



# 2024 PARTNERSHIP OPPORTUNITIES

HOSPITALITY, EXPERIENTIAL  
& SPONSORSHIP



**MARCH 18-24, 2024**  
COPPERHEAD COURSE AT INNISBROOK RESORT



# TOURNAMENT OVERVIEW





# 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, **over \$50 million** has been generated for over 80 area charities, including pillar tournament charities, Habitat for Humanity, The First Tee and Birdies for the Brave. Rondé Barber is the current Co-General Chair of the organization.

## 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 U.S. 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.

NFL Hall of Famer, Rondé Barber, is the current Co-General Chair of Copperhead Charities



# 2024 SCHEDULE OF EVENTS



## Sunday, March 17<sup>TH</sup>

- 5K Race at Copperhead

## Monday, March 18<sup>TH</sup>

- Pro-Celeb-Am at Copperhead Presented by AmeriLife
- Executive Women's Day

## Tuesday, March 19<sup>TH</sup>

- Pro-Celeb-Am at Pelican Golf Club
- Pairings Party Dinner

## Wednesday, March 20<sup>TH</sup>

- Championship Pro-Am at Copperhead Presented by Tampa General Hospital

## Thursday, March 21<sup>ST</sup>

- First Round of Tournament Play

## Friday, March 22<sup>ND</sup>

- Second Round of Tournament Play

## Saturday, March 23<sup>RD</sup>

- Third Round of Tournament Play Presented by Chick-fil-a

## Sunday, March 24<sup>TH</sup>

- Final Round of Tournament Play Presented by AmeriLife

## Monday, March 25<sup>TH</sup>

- Monday After Challenge



# BENEFITS OF GETTING INVOLVED



- ❖ Impact the community by supporting a 501 (c)(3) charitable organization in Copperhead Charities
- ❖ 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”

# TAMPA BAY REGION



- ✓ Tampa named “#1 Best Place to Live in Florida” (Forbes 2023)
- ✓ #2 “Largest Media Market” in the Southeast 2022-23 rankings (Nielsen)
- ✓ Tampa Bay is #4 in “Population Gain for U.S. Markets” (LinkedIn Workforce Report 2023)
- ✓ Tampa International Airport ranked “#1 U.S. Airport” (J.D. Power 2022)
- ✓ #2 “Best Riverwalk in the Country” (USA Today 2023)
- ✓ Tampa ranked #12 “Most Diverse Cities in the U.S.” (WalletHub 2023)
- ✓ Tampa ranked #5 “Best City in America for Veterans to Live” (WalletHub 2022)
- ✓ Named “One of World’s Greatest Places 2023” (TIME Magazine)
- ✓ Professional and college sports, beaches, theme parks, golf courses, and great weather



THE MOST  
COLORFUL  
TOURNAMENT  
ON TOUR!

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# PREMIUM HOSPITALITY EXECUTIVE SUITES





## EXECUTIVE SUITES

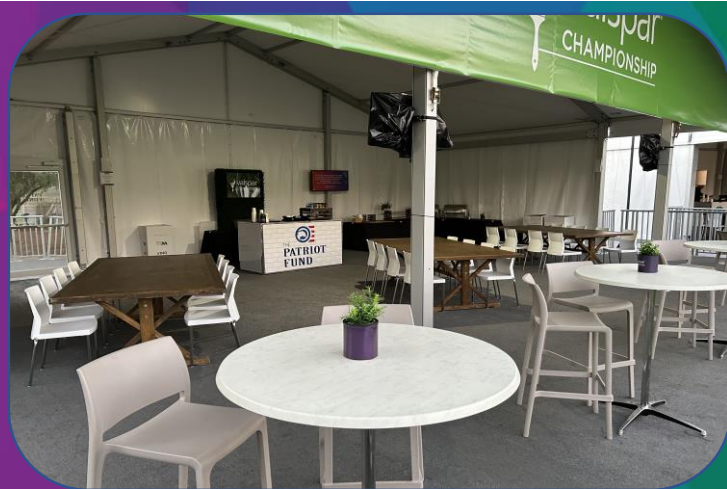
Entertain your customers, vendors and employees in style with your company-owned private **Executive Suite**. Executive Suites give your company the chance to host 40-50 guests for 1, 2, 3 and/or 4 days of the tournament with an all-inclusive lunch buffet, hors d'oeuvres, desserts and a full-service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







## 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>
- 40 Signature Suite Tickets per day
- 5 Valet Parking Passes per day
- 15 Yellow Lot Parking Passes per day
- Private Suite Signage
- Pairings Guide recognition
- 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>
- 50 Signature Suite Tickets per day
- 8 Valet Parking Passes per day
- 18 Yellow Lot Parking Passes per day
- Private Suite signage
- Pairings Guide recognition
- All-included lunch buffet, hors d'oeuvres, desserts and a full-service premium bar
- HDTV, fans, and access to executive restrooms





# EXECUTIVE SUITE LAYOUT



# EXECUTIVE SUITE DECOR





# NEW PREMIUM HOSPITALITY

18TH GREEN DOUBLE  
DECKER SKYBOX SUITES







## 18TH GREEN SKYBOX SUITES (NEW Double Decker Setup for 2024)

- Private Suite in 18<sup>th</sup> Green Chalet (upper or lower level)
- 50 or 60 Signature Suite Tickets per day
- 8 or 10 Valet Parking Passes per day
- 18 or 20 VIP Yellow Lot Parking Passes per day
- Private Suite Signage
- Pairings Guide recognition
- All-included lunch buffet, hors d'oeuvres, desserts and a full-service premium bar
- HDTV, fans, and access to executive restrooms



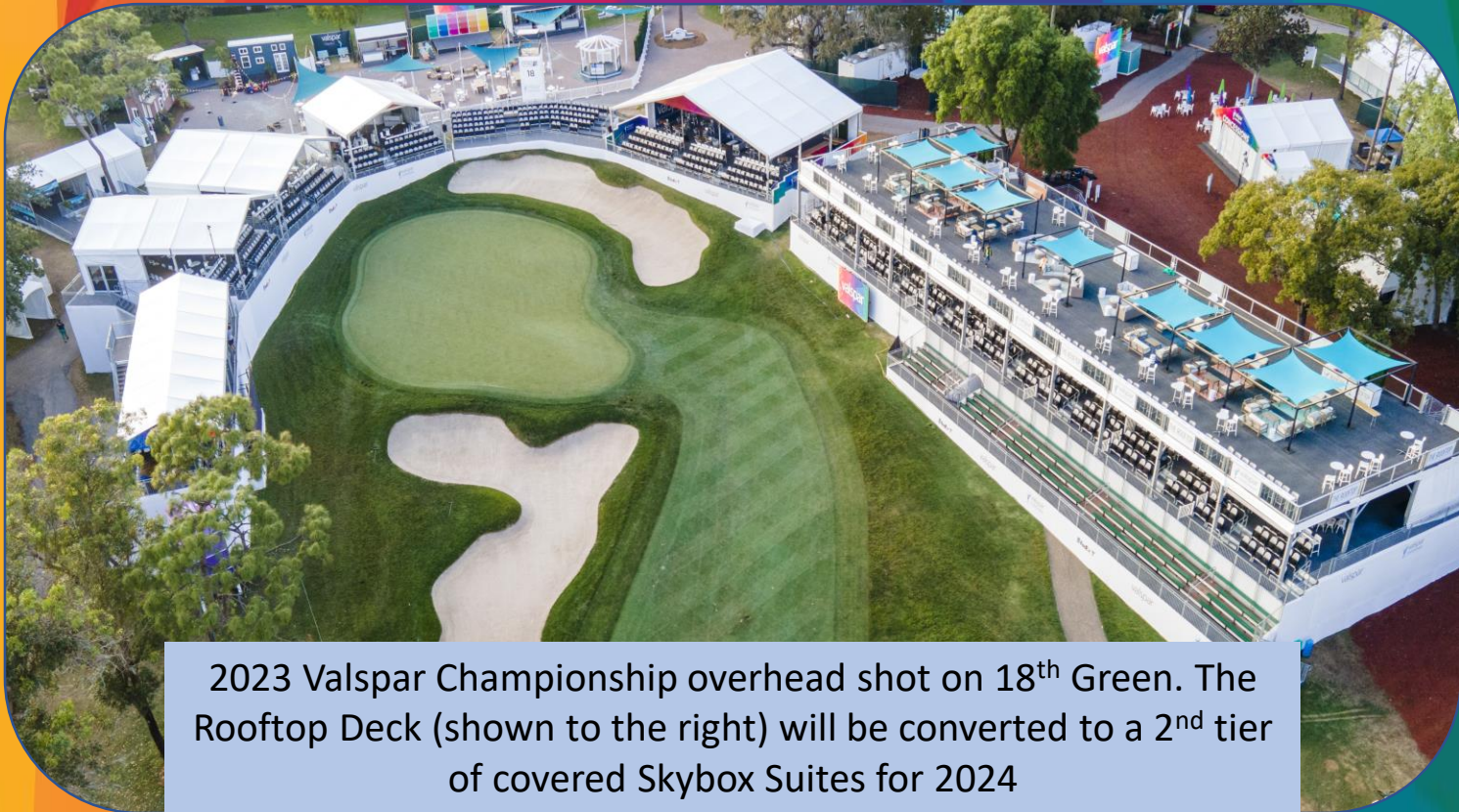


# DOUBLE DECKER SUITES RENDERINGS





# DOUBLE DECKER LOCATION & LAYOUT







## SKYBOX SUITE BRANDING OPPORTUNITIES

- Logo on suite door entrance
- Logo on branded bar inside suite
- Additional opportunities for branding within suite



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# PREMIUM HOSPITALITY CABANAS





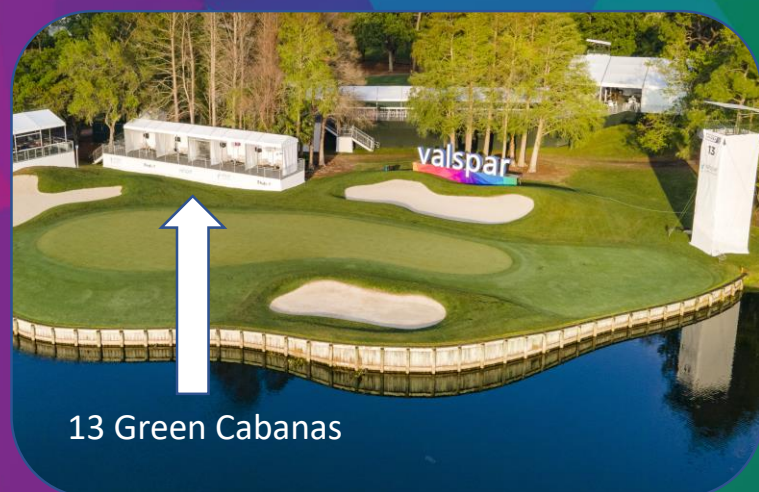
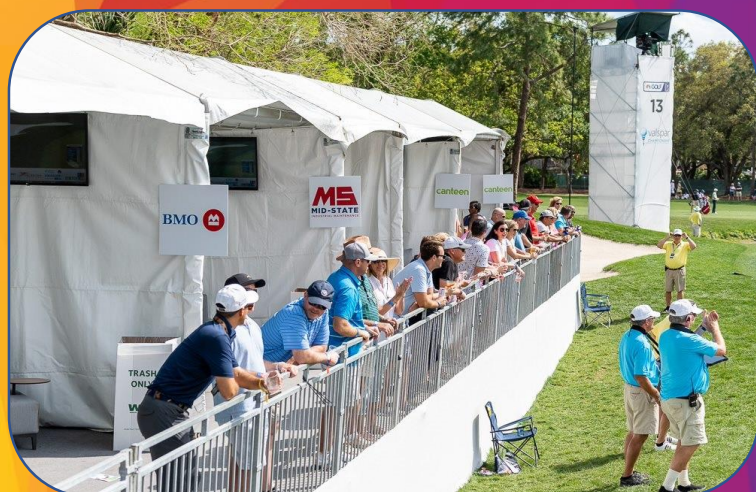


View from the  
15<sup>th</sup> Green **Cabanas**

## 13TH & 15TH CABANAS

Enjoy the views of two signature par 3 holes (13<sup>TH</sup> Green or 15<sup>TH</sup> Green) from a semi-private, all-inclusive cabana. The open-air cabanas feature:

- 10 Cabana tickets & 6 Yellow Lot parking passes
- Full-service premium bar & lunch
- Interior lounge seating & TV included
- Climate-controlled
- Corporate signage



13 Green Cabanas





valspar<sup>®</sup>  
CHAMPIONSHIP

# PREMIUM HOSPITALITY SNAKE PIT CLUB







## SNAKE PIT CLUB

With spectacular views of the 10<sup>th</sup> Green, 16<sup>th</sup> Green, 17<sup>th</sup> Green & 18<sup>th</sup> Tee Box, Snake Pit Club guests have “hop” access to two (2) hospitality venues:

- Snake Pit Club on the 16<sup>th</sup> green
- Snake Pit Club on the 17<sup>th</sup> green

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.







## SNAKE PIT PACKAGE

### 2024 INVESTMENT:

Standard Package includes:

- 10 tickets & 6 Yellow Lot parking passes
- Food, soft drinks & premium bar
- Company name recognition for larger packages

### APPROXIMATE HOSPITALITY HOURS

8:00am – Venues open with coffee service

10:30am – Premium bar service begins

11:00am – Full lunch buffet available

2:00pm – Afternoon snacks





10<sup>TH</sup> GREEN



16<sup>TH</sup> GREEN



## SNAKE PIT FAN VIEWS

17<sup>TH</sup> GREEN



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# SNAKE PIT CLUBS AERIAL VIEW



17<sup>TH</sup> Green Snake Pit



16<sup>TH</sup> Green Snake Pit





# PARTY VENUE

## HOOTERS OWL'S NEST





## 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.







## HOOTERS FAN VIEWS

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## INSIDE THE “NEST”

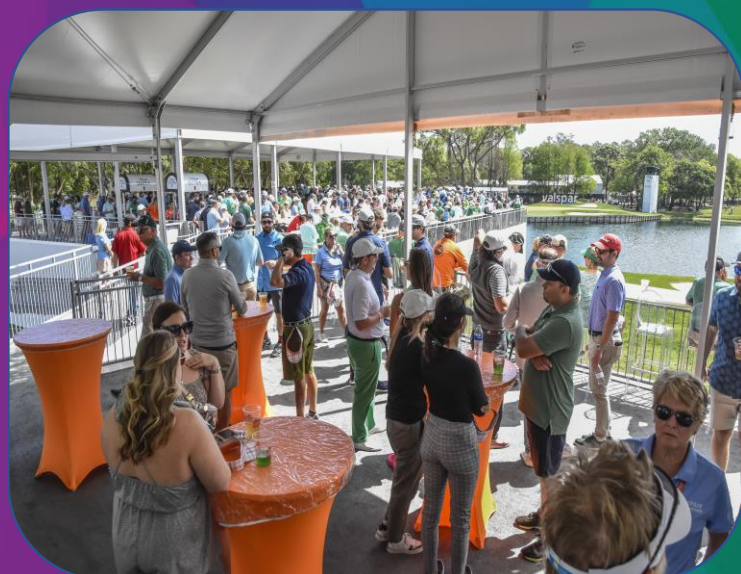
### HOOTERS 2024 INVESTMENT:

- Unlimited Beer
- 1 Boat of wings
- 1 Hooters visor (limited supply)

### APPROXIMATE HOSPITALITY HOURS

8:00am – Venue opens

10:30am – Bar service begins & stops after play is complete on 13<sup>th</sup> Green







# EXPERIENTIAL

PRO-AMS & SPECIAL EVENTS







## MONDAY'S AMERILIFE PRO-CELEBRITY-AM AT COPPERHEAD (Hosted by Rondé Barber)

**Monday, March 18, 2024 (11:00am shotgun)**

Enjoy a round at Copperhead as you team up with one (1) PGA TOUR professional, one (1) celebrity and three (3) amateurs. Format is best-ball for the group with carts.

**EACH PRO-AM SPOT INCLUDES:**

- 4 Partner Badges with Grounds Access
- 1 Weekly VIP Parking Pass
- Deluxe Gift Package
- F&B provided along with a Post-Round Reception







## MONDAY'S PRO-CELEB-AM HIGHLIGHTS



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## TUESDAY'S PRO-CELEBRITY-AM AT PELICAN GOLF CLUB

(Hosted by Rondé Barber)

**Tuesday, March 19<sup>th</sup>, 2024 (morning shotgun)**

Enjoy a round at Pelican Golf Club as you team up with one (1) PGA TOUR professional, one (1) celebrity and three (3) amateurs. Format is best-ball for the group with carts.

**EACH PRO-AM SPOT INCLUDES:**

- 4 Partner Badges with Grounds Access
- 1 Weekly VIP Parking Pass
- Deluxe Gift Package
- F&B provided along with a Post-Round Reception



### Valspar Championship Old Memorial Celebrity-Am



Nick Swisher  
[@yourboyswish](https://twitter.com/yourboyswish)



[@valsparchamp](https://twitter.com/valsparchamp)  
[@aarondavisgolf](https://twitter.com/aarondavisgolf)  
[@digs\\_ceo](https://twitter.com/digs_ceo)



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## 2023'S OLD MEMORIAL "CELEB-AM HIGHLIGHTS"

- 2023 celebrity participants at Old Memorial included: Tiki Barber, Joe Maddon, Vince Carter, Larry the Cable Guy, Nick Swisher, Goose Gossage, and many more....



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## WEDNESDAY'S TGH CHAMPIONSHIP PRO-AM AT COPPERHEAD

### **PRO-AM & PAIRINGS PARTY (Tuesday, March 19 & Wednesday, March 20, 2024)**

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. Teams include two (2) different PGA TOUR professionals – one on the front nine & one on the back nine – and four (4) amateurs. 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







## WEDNESDAY'S CHAMPIONSHIP PRO-AM & TUESDAY'S PAIRINGS PARTY HIGHLIGHTS



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## HONORARY OBSERVER EXPERIENCE

- 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

(bonus asset for official/exclusive partners)

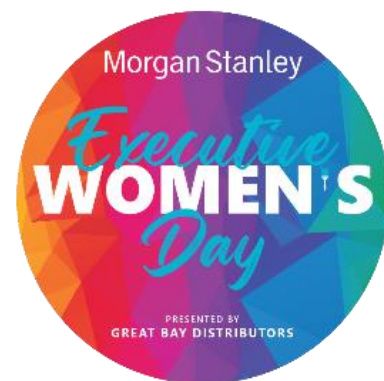




## EXECUTIVE WOMEN'S DAY

### 2023 Featured Speakers (2024 Speakers TBD):

- ❖ USNORTHCOM General, Lori J. Robinson
- ❖ Investor & Innovator, Cathie Wood
- ❖ Chef/Owner of Chez Shay's Sweets, Shayla Daniels



### Table Sponsorship Includes:

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



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# SPONSORSHIP ON-COURSE ACTIVATION







## “EXPO GROVE” ACTIVATION

An Expo Tent activation 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. Investment will vary based on size of the space and total activation involved. Standard size tents range from 10'x10' to 20'x20', with larger custom packages available as well.







## LARGER CUSTOM EXPO ACTIVATIONS

- \$15K+ investment depending on the size and scope of the partnership
- 2023 partners included Charles Schwab, Tampa General Hospital, Visit St. Pete Clearwater, Pacira BioSciences, and more...



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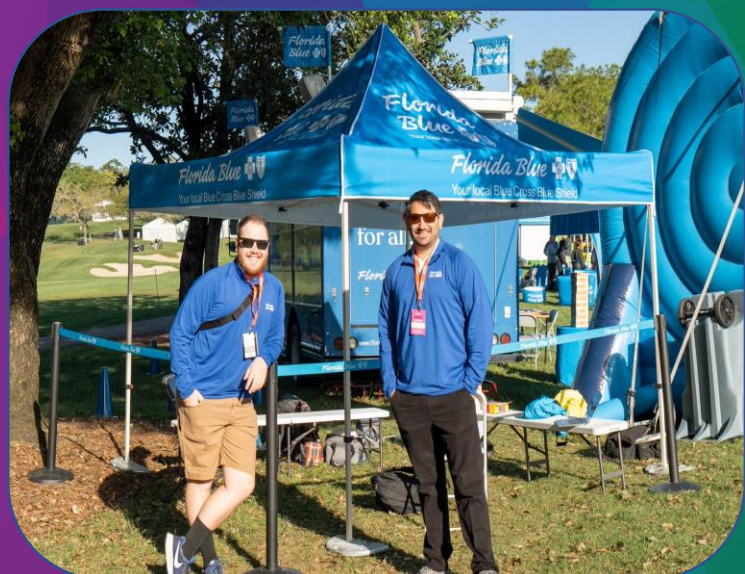




## FAMILY ENTERTAINMENT ZONE

- Located between the 8<sup>th</sup> green & 9<sup>th</sup> fairway, 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 (1) 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

(asset currently pending renewal)



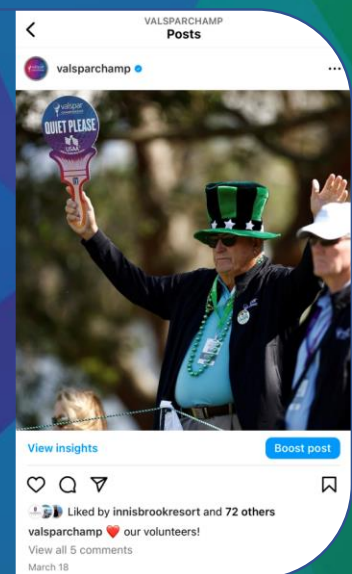
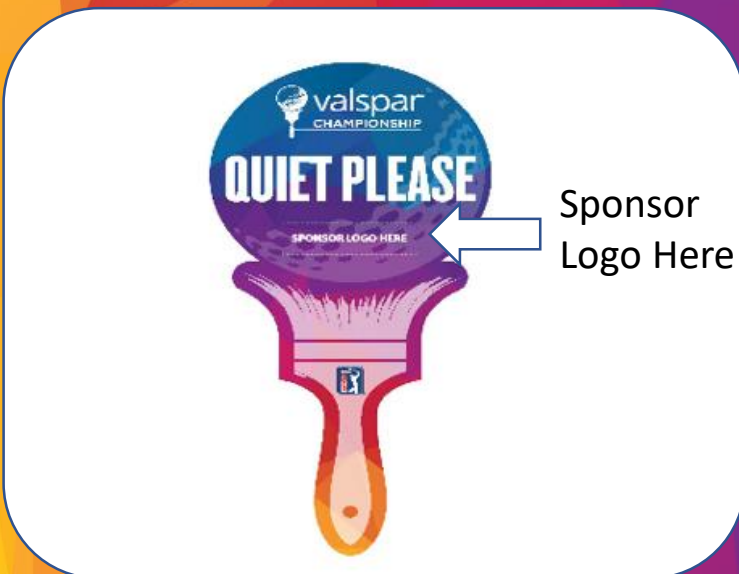




## QUIET PADDLE BRANDING

- 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 (1) partner will have the opportunity to brand all Quiet Paddles used at the 2023 Valspar Championship
- Social Media post & recognition included
- Estimated 500,000 impressions

(asset currently pending renewal)







## 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

(all currently pending renewal)







## “GATE DAY” DAILY PRESENTING SPONSOR

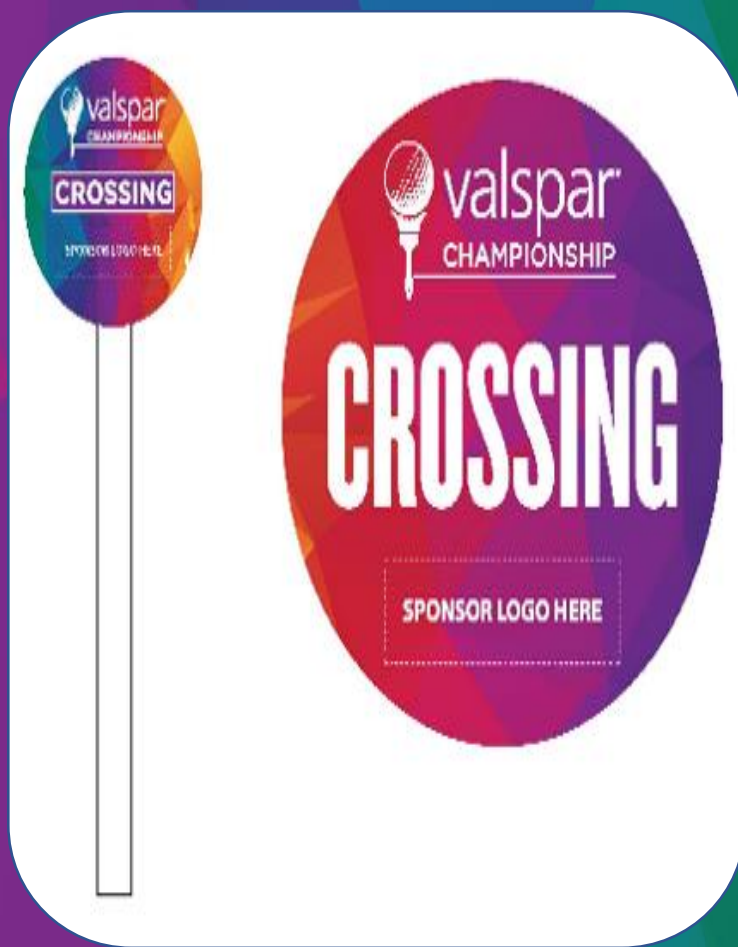
Located throughout the Copperhead Course in the highest trafficked areas, one (1) company will own the entrances to the tournament. This “Gate Day” sponsorship opportunity includes:

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

(Thursday “Gate Day” is currently open)







## 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





# SPONSORSHIP

## MEDIA ADVERTISING







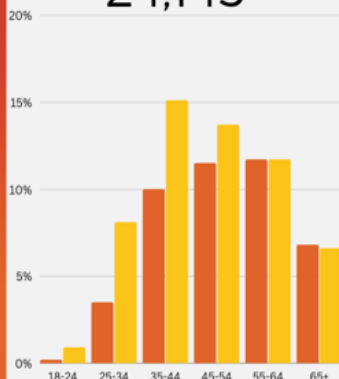
Facebook Page reach

891, 458

↑ 646.4%

Facebook Page  
followers

24,145



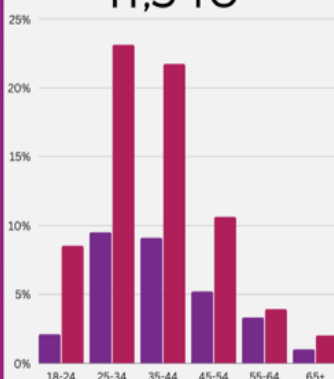
Instagram Page reach

121,574

↑ 39.4%

Instagram Page  
followers

11,340



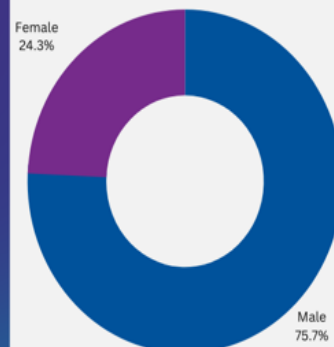
March 2023 impressions

526,700

↑ 5.03%

Twitter  
followers

12,928



## SOCIAL INSIGHTS

### DIGITAL & SOCIAL MEDIA PACKAGE

- Comprehensive advertising opportunity on all tournament digital & social platforms including the Official Website 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
- Digital Pairings Guide ad during tournament week
  - Will be accessible on Valspar Championship website & app
  - Partners will receive one full-page, four-color print advertisement

(asset for official/exclusive partners)





## DIGITAL PAIRINGS GUIDE 2023

valspar-champ/docs/digital\_pairings\_guide\_202275-vssDRH2Q02AT1Mjk



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BRIGHTEST IMAGE  
FOR TOMORROW

DEX Imaging proudly sponsors The Valspar Championship and The Copperheads in their quest to foster the brightest future for kids in our community who need us most. Together, we can make a world of difference.

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### 2022 RECAP

#### BURNS WINS AGAIN

Sam Burns became the fourth player to win multiple Valspar Championship titles in 2022, shooting 17 under par 267 for the second consecutive year.

But unlike his first title in '21 when he won by three shots, this one was a nail-biter. Burns trailed Davis Riley by three shots entering Sunday and they finished tied after regulation play. Then, on the second playoff hole, the treacherous 16<sup>th</sup>, Burns drained a 33-foot birdie putt for the win. The victory elevated the 25-year-old from Louisiana into the Official World Golf Ranking's top 10.

Justin Thomas and Michael NeSmith finished one shot back at 18-under in an exciting four-way battle down the stretch. Thomas and Matt Fitzpatrick, who tied for 5<sup>th</sup>, would go on to win Major Championships (the PGA and U.S. Open respectively) later in 2022.

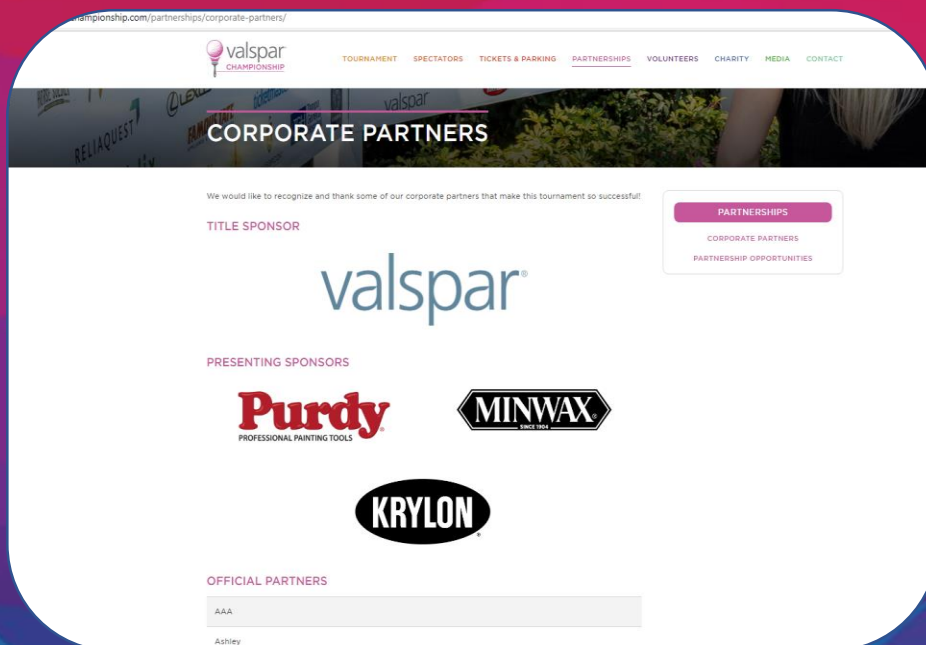
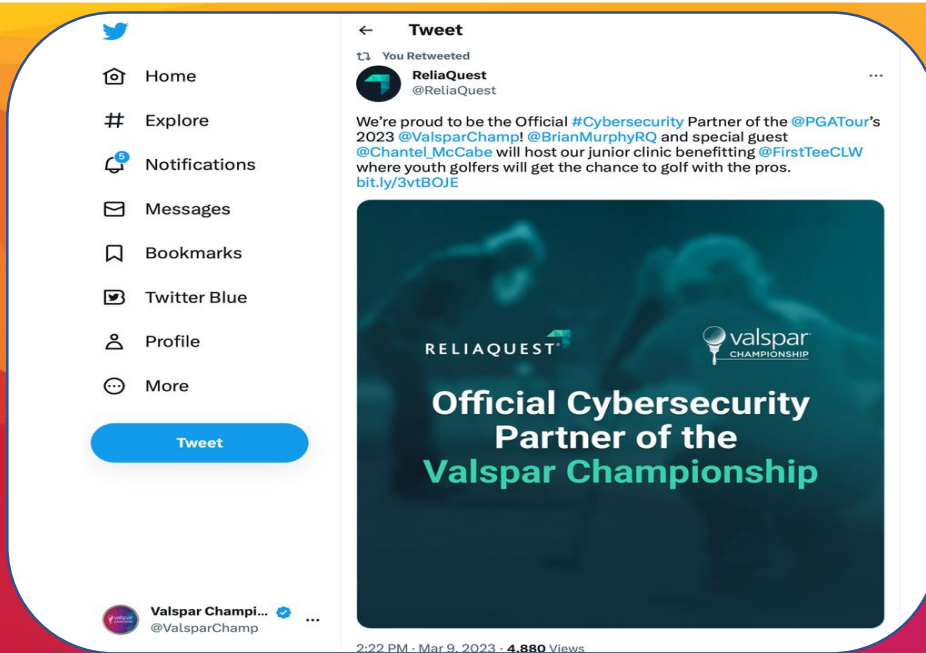
PLAYER	FINISH	SCORES	MONEY
Sam Burns	1	-17 64-67-67-69	\$1,404,000
Davis Riley	2	-17 65-68-62-72	\$850,200
Matthew NeSmith	3 <sup>rd</sup>	-16 67-61-69-71	\$460,200
Justin Thomas	3 <sup>rd</sup>	-16 66-66-66-70	\$460,200
Matt Fitzpatrick	5 <sup>th</sup>	-14 67-68-67-68	\$301,275
Brian Harman	5 <sup>th</sup>	-14 67-67-68-68	\$301,275
Stewart Cink	7 <sup>th</sup>	-12 67-68-69-68	\$228,930
Adam Hadwin	7 <sup>th</sup>	-12 64-66-70-72	\$228,930
Robert Streb	7 <sup>th</sup>	-12 68-69-68-70	\$228,930
Kevin Streelman	7 <sup>th</sup>	-12 67-69-68-68	\$228,930
Sahith Theegala	7 <sup>th</sup>	-12 67-71-67-67	\$228,930
Brooks Koepka	12 <sup>th</sup>	-11 67-70-71-65	\$159,900
Shane Lowery	12 <sup>th</sup>	-11 69-69-68-68	\$159,900
Alex Noren	12 <sup>th</sup>	-11 68-70-65-70	\$159,900
Xander Schauffele	12 <sup>th</sup>	-11 67-67-68-71	\$159,900
Luke Donald	16 <sup>th</sup>	-10 68-71-67-68	\$118,950
Tommy Fleetwood	16 <sup>th</sup>	-10 67-68-68-71	\$118,950
Matt Kuchar	16 <sup>th</sup>	-10 67-72-66-69	\$118,950
Scott Stallings	16 <sup>th</sup>	-10 65-66-74-69	\$118,950
Brian Stuard	16 <sup>th</sup>	-10 68-69-69-68	\$118,950

THE MOST COLORFUL PGA TOUR® TOURNAMENT IN THE WORLD

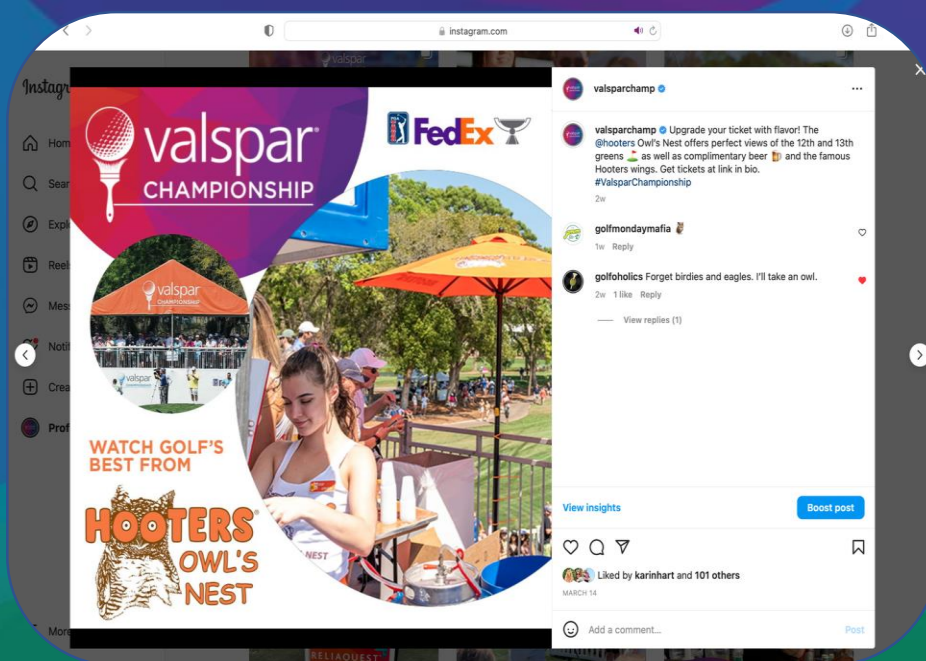


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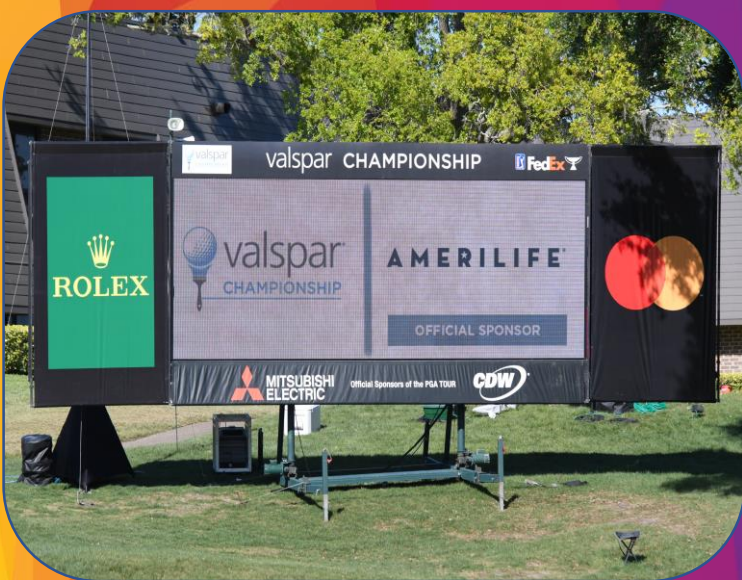


## SOCIAL MEDIA MENTIONS 2023



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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 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







# SPONSORSHIP

## IP RIGHTS & VALUE ADDED BENEFITS







## EXCLUSIVE & 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
- Listing on official tournament website
- Recognition on tournament mobile app





# SPONSORSHIP

## COMMUNITY, MILITARY & SOCIAL CAUSES







## TAMPA BAY COMMUNITY PARTNERSHIPS

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 learn more contact: [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org)



**MARCH 18-24, 2024**  
COPPERHEAD COURSE AT INNISBROOK RESORT





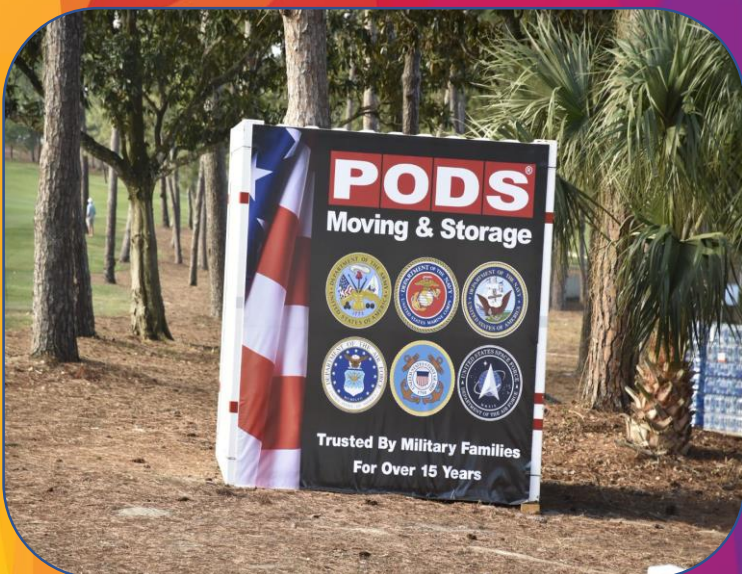
## SALUTE TO THE MILITARY

The Valspar Championship and Copperhead Charities has created an over-arching military program where 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 contact: [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org)







## VOLUNTEER APPRECIATION PROGRAM

For 2024, the tournament office is seeking 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 and/or special offers. Supporting partners will receive one (1) social media post each day on Facebook, Twitter and Instagram with logo inclusion and a photo of volunteers enjoying that day's "thank you". Potential items/special offers include: Donuts, Breakfast Sandwiches, Sandwiches, Ice Cream, Coupons, and Merchandise. Partners will receive:

- Full use of Valspar Championship IP rights
- Signage at all Volunteer Oasis Tents
- One advertisement in digital pairings guide
- Logo on course maps, mobile app, website patron page, registration site & newsletter
- Mascot participation on-site
- Opportunity to distribute additional items
- Branded volunteer appreciation golf cart

To learn more contact: [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org)







# BECOME A COPPERHEAD

MEMBERSHIP  
INFORMATION







## COPPERHEAD MEMBERSHIP

### 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 marked the groups' 47<sup>th</sup> year of hosting professional golf in Tampa Bay and the group has now generated more than \$50 million for Tampa Bay area charities and causes. To learn more contact: [partnerships@thecopperheads.org](mailto:partnerships@thecopperheads.org).

### Club Objectives

- Enhance the tournament charitable impact
- 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







# PGA TOUR FAN PROFILE







# AUDIENCE REACH & DEMOGRAPHICS

The **PGA TOUR** consistently attracts an audience of affluent, influential & educated individuals. The following is a top line demographic review of **PGA TOUR** television viewers.

**66%** MALE  
**34%** FEMALE

## BROADCAST REACH:



216 countries and territories and 27 languages.



**PGA TOUR** competition television broadcasts reached > 13.9 million viewers per week on average.



More than 125.2 million people tuned in to watch **PGA TOUR** broadcasts.

## DIGITAL FOOTPRINT:



**PGA TOUR** Digital (web + mobile) saw 8.9 million average monthly unique users.



4.3 billion video streams across our **PGA TOUR** social media platforms.



**PGA TOUR** social media universe reached 194 million engagements.

## PGA TOUR VIEWERS ARE BUSINESS DECISION MAKERS



**59%**

more likely than average to have the job title of President.

55% more likely than average to be a member of Top Management.



**47%**

more likely than average to be a decision maker for purchases of \$500,000 or more.

61% more likely than average to be a decision maker for purchases of \$1 million or more.



**86%**

more likely than average to be a Business Influential.

42% more likely than average to be a corporate executive.

Sources: GFK MRI Spring Doublebase 2021

## PGA TOUR VIEWERS ARE AFFLUENT AND EDUCATED



**129%**

more likely than average to personally own \$250,000 or more in investments.

76% more likely than average to have a household net worth of \$1 million or more.

43% more likely than average to have a household income of \$500,000 or more.



**88%**

more likely than average to have at least one vacation or weekend home.

33% more likely than average to have a home valued at \$750,000 or more.

78% more likely than average to have made 50+ investment transactions in last 12 months.



**17%**

more likely than average to have a Masters degree.

19% more likely than average to have a Post-Grad degree.



WE LOOK  
FORWARD TO  
PARTNERING IN  
2024!

