



**2023 PARTNERSHIP OPPORTUNITIES**  
**HOSPITALITY, EXPERIENTIAL & SPONSORSHIP**



**MARCH 13 - MARCH 19, 2023**  
**COPPERHEAD COURSE AT INNISBROOK RESORT**







Thank you for your interest in partnership opportunities at the 2023 Valspar Championship. The PGA TOUR has the most valuable audience in sports and we are excited to discuss a customized sponsorship package that meets your business objectives. Whether you choose to host clients and prospects in one of our many premium hospitality options, play in our Pro-Am or align and activate your brand with tournament marketing assets, partnering with the Valspar Championship provides your company with countless opportunities to drive your business and impact our great community while having a great time doing so at “The Most Colorful PGA TOUR Tournament in the World”.

We look forward to connecting with you to learn more about your company and business objectives, thank you!

Rondé Barber  
General Chair - Valspar Championship & Copperhead Charities



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# TOURNAMENT OVERVIEW



valspar<sup>™</sup>  
CHAMPIONSHIP

MARCH 13-19, 2023  
INNISBROOK RESORT





## EVENT SNAPSHOT

### History & Impact

The Valspar Championship is one of the marquee events on the PGA TOUR and part of the “Florida Swing” attracting 125,000+ golf fans each year.

### Host Organization

Copperhead Charities, a 501(c)(3) consists of 210 area business & civic leaders throughout the region, known as the Copperheads. Since 1977, nearly \$49 million has been generated for over 80 area charities, including pillar tournament charities, Habitat for Humanity, The First Tee and Birdies for the Brave.

### Venue

The Copperhead Course at Innisbrook Resort in Palm Harbor, FL.

### Television

Four-day coverage has 30+ live and 50+ hours of total coverage from our broadcast partners NBC and Golf Channel.

### Management Company

Pro Links Sports, a sports marketing agency specializing in event management, brand activation, corporate hospitality and consulting. PLS currently manages and operates 3 PGA TOUR events, 3 PGA TOUR Champions events and the 2023 Senior US Open.

### Tournament Objectives

Host a world-class sports & entertainment event, showcase the Tampa Bay region, generate an economic impact for the area and give back to the local community.



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## SCHEDULE OF EVENTS

### Sunday, March 12<sup>th</sup>

Old Memorial Celeb-Am

### Monday, March 13<sup>th</sup>

Pro-Celeb-Am

Presented by AmeriLife

Executive Women's Day

Presented by Morgan Stanley & Great Bay Distributors

### Tuesday, March 14<sup>th</sup>

Professional Practice Round

Championship Pro-Am Pairings Party

Presented by Tampa General Hospital

### Wednesday, March 15<sup>th</sup>

Championship Pro-Am

Presented by Tampa General Hospital

### Thursday, March 16<sup>th</sup>

First Round of Tournament Play

### Friday, March 17<sup>th</sup>

Second Round of Tournament Play

St. Patrick's Day Celebration

### Saturday, March 18<sup>th</sup>

Third Round of Tournament Play

Valspar LIVE Concert featuring Darius Rucker

Presented by Chick-fil-A

### Sunday, March 19<sup>th</sup>

Final Round of Tournament Play

### Monday, March 20<sup>th</sup>

Monday After Challenge



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## BENEFITS OF GETTING INVOLVED

- ❖ Impact the community by supporting a 501 (c)(3) charitable organization.
- ❖ Align your brand with a marquee sports property and community event.
- ❖ Showcase your company to a highly attractive demographic.
- ❖ Provide your customers and prospects with a first-class & premium hospitality experience.
- ❖ Reward & thank high-performing employees with a fun and memorable day on the course.
- ❖ Showcase your brand and network with key decision makers in the corporate community.
- ❖ Use the game of golf as a business development tool and relationship builder.
- ❖ Get up close to the best golfers in the world as they compete on the PGA TOUR.
- ❖ Enjoy the beauty of the Copperhead Course during the best weather month in Florida.
- ❖ Have a great time at “The Most Colorful PGA TOUR Tournament in the World”.



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## TAMPA BAY, AKA “CHAMPA BAY”

- ✓ #11 media market in the U.S.
- ✓ #2 largest media market in the Southeast.
- ✓ Tampa Bay ranks #4 for Corporate Relocation.
- ✓ Over 200 people a day are moving to Tampa Bay.
- ✓ Tampa was named as the “Most Livable City In America”.
- ✓ 10<sup>th</sup> Most Diverse Large City in the Nation.
- ✓ Top City in America for Veterans.
- ✓ Forbes ranked Tampa Bay as the #1 U.S. destination for Millennials.
- ✓ Tampa International Airport is consistently ranked in the Top 5 of U.S. airports.
- ✓ Professional and college sports, beaches, theme parks, golf courses, and great weather.



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## THE POWER OF PARTNERSHIP

Copperhead Charities and the Valspar Championship view partnership as a two-way conversation between like-minded organizations with the goal of raising each others' profile and standing in the community through an alignment of core values and objectives. We pledge a commitment to learn about your business to deliver a turn-key sponsorship experience that drives results based on clearly defined goals and KPI's. Opportunities to partner together involve a variety of assets including premium hospitality, experiential, events, brand exposure, activation, media and community impact. We look forward to the opportunity to collaborate, thank you.



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# THE MOST COLORFUL AND FUN EVENT ON TOUR!



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# THE MOST COLORFUL AND FUN EVENT ON TOUR!





# HOSPITALITY EXECUTIVE SUITES



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# EXECUTIVE SUITES



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## EXECUTIVE SUITES

Entertain your customers, vendors and employees in style with your company-owned **Private Executive Suite**. Executive Suites give your company the chance to host 40-50 guests for 1, 2, 3 and/or 4 days of the tournament with an all-inclusive lunch buffet, hors d'oeuvres, desserts and a full-service premium bar.

Amenities also include VIP parking, HDTV, Fans, ADA accommodations, access to Executive Restrooms, opportunities to purchase additional Suite tickets and exclusive invitations to sponsor-only events throughout the year.

Co-branded opportunities on tournament merchandise along with custom experiences reserved exclusively for Executive Suite owners.

For availability, email [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org).



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## EXECUTIVE SUITES

Holes: 4<sup>TH</sup>, 5<sup>TH</sup>, 7<sup>TH</sup>, 8<sup>th</sup> 11<sup>TH</sup> & 14<sup>TH</sup>

- Private Suite
- 40 Signature Suite Tickets per day
- 6 Valet Parking Passes per day
- 14 Yellow Lot Parking Passes per day
- Private Suite Signage with corporate logo
- Company name on Sponsor Boards & Pairings Guide
- All-included lunch buffet, hors d'oeuvres, desserts and a full-service premium bar
- HDTV, fans, and access to executive restrooms

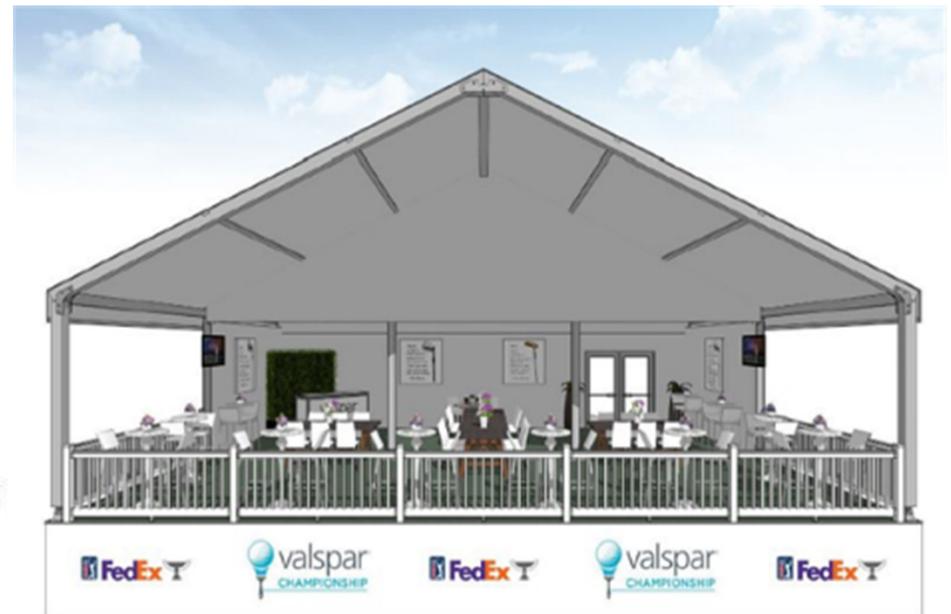
Holes: 10<sup>TH</sup>, 15<sup>TH</sup>, 17<sup>TH</sup> & 18<sup>th</sup>

- Private Suite
- 50 Signature Suite Tickets per day
- 10 Valet Parking Passes per day
- 16 Yellow Lot Parking Passes per day
- Private Suite Signage with corporate logo
- Company name on Sponsor Boards & Pairings Guide
- All-included lunch buffet, hors d'oeuvres, desserts and a full-service premium bar
- HDTV, fans, and access to executive restrooms



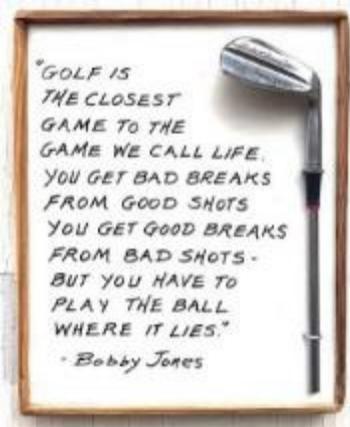
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# EXECUTIVE SUITE DESIGN & LAYOUT



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# EXECUTIVE SUITE DÉCOR CONCEPT



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# HOSPITALITY 18<sup>TH</sup> GREEN SKYBOXES



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## 18 GREEN SKYBOXES

- 50 Suite Tickets per day.
- 10 Valet Parking Passes per day.
- 16 Yellow Lot Parking Passes per day.
- Exterior Suite Signage with company logo.
- Company logo on entrance door, bar, seats and drink rail.
- Company name on Sponsor Boards and in Pairings Guide.
- All-included lunch buffet, hors d'oeuvres, desserts and a full-service premium bar.
- HDTV, fans, décor and access to executive restrooms.

For availability, email [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org).



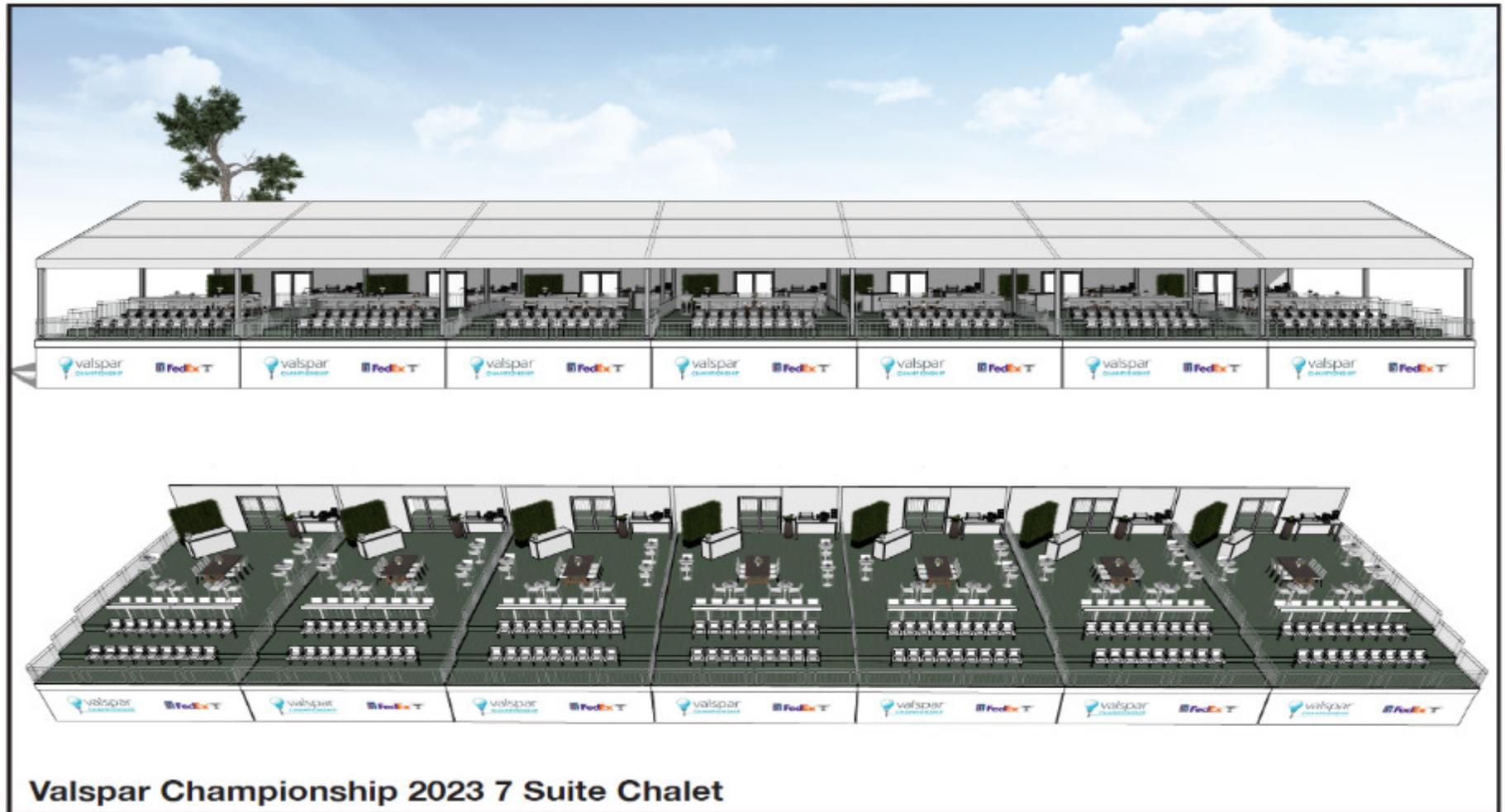
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# 18<sup>TH</sup> GREEN SKYBOX RENDERING



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# 18<sup>TH</sup> GREEN SKYBOX DESIGN & LAYOUT



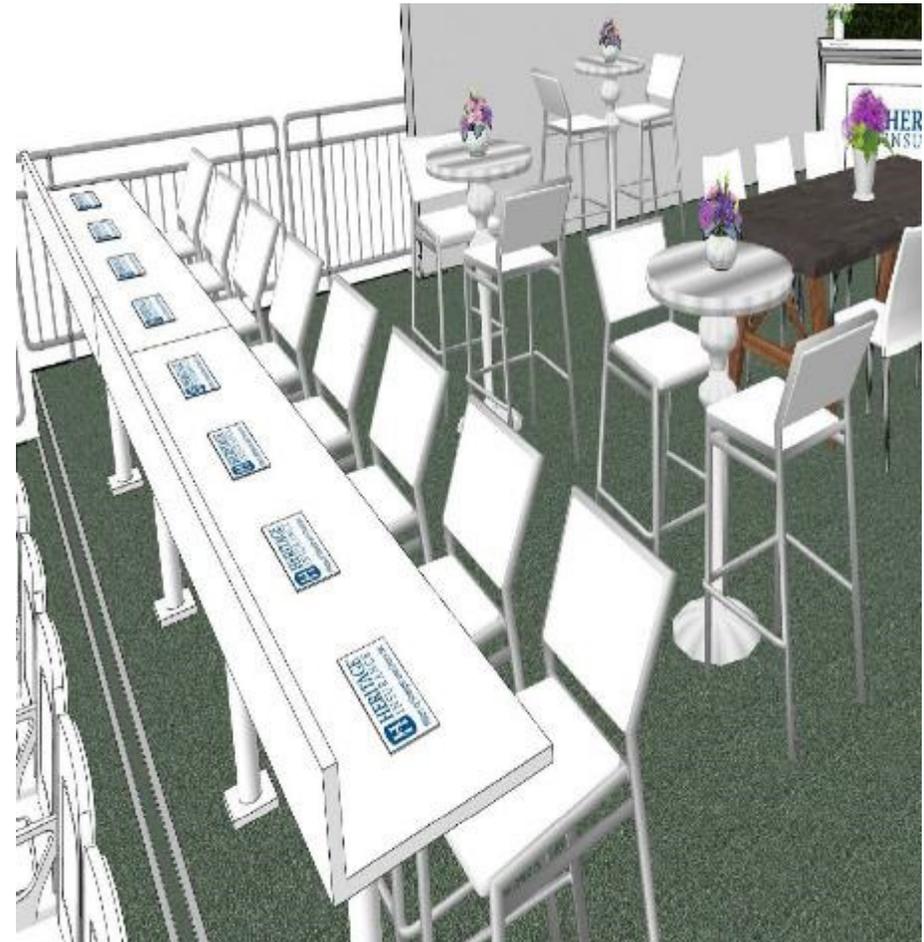
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# 18<sup>TH</sup> GREEN SKYBOX OVERHEAD



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# SKYBOX CORPORATE BRANDING (EXAMPLE)



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# HOSPITALITY PRIVATE CABANAS



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## 13<sup>TH</sup> & 15<sup>TH</sup> GREEN CABANAS

Enjoy the views of two signature par 3 holes from your own Private Cabana. The open-air cabanas feature:

- 10 Cabana Tickets & 6 Yellow Lot Parking Passes
- All-Included Full-Service Premium Bar
- Option to purchase Food and Snacks.
- Climate Controlled Air-Chillers/Fans
- Access to executive restrooms

For availability, email [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org).



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# HOSPITALITY PREMIUM TICKETS



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## SNAKE PIT HOPPER CLUBS

Guests have “hop” access to two (2) hospitality venues:

- Ketel One Snake Pit Club on the 16<sup>th</sup> green
- AmeriLife Snake Pit Club on the 17<sup>th</sup> green
- Spectacular Views of 10<sup>th</sup> Green, 16<sup>th</sup> Green, 17<sup>th</sup> Green & 18<sup>th</sup> Tee

The Snake Pit Hopper Club premium ticket has quickly become one of the most in-demand hospitality options at the Valspar Championship. Each **shared** hospitality, open-air venue is designed for corporate and social entertainment and offers an all-inclusive lunch buffet, hors d'oeuvres, desserts and a full-service premium bar. In addition, each venue is outfitted with flat-screen televisions, fans, mobile charging stations and access to executive restrooms.



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## SNAKE PIT HOPPER CLUBS

- 10 Snake Pit Hopper Tickets per day
- 6 Yellow Lot Parking Passes per day
- All-inclusive food, beverage and premium bar
- Flat screen televisions, charging stations, fans
- Company listing on exterior venue signage

For pricing and availability, email [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org).

## HOSPITALITY HOURS

8:00am	Venues open Coffee service
11:00am	Premium bar service begins
11:30am	Full lunch buffet
3:00pm	Afternoon snacks

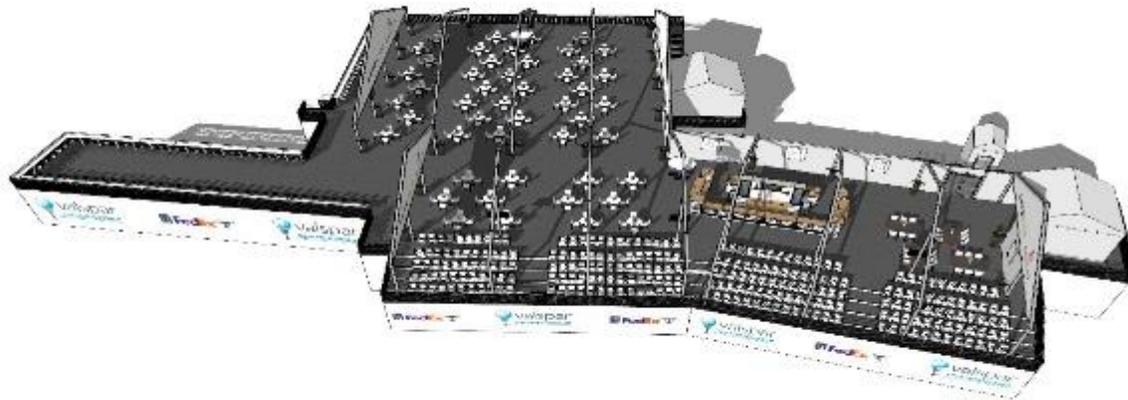


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## SNAKE PIT HOPPER CLUBS



# SNAKE PIT HOPPER CLUBS



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## THE HOOTERS OWL'S NEST

The Hooters Owl's Nest provides a vibrant, one-of-a-kind entertainment and tournament viewing experience. Located adjacent to the 12<sup>th</sup> green and 13<sup>th</sup> tee, the Owl's Nest offers incredible views of two of the most pivotal holes during the championship. Your views will include the approach shot on the par 4, 12<sup>th</sup> hole and a tee-to-green vantage point of the treacherous par 3, 13<sup>th</sup> hole. The Nest features numerous open-air covered platforms equipped with bars and flat screen televisions to enjoy the action. Tickets include complimentary beer, 1 boat of wings and a Hooters visor.

For availability, email [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org).



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## THE HOOTERS OWL'S NEST





## HOSPITALITY COMPARISON CHART

	<u>Executive Suites</u>	<u>Executive Suites</u>	<u>SkyBoxes</u>	<u>Cabanas</u>	<u>Snake Pit Hopper</u>	<u>Hooters</u>
Hole Green Location	10 <sup>th</sup> , 15 <sup>th</sup> , & 17 <sup>th</sup>	4 <sup>th</sup> , 5 <sup>th</sup> , 7 <sup>th</sup> , 8 <sup>th</sup> , 11 <sup>th</sup> , & 14 <sup>th</sup>	18 <sup>th</sup>	13 <sup>th</sup> & 15 <sup>th</sup>	16 <sup>th</sup> & 17 <sup>th</sup>	12 <sup>th</sup> & 13 <sup>th</sup>
Private/Shared	Private	Private	Semi-Private	Private	Shared	Shared
Tickets Per Day	50	40	50	10	10	Unlimited
VIP Parking Per Day	26	20	26	6	6	To Purchase
Food & Soda/Water Included	Yes	Yes	Yes	Purchase	Yes	Beer & Wings
Premium Bar Included	Yes	Yes	Yes	Yes	Yes	No
Shared Restrooms	VIP	VIP	VIP	Public	VIP	Public
Company Name on Exterior	Yes	Yes	Yes	Yes	Yes	No
Company Logo on Interior	Yes	Yes	Yes	No	No	No
Furniture and Décor	Upgraded	Upgraded	Upgraded	Upgraded	Soft Seating	Tables & Chairs
VIP Concert Access	Yes	Yes	Yes	No	No	No



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# PRO-AM PLAY WITH THE PROS



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## TGH CHAMPIONSHIP PRO-AM

### PAIRINGS PARTY & PRO-AM March 14-15, 2023

Our most prestigious pro-am, participants will enjoy a fun evening at the pairings party on Tuesday of tournament week followed by a great day on the Copperhead Course on Wednesday as they team up with two (2) different PGA TOUR professionals – one on the front nine and one on the back nine – and four (4) amateurs for the experience of a lifetime! Format is one net best-ball for the group.

#### EACH PRO-AM SPOT INCLUDES:

- 4 Partner Badges with Grounds Access
- 1 Weekly Valet Parking Pass
- Deluxe Gift Package
- Lunch and Post-Round Reception
- \$1,000 hospitality bank for tickets or experiences

For availability, email [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org).



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# TGH CHAMPIONSHIP PRO-AM & PAIRINGS PARTY





## AMERILIFE PRO-CELEBRITY-AM HOSTED BY NFL GREATS, RONDÉ BARBER & DERRICK BROOKS

March 13, 2023, 11:00 a.m. shotgun

Enjoy the beauty of the Copperhead Course as you team up with one (1) PGA TOUR professional, one (1) celebrity and three (3) amateurs for a great day on the links celebrating our veterans.

Format is one net best-ball for the group with carts.

### EACH PRO-AM SPOT INCLUDES:

- 4 Partner Badges with Grounds Access
- 1 Weekly Valet Parking Pass
- Deluxe Gift Package
- Lunch and Post-Round Reception

For availability email [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org).



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## SUNDAY CELEBRITY-AM OUTING

HELD AT OLD MEMORIAL GOLF CLUB HOSTED BY RONDÉ BARBER

March 12, 2023, 1:30 p.m. shotgun

Teams are made up one (1) Celebrity and four (4) amateurs. Enjoy the renowned first-class service and the challenging, ultra-private Old Memorial Golf Club. Format is one net best-ball for the group; walking with caddies.

### EACH PRO-AM SPOT INCLUDES:

- 4 Partner Badges with Grounds Access
- 1 Weekly Valet Parking Pass
- Deluxe Gift Package
- Lunch and Post-Round Reception

For availability, email [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org).



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# SPECIAL EVENTS

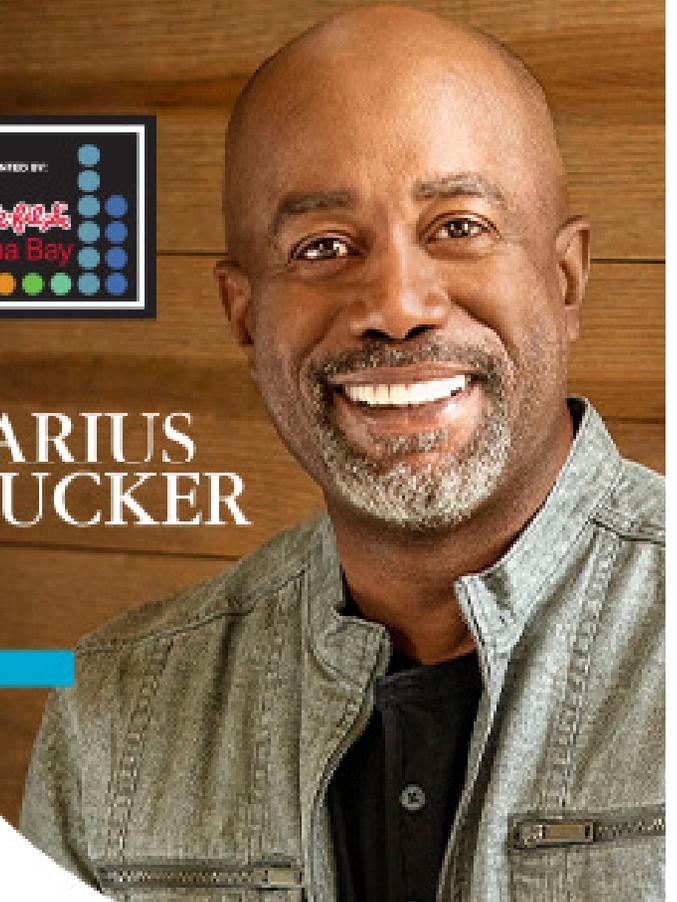


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DARIUS  
RUCKER



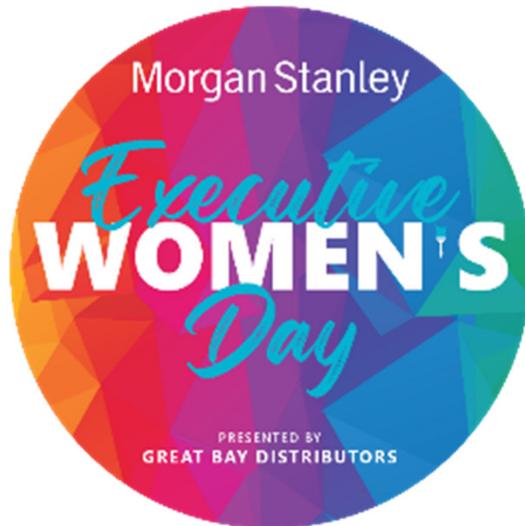
Saturday, March 18, 2023



VALSPAR LIVE CONCERT

# EXECUTIVE WOMEN'S DAY

MONDAY, MARCH 13, 2023



## Featured Speakers:

- ❖ USNORTHCOM General, Lori J. Robinson
- ❖ Investor & Innovator, Cathie Wood

## Table Sponsorship Includes:

- 1 table with seating for 6 guests
- Breakfast and Lunch
- Wine Tasting and Pop-Up Shops

## Event Schedule

8:00 a.m.	Light Breakfast & Networking
8:45 a.m.	Welcome
9:00 a.m.	Keynote Speaker
9:45 a.m.	Break
10:00 a.m.	Women-Owned Business Panel
11:00 a.m.	Break
11:15 a.m.	Lunch & Networking
12:15 p.m.	Keynote Speaker
1:15 p.m.	Break
1:30 p.m.	Keynote Speaker
2:45 p.m.	Networking, Wine Tasting, Watch Golf
4:00 p.m.	Departures



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## JUNIOR CLINIC PRESENTER

Tuesday, March 14, 2023

### Title Sponsorship Includes:

- Logo inclusion on invitations & media release.
- Signage at clinic.
- Opportunity to welcome kids to the event.
- 10 spots for kids to attend.
- Ability to provide kids with branded gift.



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# EXPERIENTIAL



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## HONORARY OBSERVER

A one-of-a-kind sports experience walking inside-the-ropes with PGA TOUR professionals and caddies during competition rounds. See up close the talent, execution and decision-making process of the best professional golfers in the world as they compete on the Copperhead Course. Each Honorary Observer package includes two (2) spots, a Valspar Championship golf shirt/hat, food vouchers and VIP parking.

For availability and more information, email [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org).



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## PRIVATE CLINICS, DINNERS AND MEET/GREETS

Opportunity for up to 10 guests to experience a private golf instruction clinic, a meet and greet in a hospitality suite, and/or exclusive dinner with a PGA TOUR professional or PGA TOUR alumni during tournament week. The Tournament office will work with your team to arrange all of the details including a custom gift and photos to commemorate this special opportunity.

For pricing and availability, email [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org).



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## MONDAY AFTER CHALLENGE

March 20, 2023, / AM & PM TEE TIMES

Enjoy the beauty of the Copperhead Course and play the challenging “Snake Pit” the day after the Championship ends with the same exact course conditions and pin placements as the pros.

For availability, email [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org).



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# SPONSORSHIP NAMING RIGHTS



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## THE ROOFTOP AT THE VALSPAR CHAMPIONSHIP



New for the 2023 Valspar Championship, The Rooftop will make its' debut on the 18<sup>th</sup> green atop the private suites offering fans a fun and social club environment to watch the golf action while drinking high-end cocktails, listening to DJ music and interacting with various celebrities and social media influencers.

One brand will be designated as the official naming rights partner of The Rooftop and will be included in all branding, marketing and promotion of this new premium tournament experience including a lock-up logo that will become the primary mark of this venue and ticket offering.

The Rooftop will accommodate 500 people per day which will include:

- Twenty (20) reserved tables of ten (10) with access to all-inclusive premium bar.
  - \$3,000 Thursday and Sunday / \$3,250 Friday and Saturday
- Three-hundred (300) general admission tickets with access to all-inclusive premium bar.
  - \$250 per ticket Thursday and Sunday / \$275 per ticket Friday and Saturday

Prominent brand signage, creative and activations will be located throughout The Rooftop providing the naming rights sponsor with a fully integrated presence. The Valspar Championship will collaborate fully with the naming rights sponsor on the final design, layout and programming of The Rooftop.

The Rooftop at the Valspar Championship will quickly become the most popular spot on the golf course!



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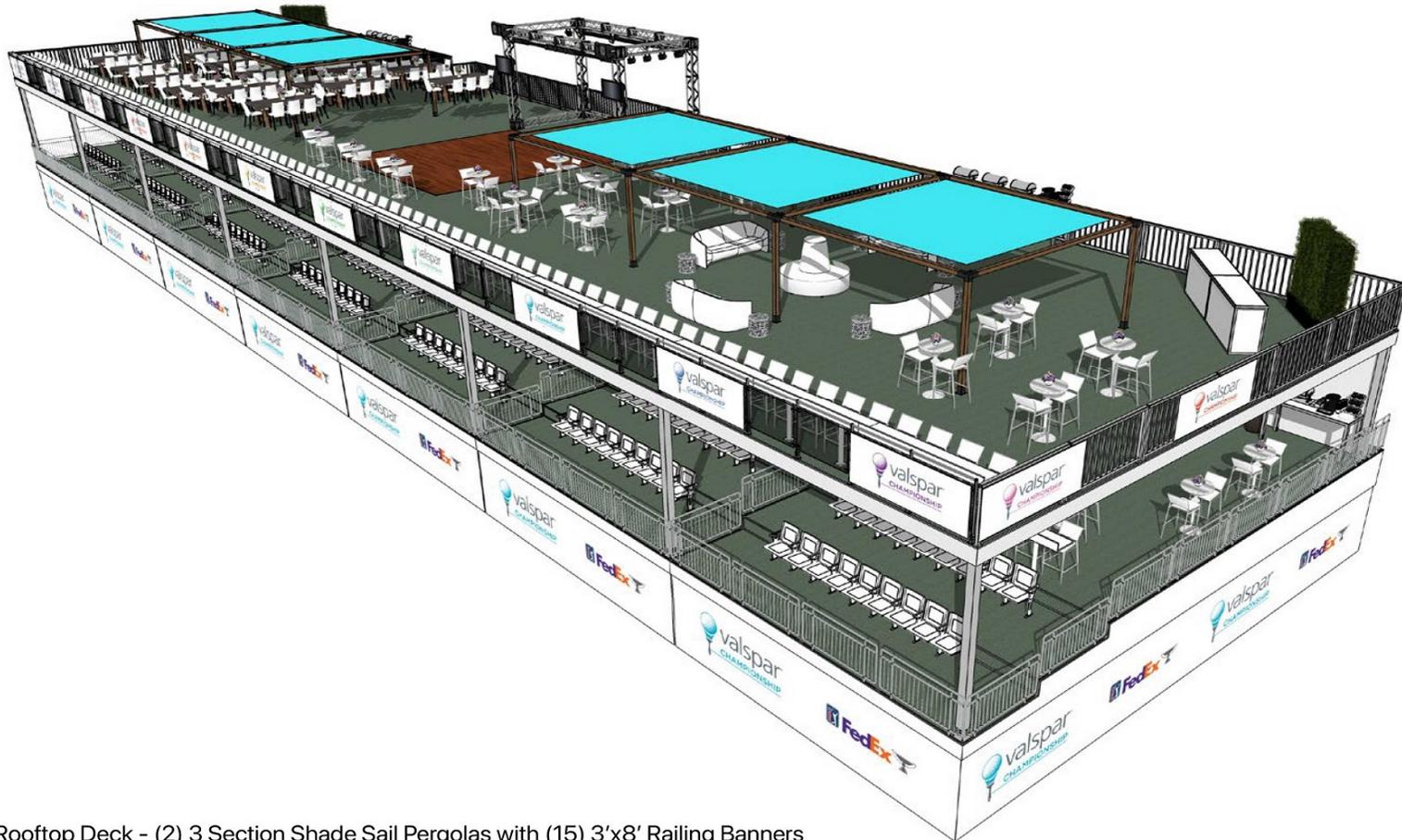


## THE ROOFTOP AT THE VALSPAR CHAMPIONSHIP



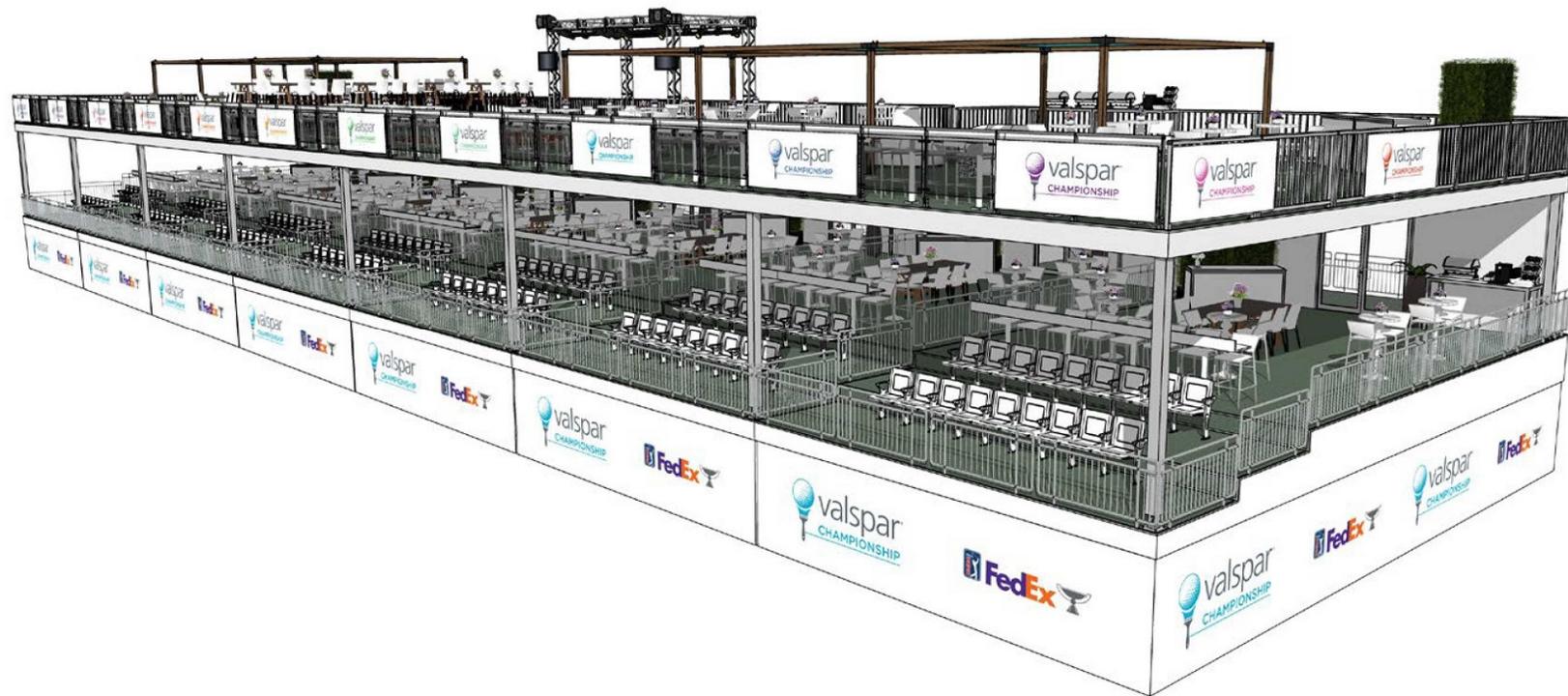
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## THE ROOFTOP AT THE VALSPAR CHAMPIONSHIP



Rooftop Deck - (2) 3 Section Shade Sail Pergolas with (15) 3'x8' Railing Banners

## THE ROOFTOP AT THE VALSPAR CHAMPIONSHIP



Rooftop Deck - (2) 3 Section Shade Sail Pergolas with (15) 3'x8' Railing Banners



# SPONSORSHIP PRINT, DIGITAL & MEDIA ADVERTISING



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## PAIRINGS GUIDE ADVERTISEMENT

Daily Pairings Guides will be provided to spectators attending the 2023 Valspar Championship. The Pairings Guides are FREE and will be distributed at all gates entrances. The pairings guide will also be accessible on the Valspar Championship App. Partner will receive one full-page, four-color print advertisement for all four days of the Championship. Also, a digital print ad will be included on the digital pairings guide on the App. Estimated 500,000 impressions.



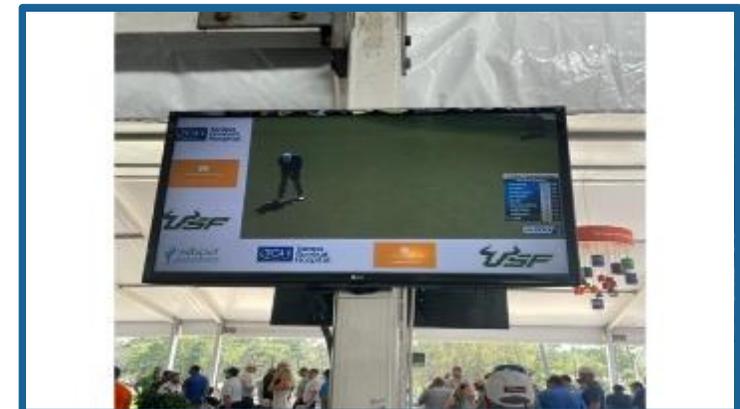
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## IPTV & VIDEO BOARD ADVERTISING

Integrated media and advertising opportunity on all video boards and televisions throughout the course and in private hospitality areas. Each partner will receive digital advertising units for each day of the tournament.

Package includes:

- 5 Tournament LED Video Boards on 15 Green, 17 Green, 18 Green (2) and Main Entrance (1).
- 70 Televisions in public and private spaces.
- A minimum of 60 mins of digital advertising per day.
- Opportunity for 10 partners total.
- Estimated exposure impressions - 500,000

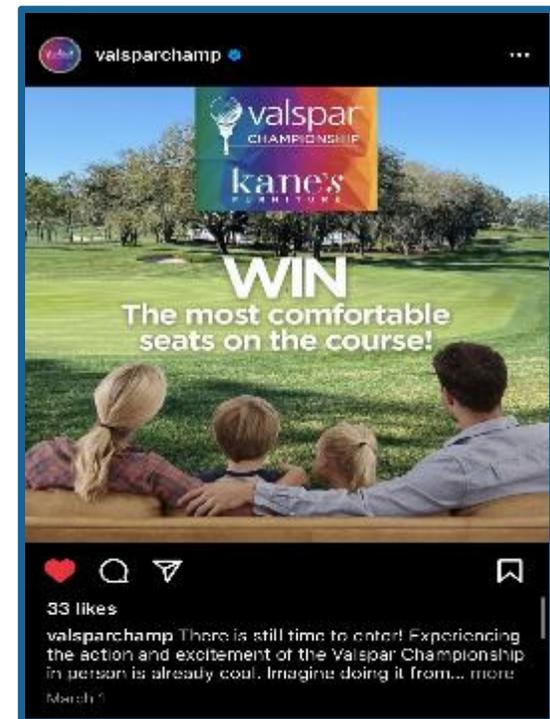
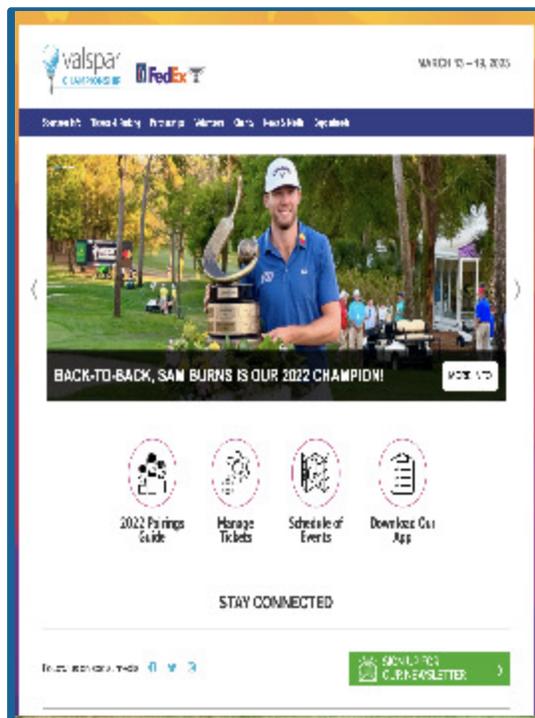


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## DIGITAL & SOCIAL MEDIA PACKAGE

Comprehensive advertising opportunity on all tournament digital & social platforms including the Official Website (redesigned for 2023) and Newsletter. Partners will receive various branding & marketing messaging including digital advertising, content, features, and entitlement of select pages all linked back to partner website. Estimated 2M annual impressions across all tournament platforms.



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## DIGITAL & SOCIAL MEDIA DATA (OCTOBER 1, 2022)

- Official Website - 236,694 annual unique users and 911,817 annual page views
- Facebook - 22,000 likes
- Twitter - 11,900 followers
- Instagram - 8,930 followers
- E-Newsletter - 60,000 subscribers
- Mobile App Downloads - 8,967 users
- Annual Social Engagements - 3,218,982
- Annual VOD Video Views - 951,043

For pricing, advertising opportunities and availability, email [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org).



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## WEEKLY RADIO SHOW

In the fall of 2022, the Valspar Championship and i-Heart Media will launch a weekly golf radio show each Saturday morning on Tampa sports radio station WDAE 95.3 FM. The weekly show will air live on Saturday mornings from 8-9am and feature topics across the realm of golf including updates on the PGA TOUR, player/celebrity interviews, & tips.

Advertising Assets include:

- Title Sponsorship
- Spot Advertising
- Feature Entitlement
- Podcast Inclusion
- Website and Social Media Mentions
- Ability to host show at remote location

Impressions & Reach:

- Estimated 5M annual impressions

For pricing, advertising opportunities and availability, email [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org).



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## MOBILE APP PRESENTING PARTNER

The Valspar Championship Mobile App provides fans and attendees with a one-stop-shop for all information, scoring updates, directions, sponsors offers and daily pairings during tournament week. Multiple marketing efforts will be implemented to promote the Mobile App including QRC code signage that will be stationed throughout the golf course encouraging downloads.

Presenting Partnership of the Mobile App includes:

- Prominent brand positioning on all pages within the App.
- Logo inclusion on all marketing efforts promoting the App.
- Link to company website from the App.
- Logo inclusion on course signage promoting the App.



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# SPONSORSHIP ON-COURSE ACTIVATION



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## FAMILY ENTERTAINMENT ZONE

Located between the 8<sup>th</sup> green & 9<sup>th</sup> fairway, and new for the 2023 tournament, one brand will have exclusive naming rights to a fun and interactive location on the course for fans and families to play games, take pictures, relax, get food/beverage and enjoy a brief break from the golf action. One company will own the space including branding throughout the area, logo on course maps website course map, pairings guide course map, website fan page, mobile app and the opportunity to distribute company branded items and giveaways. The tournament office will work closely with the naming rights partner to collaborate on a final design, layout and programming.



## ON-COURSE ACTIVATION ZONE

A 10'x10' Activation Tent provides access to all spectators during tournament week. This branded space is located in a high-traffic area and will offer sponsors the opportunity to distribute collateral materials to promote your company and interact with potential customers. Social media posts will be made to drive traffic to location. Partner will receive one (1) Activation Tent including signage featuring corporate logo, tables/chairs and credentials/parking for staff.



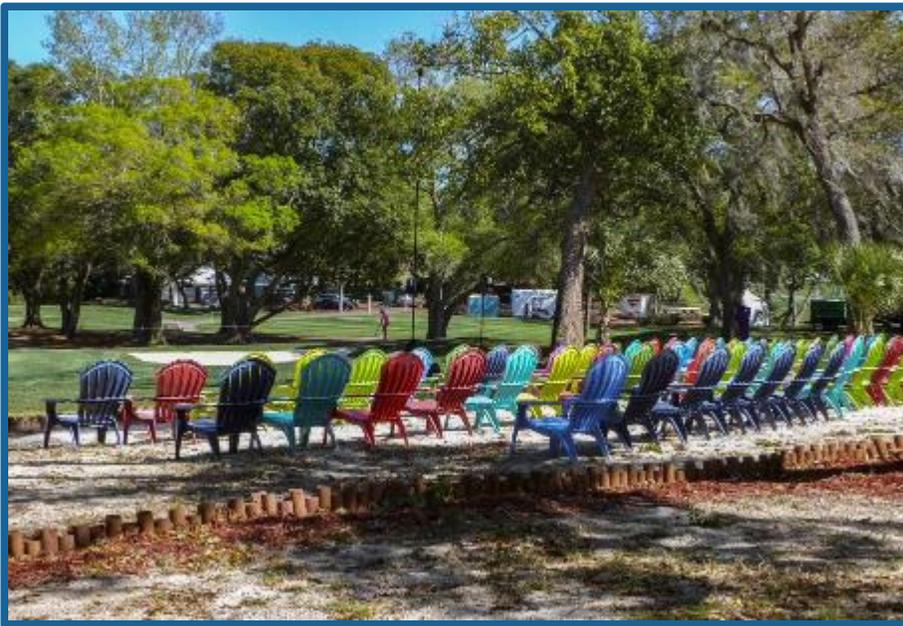
## ON-COURSE ACTIVATION ZONE

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## FAIRWAY LANDING ZONE

A designated “landing zone” will be created on course where fans can watch the tee shot and second shot on the 10<sup>th</sup> hole fairway from the comfort of fold-out lounge chairs. The sponsor landing zone will have prominent company signage along with custom branded chairs for spectators. Social media posts during tournament week will promote the area and drive traffic for maximum exposure. Fans sitting in the chairs at the conclusion of each day will be able to take it home as a souvenir from the tournament.



## QUIET PADDLE BRANDING

The **Quiet Paddle** is a common site at golf tournaments asking fans to keep their voices down during certain moments of play. Quiet Paddles are used throughout the Copperhead Course during all four rounds of the event and visible to all spectators on the course during tournament week. One partner will have the opportunity to brand all Quiet Paddles used at the 2023 Valspar Championship. Estimated 500,000 impressions.



## FAN BLEACHER SEATING

Located throughout the Copperhead Course, fan bleacher seating sections are open to the public on a first-come first-served bases. One brand will be designated as the naming rights partner of these seating areas and will have prominent company signage at each seating platform. In addition, the naming rights partner will receive logo inclusion on all course maps, website course maps, along with social media posts during the week to promote the area and drive traffic for maximum exposure. The naming rights partner can also provide fans sitting in these sections with giveaways and company branded souvenirs and information.

Course locations include:

- 1<sup>st</sup> tee and 1<sup>st</sup> green
- 8<sup>th</sup> green
- 10<sup>th</sup> green
- 14<sup>th</sup> green



## CROSS WALK BRANDING

Cross Walk signs featuring your corporate logo will be displayed throughout the Copperhead Course during tournament week including four rounds of PGA TOUR golf, three pro-am events, and practice rounds. Branding will be visible to all spectators on the course during tournament week. One partner will entitle the 6 most highly trafficked Cross Walks on the course.



## TEE BOX BRANDING

The Tee Box sign featuring your corporate logo will be displayed on one (1) hole of the Copperhead Course. The tee box sign will be up all week during four rounds of PGA TOUR golf, three pro-am events, and practice rounds.



## DAILY PRESENTING SPONSOR

Located throughout the Copperhead Course in the highest trafficked areas, one company will own the entrances to the tournament. Opportunity includes:

- Naming rights as Daily Presenting Sponsor on Thursday, Friday and/or Sunday.
- Presenting Sponsor has the opportunity to hand out branded items to fans.
- Sponsor logo will be on all gate entrance signs throughout the course (6 gates).
- Gate Sponsor will be included on all tournament maps and advertising promoting the day.





## KID'S CLUB PRESENTING PARTNER

New for 2023, the Valspar Championship is launching an official Kid's Club to promote and reward young golf fans. Kid's Club members will receive exclusive merchandise, custom communications, invitations to special events, rewards throughout the year and access to a kids-zone on the course to view the tournament. The Kid's Club Presenting Partner will receive naming rights to the program including full brand integration on all elements of the club along with opportunities to interact with the parents of club members.



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## PHONE CHARGING STATIONS

Phone Charging Kiosks will be provided complimentary in high-traffic areas on the golf course and inside shared hospitality venues.

Fans will be asked to swipe their credit card in order to open the charging slot, but their card will not be charged.

Branding can be done on the graphic panel, touch screen and video content.





## CONCESSIONAIRE PARTNER

For the 2023 Valspar Championship, the following food vending opportunities are available:

- Burger
- Hot Dog
- Ice Cream

Assets include:

- Category exclusivity and official status.
- Full use of Valspar Championship IP rights.
- Opportunity to vend product at stands.
- Branding at concession stands & menu boards.
- Logo inclusion in pairings guide.
- Logo on course maps & mobile app.
- Logo and description on website fan patron page.



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# SPONSORSHIP COMMUNITY, MILITARY & SOCIAL CAUSES



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## COMMUNITY PARTNERSHIP

The Valspar Championship and Copperhead Charities will collaborate with your company to create and execute a social program that impacts our local community.

Potential cause ideas could include:

- Food Security
- Mental Wellbeing
- Sustainability

Your brand will be included in all public relations, marketing and community elements regarding the campaign including a press conference/press release announcing the initiative. Additionally, Valspar Championship employees, Copperheads, and tournament volunteers will join your company team to come together for a give-back day in the community further emphasizing the partnership and raising awareness for the cause.

To collaborate on specific causes, email [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org).



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## SALUTE TO THE MILITARY PROGRAM

The Valspar Championship and Copperhead Charities has created an over-arching military program where 4 sponsors will have the opportunity to be designated as an official Salute to the Military sponsor. Military elements that each partner will be included in are:

- Salute to the Military Monday Pro-Am
- On-Course Military Outpost
- Military Ticket Program
- Standing Military Salute

Your brand will be included in all public relations, marketing and community elements regarding the program including a press conference/press release announcing the initiative, on-course branding and activation, digital and social assets.

To learn more on how your company can become an official Salute to the Military program sponsor, email [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org).



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## VOLUNTEER APPRECIATION PROGRAM

For the 2023 Valspar Championship, the tournament office is seeking 4 select partners as we say thank you to our wonderful volunteers with a surprise and delight during each day of the tournament by providing food items or special offers. Supporting partners will receive 1 social media post each day on Facebook, Twitter and Instagram with logo inclusion and a photo of volunteers enjoying that days' "thank you".

Potential partners/items:

- Donuts
- Breakfast Sandwiches
- Lunch Sandwiches
- Ice Cream
- Coupons
- Merchandise

Partners will receive:

- Full use of Valspar Championship IP rights.
- Signage at all Volunteer Oasis Tents
- One advertisement in pairings guide.
- Logo on course maps and mobile app.
- Logo on website fan patron page.
- Logo on registration site and newsletter.
- Mascot participation on-site.
- Opportunity to distribute additional items.



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# SPONSORSHIP IP RIGHTS & VALUE ADDED BENEFITS



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## EXCLUSIVE AND OFFICIAL STATUS

Aligning with Copperhead Charities, the Valspar Championship and the PGA TOUR as an exclusive and official partner, IP rights authenticates and amplifies a companies brand in the minds of current and potential customers. Research shows that brands that partner with sports properties are more likely to be supported by consumers.

Partnership Includes:

- Category exclusivity and official status.
- Full use of Valspar Championship IP rights.
- Inclusion on course sponsor recognition boards.
- Logo on official tournament website.
- Recognition on tournament mobile app.



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## ADDITIONAL SPONSORSHIP BENEFITS

In addition to the assets within a customized Sponsorship Package, below are extra advantages a partner will receive depending on your sponsorship investment.

Partnership Investment	VIP Concert Tickets	Sponsor Outing Spots	Honorary Observer Group (twosome)
\$15,000	2	2	—
\$30,000	4	2	—
\$50,000	6	4	—
\$100,000	8	8	1





# COPPERHEAD MEMBERSHIP



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## COPPERHEAD MEMBERSHIP OVERVIEW

### Summary

The Valspar Championship is hosted by a not-for-profit organization, Copperhead Charities, Inc., a volunteer group of Tampa Bay area community leaders known as Copperheads. Members have the dual ambition of raising money for charity and providing golf fans with the best PGA TOUR competition. The 2023 tournament marks the groups' 47<sup>th</sup> year of hosting professional golf in Tampa Bay. During that time the Copperheads have generated more than \$48 million for Tampa Bay area charities and causes.

### Club Objectives

- Enhance the tournament charitable impact
- Raise awareness and increase tournament profile
- Generate business opportunities

### Membership Benefits

- Access to Copperhead 18<sup>th</sup> Green Suite
- Tournament tickets and parking
- Merchandise
- Invitations to exclusive events throughout the year



For more information, please contact Austin Kern at [akern@thecopperheads.org](mailto:akern@thecopperheads.org).



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# FAN PROFILE



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## VALSPAR CHAMPIONSHIP FAN PROFILE

### Location

73% - Florida Residents  
27% - Other U.S.

### Age

57% - 45+  
37% - 25-44  
6% - 24 & under

### Gender

68% - Male  
32% - Female

### Education

75% - College  
40% - Post-Graduate

### Financial Status

54% - \$100,000+ Annual Income  
16% - \$200,000+ Annual Income



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## PGA TOUR FAN PROFILE

### Gender

	Percentage
Male	68%
Female	32%

### Age

	Percentage
18-34	18%
35-54	29%
55-64	21%
65+	32%

### HH Income

	Index vs. U.S. Avg.
\$75,000 +	133
\$150,000 +	147
\$250,000+	154

### Education

	Index vs. U.S. Avg.
Bachelor's Degree	140
Master's Degree	147

### Family Attendees

	Index vs. U.S. Avg.
	140





# PGA TOUR SPECTATOR DEMOGRAPHICS

## Gender

	Percentage
Male	68%
Female	32%

## Age

	Percentage
18-34	18%
35-54	29%
55-64	21%
65+	32%

## HH Income

	Index vs. U.S. Avg. – U.S. Avg. = 100
\$75,000 +	133
\$150,000 +	147
\$250,000 +	154

## HH Net Worth

	Index vs. U.S. Avg. – U.S. Avg. = 100
\$250,000 +	136
\$500,000 +	155
\$1,000,000 +	174

## Education

	Index vs. U.S. Avg. – U.S. Avg. = 100
Bachelor's Degree	140
Master's Degree	147

## Job Title

	Index vs. U.S. Avg. – U.S. Avg. = 100
Vice President	198
C-Suite	143
Top Management	159

## Other Professional Leagues

NFL (61); MLB (63); NBA (66); NHL (66)  
NFL (39); MLB (37); NBA (34); NHL (34)

## Other Professional Leagues

NFL (27); MLB (24); NBA (33); NHL (30)  
NFL (35); MLB (35); NBA (35); NHL (37)  
NFL (18); MLB (18); NBA (16); NHL (19)  
NFL (21); MLB (23); NBA (17); NHL (15)

## Other Professional Leagues

NFL (119); MLB (128); NBA (119); NHL (140)  
NFL (124); MLB (139); NBA (134); NHL (162)  
NFL (120); MLB (135); NBA (128); NHL (157)

## Other Professional Leagues

NFL (116); MLB (124); NBA (110); NHL (131)  
NFL (121); MLB (136); NBA (118); NHL (141)  
NFL (123); MLB (143); NBA (124); NHL (150)

## Other Professional Leagues

NFL (116); MLB (129); NBA (123); NHL (136)  
NFL (120); MLB (125); NBA (122); NHL (141)

## Other Professional Leagues

NFL (121); MLB (133); NBA (156); NHL (212)  
NFL (116); MLB (130); NBA (108); NHL (110)  
NFL (126); MLB (145); NBA (140); NHL (156)





## LET'S TEE IT UP

If you would like to learn more about how your company can get involved with, and benefit from, a partnership at the 2023 Valspar Championship please contact us through any of the methods listed below. We look forward to hearing from you, and thank you for supporting Copperhead Charities!

Email - [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org)

Website - [valsparchampionship.com](http://valsparchampionship.com)

Phone - (727) 942-5566

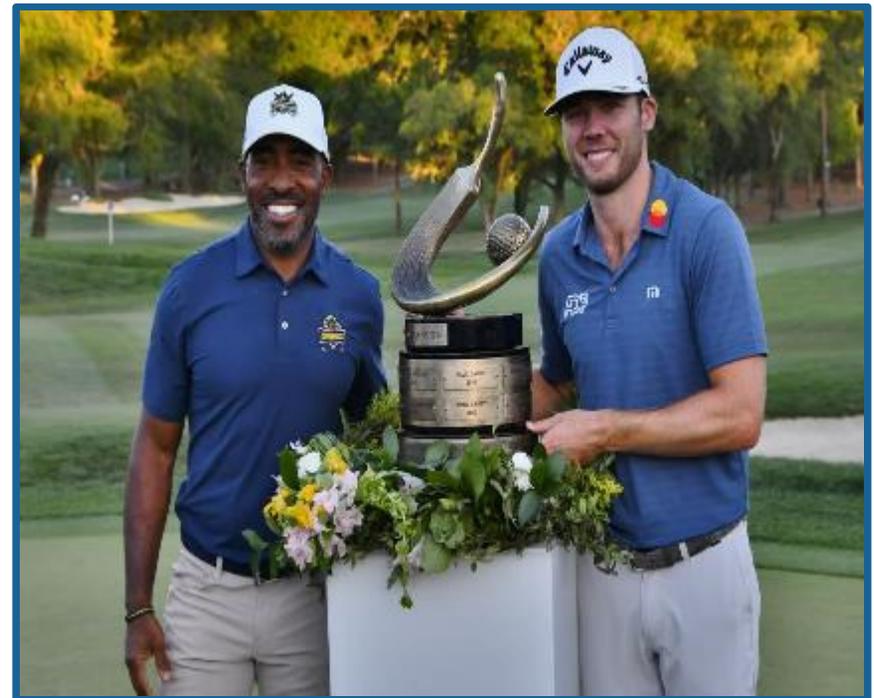
LinkedIn - [@valsparchampionship](https://www.linkedin.com/company/valsparchampionship)

Twitter - [@valsparchamp](https://twitter.com/valsparchamp)

Facebook - [@valsparchampionship](https://www.facebook.com/valsparchampionship)

Instagram - [@valsparchampionship](https://www.instagram.com/valsparchampionship)

YouTube - Copperhead Charities



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