 16th & 17th hole triangle)
- ▶ Access Wednesday through Sunday

Venue

- ▶ 30'x50' Clearspan tent plus 30'x20' shaded outdoor patio with seating for 60+ people
- ▶ Lounge Seating with Television, Linens, Lighting and Floral Décor
- ▶ Air-conditioning, Access to Upscale Restroom, Tables, Chairs and Bar
- ▶ Corporate Name Identification on the Chalet Main Entrance

Marketing

- ▶ Sponsor Board, Magazine Listing and (1) Full Page Color Ad in the Tournament Magazine



Pro-Am

- ▶ (2) Playing Spots in Monday's Hogan Pro-Am
- ▶ (1) Invitation for each Pro-Am Participant and a Guest to Sunday Evening's Pairings Party

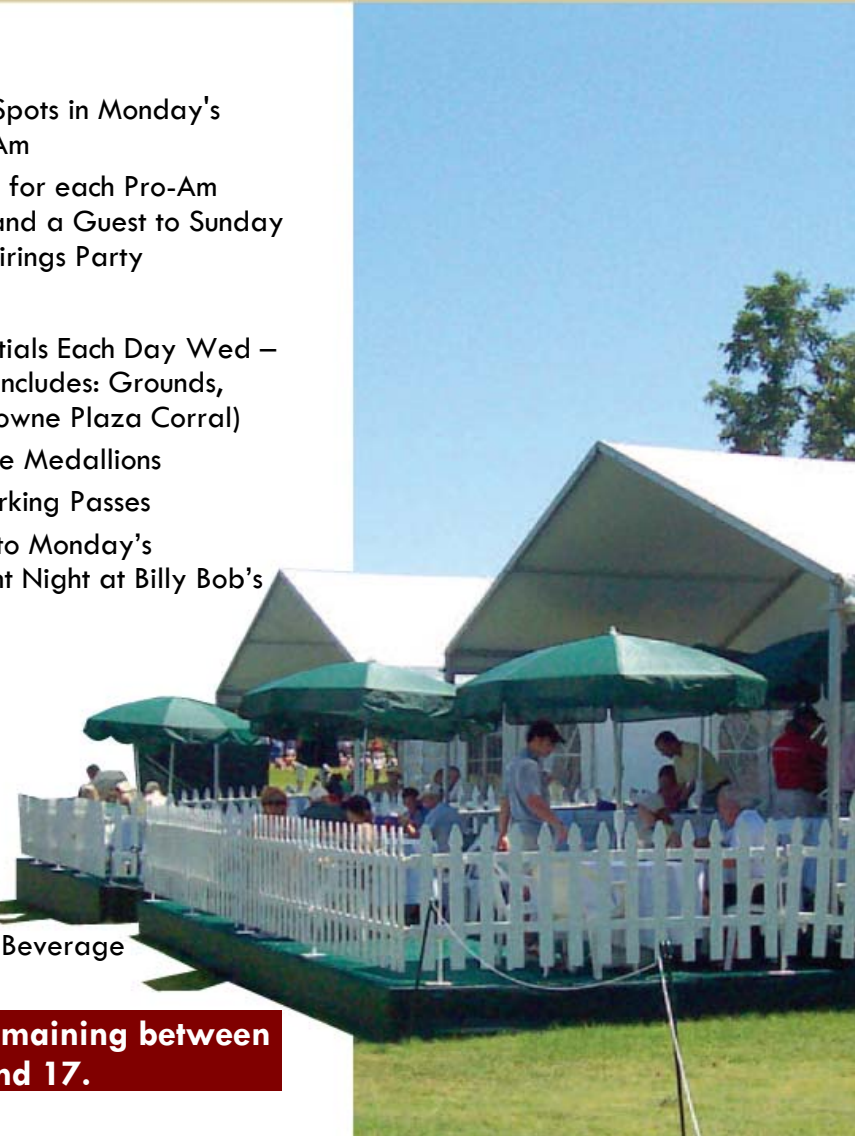
Credentials

- ▶ (80) Credentials Each Day Wed – Sun (Access Includes: Grounds, Chalet & Crowne Plaza Corral)
- ▶ (6) Clubhouse Medallions
- ▶ (6) Valet Parking Passes
- ▶ (10) Tickets to Monday's Entertainment Night at Billy Bob's Texas

Fee

- ▶ \$45,000
- ▶ Plus Food & Beverage

▶ **One (1) remaining between Nos. 15 and 17.**



Overview

- ▶ 16'x24' Enclosed Luxury Private Hospitality Suite
- ▶ Access Wednesday through Sunday
- ▶ 10th/18th Hole or 13th/14th Hole

Venue

- ▶ Air-conditioned Interior with Tiered Seating for 21 People Plus Room for 4 People Standing
- ▶ Covered Roof-top Deck for 20-25 People
- ▶ Attractive Interior with Televisions, Floral Décor, Tables and Restroom
- ▶ Corporate Name Identification on the Skysuite Entrance

Marketing

- ▶ Sponsor Board, Magazine Listing and (1) Full Page Color Ad in the Tournament Magazine

Pro-Am

- ▶ (2) Playing Spots in Monday's Hogan Pro-Am
- ▶ (1) Invitation for each Pro-Am Participant and Guest to Sunday Evening's Pairings Party

Credentials

- ▶ (30) Credentials Each Day Wed – Sun (Access Includes: Grounds, Skysuite & Crowne Plaza Corral)
- ▶ (6) Clubhouse Medallions
- ▶ (6) Valet Parking Passes
- ▶ (10) Tickets to Monday's Entertainment Night at Billy Bob's Texas

Fee

- ▶ \$42,000
- ▶ Plus Food & Beverage

▶ **One (1) remaining overlooking No. 18.**



Overview

- ▶ Ideal Hospitality Setting to Entertain Guests while Viewing the Tournament Action Up-close
- ▶ Locations include:
 - 13th hole, par 3 green
 - 16th hole, par 3 green
 - 17th hole, par 4 green
 - 18th hole, par 4 finishing hole
- ▶ Access Wednesday through Sunday

Venue

- ▶ 10'x20' Section of a Covered Private Hospitality Venue with Tiered Seating for 16 People
- ▶ Rear Deck for Food & Beverage Service plus Adjoining Entry Deck for Easy Access
- ▶ Television and Fan
- ▶ Corporate Name Identification on the Skybox Main Entrance

Credentials

- ▶ Daily Grounds Credentials Purchased Separately in Quantities to Specifically Meet Entertaining Needs
- ▶ (4) Valet Parking Passes
- ▶ (4) Tickets to Monday's Entertainment Night at Billy Bob's Texas

Marketing

- ▶ Sponsor Board & Magazine Listing

Fee

- ▶ \$14,500
- ▶ Plus Food & Beverage
- ▶ Plus Credentials, as Needed

SOLD OUT



Tennis Lounge

Overview

- ▶ Colonial Country Club's permanent Tennis Lounge.
- ▶ Private Hospitality has easy access to golf course, next to no. 9 fairway, and Crowne Plaza Lounge.
- ▶ Lounge provides the opportunity to entertain 20-25 at once
- ▶ Provides quiet environment to entertain clients.

Venue

- ▶ Attractive Interior with Televisions, Floral Décor, Tables and Restroom
- ▶ Four (4) Sponsor Appreciation Gift Packages
- ▶ Food and Beverage not included

Credentials

- ▶ Daily Grounds Credentials Purchased Separately in Quantities to Specifically Meet Entertaining Needs
- ▶ Ten (10) Tickets to Monday's Entertainment Night at Billy Bob's Texas

Marketing

- ▶ Sponsor Board & Tournament Magazine listing and (1) Full Page Color Ad in the Tournament Magazine.

Fee

- ▶ \$15,000 Wed. – Sun.
- ▶ Plus Food & Beverage
- ▶ Plus Credentials, as Needed



Private Hospitality (off-site)
Log Cabin Village

Overview

- ▶ Off-site venue across the street from Gate 3 entrance, less than 300 yards.
- ▶ Offers opportunity for hospitality guests before, during and after play in a private park setting.
- ▶ 50 VIP parking places offers a hassle-free experience for your clients and team

Venue

- ▶ Nestled on three (3) acres across from Colonial Country Club.
- ▶ Heavily wooded open-air park.
- ▶ Opportunity to utilize any off-site catering option
- ▶ Option to brand entrance and hospitality staging area(s).

Credentials

- ▶ Daily Grounds Credentials Purchased Separately in Quantities to Specifically Meet Entertaining Needs
- ▶ (2 –10) tickets to Monday's Entertainment Night at Billy Bob's Texas (2 per day or 10 if hosting Wed. - Sun)

Marketing

- ▶ Sponsor Board & Magazine Listing

Fee

- ▶ \$6,000 per day/\$20,000 Wed. – Sun.
- ▶ Plus Food & Beverage
- ▶ Plus Credentials, as Needed



Locator Map

Hospitality Locations:



Log Cabin Village (off-site)

Tennis Lounge

Skysuite #18

Chalet #15/#17

Hogan Pro-Am

Overview

- ▶ Monday's Hogan Pro-Am is the Christening Event for the Crowne Plaza Invitational at Colonial.
- ▶ Monday – May 21, 2007
- ▶ Morning Tee-times on the Tournament Course Beginning at 8 am. Field of (29) Teams, Each Team Consisting of (1) Professional Golfer and (4) Amateur Partners

Festivities

- ▶ (1) Invitation for the Participant and (1) Guest to Sunday Evening's Pairings Party, May 20
- ▶ (2) Tickets to Monday's Entertainment Night Party, May 21

Hospitality

- ▶ Access for the Pro-Am Player and (1) Guest to the On-Course Player Cabanas During Play, and a Post-round Reception

Credentials

- ▶ (2) Clubhouse Sponsor Medallions
- ▶ (4) Champions Club Badges
- ▶ \$3,000 in Additional Retail Credentials Credit
- ▶ (1) Valet Parking Pass

Other Features

- ▶ Deluxe Gift Package and Photo Plaque for the Pro-Am Player; valued at \$500
- ▶ Listing on the Tournament Sponsor Board and in the Tournament Magazine
- ▶ (1) Sponsor Appreciation Gift

Fee

- ▶ \$5,500

SOLD OUT



Crowne Plaza Pro-Am

Overview

- ▶ Wednesday's Crowne Plaza Pro-Am is the Premier Event Leading into the Crowne Plaza Invitational at Colonial.
- ▶ Wednesday – May 23, 2007
- ▶ Tee-times on the Tournament Course Beginning at 7 am. Field of (52) Teams, Each Team Consisting of (1) Professional Golfer and (4) Amateur Partners

Festivities

- ▶ (1) Invitation for the participant and one (1) guest to Tuesday Evening's Pairings Party, May 22
- ▶ (2) Tickets to Monday's Entertainment Night, May 21

Hospitality

- ▶ Access for the Pro-Am Player and (1) Guest to the On-Course Player Cabanas During Play, and a Post-round Reception

Credentials

- ▶ (2) Clubhouse Sponsor Medallions
- ▶ (4) Champions Club Badges
- ▶ \$3,300 in Additional Retail Credentials Credit
- ▶ (1) Valet Parking Pass

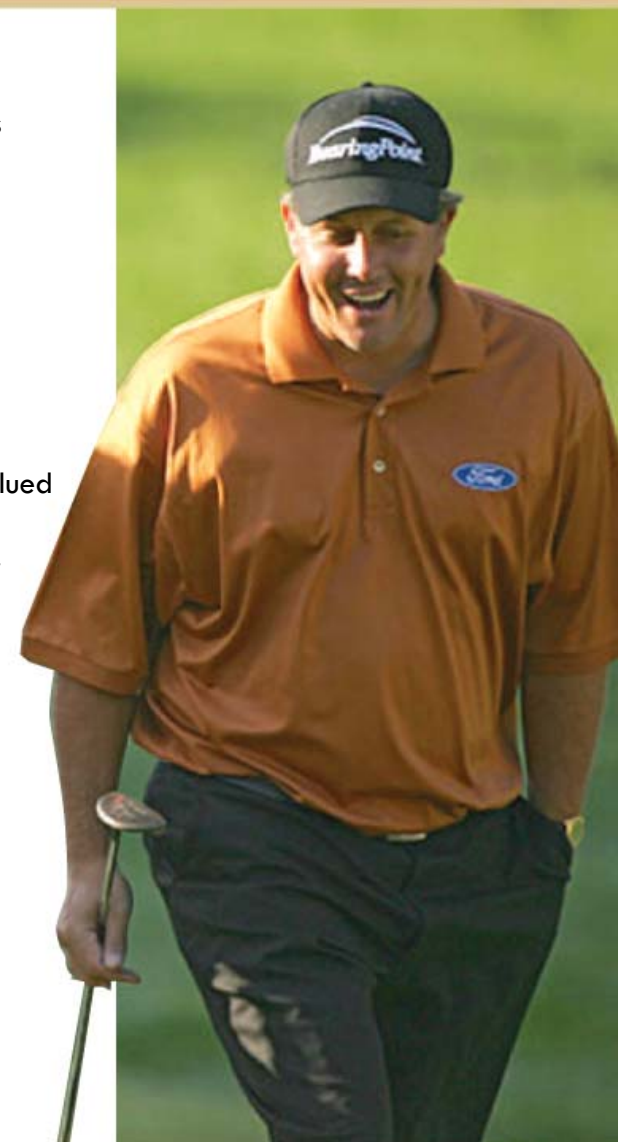
Other Features

- ▶ Premier Gift Package and Photo Plaque for the Pro-Am Player; valued at \$1,000
- ▶ Listing on the Tournament Sponsor Board and in the Tournament Magazine
- ▶ (1) Sponsor Appreciation Gift

Fee

- ▶ \$7,500

SOLD OUT



Overview

- ▶ Ideal Hospitality Setting in the Colonial Clubhouse to Entertain Guests Thursday through Sunday, while Viewing the Tournament Action Up-close from the Veranda

Venue

- ▶ Colonial Country Club Ballroom in the Main Clubhouse, with Attached Veranda Overlooking #16 Green and #17 Tee
- ▶ Upscale Daily Executive Lunch Buffet
- ▶ Snacks and Beverage Service Throughout the Day
- ▶ Televisions for Following Tournament Action

Other Features

- ▶ Sponsor Board & Tournament Magazine Listing
- ▶ Sponsor Appreciation Gift (CC 10)

Credentials

- ▶ (10) Daily Credentials to Colonial Club each Day, Thursday through Sunday, which also Provide Tournament Admission (Six Dailies in CC 6 package)
- ▶ (4) Daily Grounds (Wed & Thu)
- ▶ (10) Daily Grounds (Fri, Sat or Sun)
- ▶ (2) TCU-VIP Shuttle Parking Passes

Fee

- ▶ Colonial Club 10 **\$6,500**
- ▶ Colonial Club 6 **\$4,500**
- ▶ All F&B Included in Price



Official Event



Overview

- ▶ Popular Hospitality in the Beautiful Champions Club, for Entertaining Guests and Clients Wednesday through Sunday

Venue

- ▶ Air-conditioned Tent Located near the 9th and 10th Holes, in the Central Area of the Course
- ▶ Purchase Food and Beverage in an Upscale Setting
- ▶ Comfortable Seating, Televisions and Up-to-the-minute Scoring Information to Keep You Updated
- ▶ Enjoy Views of the Main Practice Green and Ninth Hole from the Outdoor Patio

Other Features

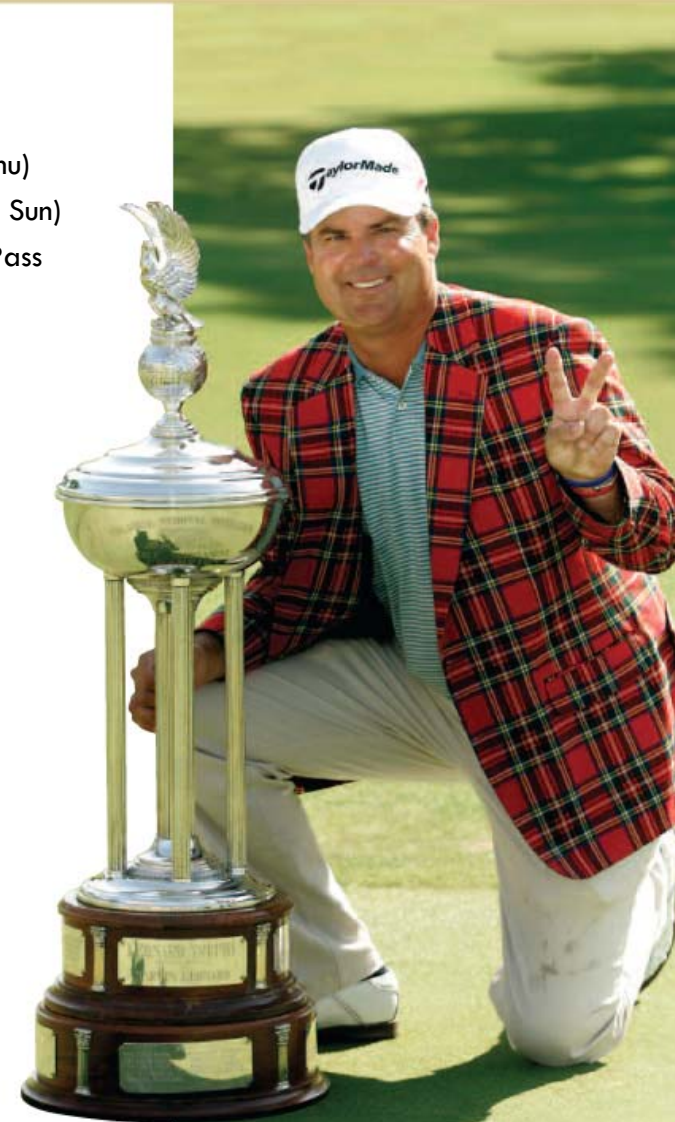
- ▶ Sponsor Board & Tournament Magazine Listing

Credentials

- ▶ (12) Champions Club Badges
- ▶ (4) Daily Grounds (Wed & Thu)
- ▶ (6) Daily Grounds (Fri, Sat or Sun)
- ▶ (1) TCU-VIP Shuttle Parking Pass

Fee

- ▶ **\$2,250**



Retail / Individual

Champions Club

- ▶ Access to Champions Club Hospitality Venue Wednesday through Sunday
- ▶ Gate Admission and Grounds Access Monday through Sunday
- ▶ Access to Crowne Plaza Patrons Corral
- ▶ **Fee: \$200**

Weekly Grounds Badge

- ▶ Gate Admission and Grounds Access Monday through Sunday
- ▶ Access to Crowne Plaza Patrons Corral
- ▶ **Fee: \$100**

Daily Grounds (Wed or Thu)

- ▶ Gate Admission and Grounds Access, One Day, Wednesday or Thursday only
- ▶ Access to Crowne Plaza Patrons Corral
- ▶ **Fee: \$30**



Official Event

Daily Grounds (Fri, Sat or Sun)

- ▶ Gate Admission and Grounds Access, One Day, Friday, Saturday or Sunday only
- ▶ Access to Crowne Plaza Patrons Corral
- ▶ **Fee: \$45**

General Parking

- ▶ Available Tuesday through Sunday of Tournament Week
- ▶ Park at TCU Amon Carter Stadium
- ▶ Motor Coach Service to and from Tournament Main Entrance
- ▶ **Fee: \$10 per day at the lot**



Plaid Package

- ▶ (6) Champions Club
- ▶ (6) Weekly Badges
- ▶ (18) Daily Grounds (Wed or Thu)
- ▶ (40) Daily Grounds (Fri, Sat or Sun)
- ▶ (1) TCU-VIP Shuttle Parking Pass
- ▶ Sponsor Board & Tournament Magazine Listing
- ▶ (2) tickets to Monday's Entertainment Night at Billy Bob's Texas
- ▶ **Fee: \$3,500** (15% Savings)

Trophy Package

- ▶ (4) Champions Club
- ▶ (4) Weekly Badges
- ▶ (6) Daily Grounds (Wed or Thu)
- ▶ (20) Daily Grounds (Fri, Sat or Sun)
- ▶ (2) TCU Parking Pass
- ▶ Sponsor Board & Tournament Magazine Listing
- ▶ **Fee: \$2,000** (12% Savings)

Classic Package

- ▶ (4) Weekly Badges
- ▶ (6) Daily Grounds (Wed or Thu)
- ▶ (12) Daily Grounds (Fri, Sat or Sun)
- ▶ (1) TCU Parking Pass
- ▶ Sponsor Board & Tournament Magazine Listing
- ▶ **Fee: \$1,000** (10% Savings)



Print Publications

Daily Pairings Guide

- ▶ Booklet Featuring Schedule of Events, Results, Course Map and Daily Pairings
- ▶ Complimentary On-Site Distribution to Patrons During the Tournament
- ▶ Circulation of 10,000
- ▶ Advertiser will Receive Recognition in Sponsor Board and Tournament Magazine
- ▶ Advertiser will Receive the Following Credentials:
 - (4) Daily Credentials (Wed & Thu)
 - (6) Daily Credentials (Fri, Sat or Sun)
- ▶ **Fee: \$5,000** for a Full Panel

SOLD OUT

Tournament Magazine

- ▶ “Coffee Table” Magazine Featuring Various Tournament Articles and Player Features
- ▶ Desirable 76109 Zip Code Distribution with Local Newspaper and Complimentary On-Site Distribution to Patrons During the Tournament
- ▶ Circulation of 12,000
- ▶ Advertiser will Receive Recognition in Sponsor Board and Tournament Magazine
- ▶ Advertiser will Receive the Following Credentials:
 - (4) Daily Credentials (Wed & Thu)
 - (6) Daily Credentials (Fri, Sat or Sun)
- ▶ **Fee: \$2,000** for a Half-page and **\$3,000** for a Full-page



Expo Booth

Overview

- ▶ At the Main Tournament Entrance, a Row of Exhibitor Booths Provide Access to Over 120,000 Tournament Attendees as they Enter and Leave the Course
- ▶ Open Monday through Sunday of Tournament Week
- ▶ Opportunity to Showcase Products & Services
- ▶ Distribution of Certain Premiums are Allowed with Prior Tournament Approval

Booth

- ▶ 10'x10' Century-style Tent with Flooring and Green Turf
- ▶ Three Sides of Tent Wall with Ability to Close the Front Wall at Night
- ▶ (1) 8' table & (2) Chairs
- ▶ Identification Signage
- ▶ Access to 120 amp Power Service

Fee

- ▶ 10'x10' Booth: \$5,000
- ▶ 10'x20' Booth: \$10,000
- ▶ 20'x20' Booth: \$12,500



Overview

- ▶ (3) Video-Boards are Positioned in “Patron-Friendly” Areas around the Golf course, Broadcasting Wednesday through Sunday of Tournament Week

Features

- ▶ Live Network Broadcast of the Tournament
- ▶ Player Bios
- ▶ Leaderboard
- ▶ Tournament Summary
- ▶ Group Introductions as Players Arrive to Tee or Green
- ▶ Statistical Information such as Distance from the Pin, Driving Distance, Putt Length, etc.

Exposure

- ▶ Your Company Logo and an Accompanying Message will “Roll” throughout the Daily Video Board Production
- ▶ Each “Roll” will be (10) seconds in Length and Take Place on Each of the (3) Video Boards

Fee

- ▶ \$15,000



Official Event

