



2025 PARTNERSHIP OPPORTUNITIES

SPONSORSHIP, HOSPITALITY & PRO-AMs



MARCH 17-23, 2025
COPPERHEAD COURSE AT INNISBROOK RESORT



TOURNAMENT OVERVIEW



MARCH 17-23, 2025
COPPERHEAD COURSE AT 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 130,000+ golf fans each year.

Host Organization

Copperhead Charities, a not-for-profit, tax-exempt 501(c)(3) organization, consists of 200+ area business & civic leaders throughout the region, known as The Copperheads.

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 & consulting. Pro Links Sports currently manages and operates 2 PGA TOUR events & 4 PGA TOUR Champions events.

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.



CHARITABLE & ECONOMIC IMPACT

Mission Statement

Copperhead Charities' mission is to operate a world-class professional golf tournament on the PGA TOUR that consistently drives charitable funds into the community while generating a positive economic impact, promoting the region nationally and internationally & providing an unforgettable event experience for our many sponsors, patrons & volunteers.

Charitable Impact

The Copperheads have a history of aiding Tampa Bay area charities through professional golf starting in 1977. Since the Valspar Championship's inception, **over \$51 million** has been generated for 90+ area charities including pillar tournament charities—Habitat for Humanity of Pinellas and West Pasco Counties, The First Tee, Birdies for the Brave & Tampa General Hospital Foundation.

CHARITABLE DOLLARS RAISED IN 2024

\$ 1,360,000

Economic Impact

As the largest charity sporting event in our region, the Valspar Championship generates an estimated \$70 million economic impact to the area and drives great tourism recognition via our national and international broadcast.



2025 SCHEDULE OF EVENTS*

Sunday, March 16

Publix Copperhead 5K Race

Monday, March 17

AmeriLife Pro-Celebrity-Am at Copperhead
Executive Women's Day

Tuesday, March 18

Practice Round
SERVPRO Pro-Celebrity-Am at
Pelican Golf Club
ReliaQuest Junior Clinic
Pro-Am Pairings Party presented by TGH

Wednesday, March 19

TGH Championship Pro-Am at Copperhead

Thursday, March 20

First Round of Tournament Play presented
by Big Dan's Car Wash

Friday, March 21

Second Round of Tournament Play
presented by Jabil

Saturday, March 22

Third Round of Tournament Play presented
by Chick-fil-A
Valspar LIVE Concert presented by
Chick-fil-A

Sunday, March 23

Final Round of Tournament Play presented
by AmeriLife
Trophy Presentation

Monday, March 24

Monday After Challenge presented by
STITCH Golf

**Schedule of Events to be determined.*

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





THE MOST COLORFUL PGA TOUR TOURNAMENT IN THE WORLD

PRIVATE HOSPITALITY



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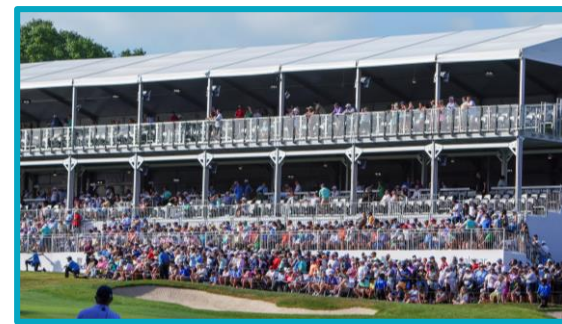
DOUBLE DECKER SKYBOX SUITES

After making its' debut in 2024, the Double Decker Skybox Suites on 18 Green will be returning in 2025!

Skybox Suite Package

The Double Decker Skybox Suites have quickly become one of the most in-demand private hospitality options at the Valspar Championship. The hospitality package includes –

- Private Suite in 18 Green Double Decker—Upper & Lower Level Options
- **50 - 60** Suite Tickets
- **8 - 10** Valet Parking Passes
- **17 - 20** VIP Yellow Lot Parking Passes
- Suite Signage featuring Company Logo
 - Logo added to sponsor board at venue entrance
 - Logo added to venue entry doors
 - Logo added to bar front
 - Logo added to bar rail
- Digital Pairings Guide sponsor listing
- All-inclusive lunch buffet, hors d'oeuvres, desserts & full-service premium bar with dedicated bartender
- Outfitted with flat-screen televisions, fans & access to executive restrooms



EXECUTIVE SUITES

Executive Suite Packages

The Executive Suites are available around the course on holes 4, 5, 7, 8, 10, 11, 14, 15 & 17. The hospitality package includes –

- **40 – 50** Suite Tickets
- **5 – 8** Valet Parking Passes
- **15 – 17** VIP Yellow Lot Parking Passes
- Suite Signage featuring Company Logo
 - Logo added to sponsor board at venue entrance
 - Logo added to venue entry doors
 - Logo added to bar front
 - Logo added to bar rail
- Digital Pairings Guide sponsor listing
- All-inclusive lunch buffet, hors d'oeuvres, desserts & full-service premium bar with dedicated bartender
- Outfitted with flat-screen televisions, fans & access to executive restrooms

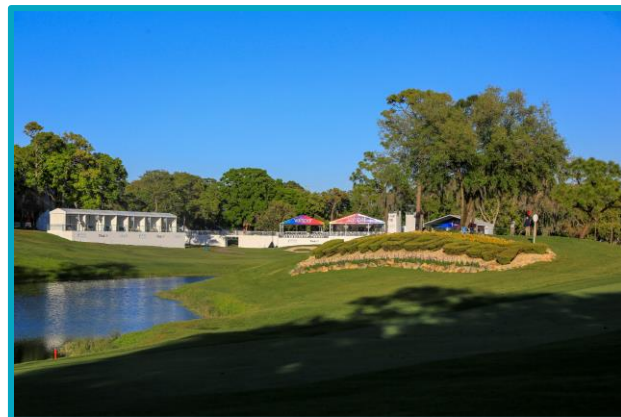


SEMI-PRIVATE CABANAS

Semi-Private Cabana Packages

The Cabanas Executive Suites are available on two of the signature Par 3 holes 13 & 15. The open-air hospitality package includes –

- **10** Cabana Tickets
- **5** VIP Yellow Lot Parking Passes
- Cabana Signage featuring Company Logo
 - Logo added to sponsor board at venue entrance
 - Logo added to tented space
- Shared full-service premium bar with dedicated bartender
- Light lunch available for delivery



SHARED HOSPITALITY



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COPPERHEAD CLUB

After making its' debut in 2024, the reimagined Copperhead Club presented by Lexus will be returning in 2025!

Copperhead Club Ticket

Featuring the Valspar Championship's most exclusive, premium hospitality venue, the Friday & Saturday ticket includes –

- Access to two areas – Packard's Restaurant located inside the Copperhead Clubhouse and the all-inclusive Snake Pit Club (suites on 16th & 17th Greens)
- Every two tickets receive a Valet Parking Pass (or VIP/Clubhouse parking spot for every four tickets)
- Clubhouse area open from 7:00AM – 4:00PM daily with full breakfast, premium lunch & afternoon hors d'oeuvres, raw bar, & open bar
- Premium gift per two tickets purchased
- Cigar bar, afternoon whiskey tasting event & exclusive apparel

Limited to (200) patrons per day

2025 availability to purchase Friday and/or Saturday only ticket

Discounted pricing for a 2-day ticket purchase



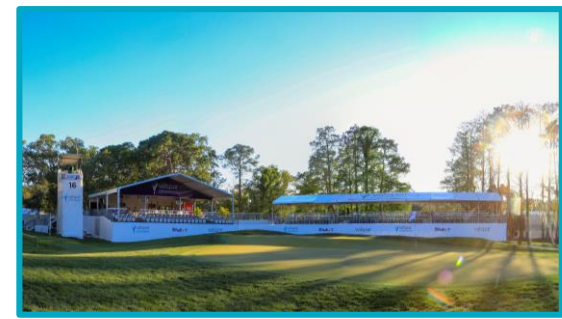
SNAKE PIT CLUB

Snake Pit Club Hopper Ticket

The Valspar Championship is one of the marquee events on the PGA TOUR and part of the “Florida Swing” attracting 130,000+ golf fans each year. With spectacular views of 10 Green, 16 Green, 17 Green & 18 Tee Box, Snake Pit Club guest have “hopper” access to two hospitality venues!

Ketel One Snake Pit Club on 16 Green AmeriLife Snake Pit Club on 17 Green

The Snake Pit Club Hopper Club premium ticket has quickly become one of the most in-demand shared 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 & a full-service premium bar. In addition, each venue is outfitted with flat-screen televisions, fans, mobile charging stations & access to executive restrooms.



SNAKE PIT CLUB VANTAGE POINTS

10 Green



16 Green



17 Green



18 Tee Box



DEX DECK

DEX DECK Ticket

Featuring an open-air platform with a tented section in the middle, DEX DECK overlooks 11 Green and 12 Tee. The venue is adorned with drink rails, barstools, and cocktail tables for a variety of seating & viewing opportunities. Tickets include -

- All-inclusive, full-service bar
- Food available for purchase

Those with VIP Yellow Lot parking may enter through Gate 8 or Gate 11 for easiest access. Rideshare will drop-off and pick-up at Gate 8.

Reserved Table

DEX DECK offers individuals and companies the ability to purchase a private, 4-topper table at an additional cost.

- Private Package includes eight (8) tickets
- Company Logo on cocktail table



HOOTERS OWL'S NEST

Hooters Owl's Nest Ticket

The Hooters Owl's Nest provides a vibrant, one-of-a-kind entertainment and tournament viewing experience. Located adjacent to 12 Green & 13 Tee, the Owl's Nest offers incredible views of two of the most pivotal holes during the Valspar Championship—including the approach shot on the Par 4 twelfth hole, and a tee-to-green vantage point of the treacherous Par 3 thirteenth hole. Tented structures featuring numerous open-air covered platforms are equipped with bars and flat-screen televisions to enjoy the action. Each Hooters Owl's Nest ticket includes –

- Complimentary Michelob Ultra beer and seltzers
- **1** Boat of Hooters famous boneless wings
- Hooters visor



PRO-AM EXPERIENCES & SPECIAL EVENTS



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MONDAY AMERILIFE PRO-CELEBRITY-AM

AmeriLife Pro-Celebrity-Am hosted by Rondé Barber

Play a round on the challenging Copperhead Course, in the same condition the pros will face later in the week, with a team that consists of one PGA TOUR professional, one celebrity, and three amateurs. Each Pro-Am spot includes –

- **1** Playing Spot in the AmeriLife Pro-Celebrity-Am
- **4** Partner Badges with grounds access for use during tournament week
- **1** Weekly VIP Yellow Lot Parking Pass
- **1** Deluxe Gift Package
- Food & Beverage provided along with a Post-Round Awards Reception



TUESDAY SERVPRO PRO-CELEBRITY-AM

SERVPRO Pro-Celebrity-Am at Pelican Golf Club hosted by Rondé Barber

Enjoy a round on the exclusive, ultra-private Pelican Golf Club with a team that consists of one PGA TOUR professional, one celebrity, and three amateurs. Each Pro-Am spot includes -

- **1** Playing Spot in the SERVPRO Pro-Celebrity-Am
- **4** Partner Badges with grounds access for use during tournament week
- **1** Weekly VIP Yellow Lot Parking Pass
- **1** Deluxe Gift Package
- Food & Beverage provided along with a Post-Round Awards Reception



WEDNESDAY TGH CHAMPIONSHIP PRO-AM

Tampa General Hospital Championship Pro-Am

Front row with the pros! Be a part of our most prestigious Pro-Am kicking off on Tuesday evening with the Pairings Party in the Snake Pit Club followed by an exciting day of golf on Wednesday taking on the Copperhead Course. Teams include two PGA TOUR professionals – one of the front nine & one on the back nine – & four amateurs. Each Pro-Am spot includes –

- **1** Playing Spot in the TGH Championship Pro-Am
- **2** Pairings Party Invitations
- **4** Partner Badges with grounds access for use during tournament week
- **1** Weekly Valet Parking Pass
- **1** Deluxe Gift Package
- **2** Snake Pit Club Hopper Tickets (Thursday or Sunday)
- Food & Beverage provided along with a Post-Round Awards Reception



MONDAY AFTER CHALLENGE

Monday After Challenge presented by STITCH Golf

Experience the final round challenge of Sunday at the Valspar Championship on Monday after the tournament while playing with a foursome on the Copperhead Course. Each grouping includes -

- **4** Playing Spots in the Monday After Challenge
- **1** Valet Parking Pass for each player
- **1** Deluxe Gift Package for each player
- Shared full-service premium bar & breakfast or lunch prior to round



EXECUTIVE WOMEN'S DAY

Executive Women's Day

Hosted in the Snake Pit Club, join us for a great day of meaningful discussion, learnings, and networking to support the power and accomplishments of women in the Tampa Bay area and beyond. Our women's day event has become a staple of the Valspar Championship tournament week.

Featuring an afternoon of speakers, power panel discussions, pop-up shops, wine tasting, and many other event festivities—guests are sure to leave the event feeling inspired!

Each table package includes –

- **1** Reserved Table for **6** Guests
- **1** VIP Yellow Lot Parking Pass for each guest
- **1** \$25 Merchandise Credit to the Fan Shop for each guest
- **1** Gift Package for each guest
- Food & Beverage provided along with networking opportunities & post-event wine down with hors d'oeuvres



ON-COURSE ACTIVATIONS & BRANDING OPPORTUNITIES



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ON-COURSE ACTIVATION

IPTV & LED Video Board

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

Tee Box Branding

Tee Box backdrop signage featuring company logo. The logo will be displayed on one side with Valspar & Sherwin Williams suppliers on the other sides. Tee Boxes will be up and on display for entire tournament week.

Crosswalks

Branding will be visible to all spectators on the course during tournament week. Partner will entitle the most highly trafficked crosswalks on the course.

Investment will vary based on activation elements involved. Custom packages available.



EXPO ACTIVATION

Expo Grove or Additional Activation Spaces

Expo Activations provide companies with access to share their organization with all spectators during tournament week.

These branded spaces are located around the course in high-traffic areas & offers our partners the opportunity to distribute collateral materials, company promotion, and interaction with potential customers. Each expo activation includes –

- **1** Activation Tent
- Activation Signage featuring Company Logo
- Tables & Chairs
- Credentials & Parking for Working Staff Members

Investment will vary based on size of the space and total activation elements involved. Standard size of tents range from 10' x 10' to 20' x 20—with large custom packages available.



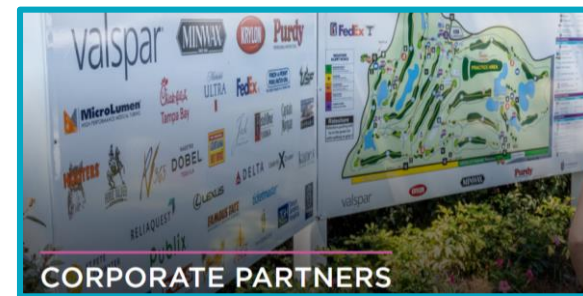
DIGITAL & SOCIAL

Digital & Social Advertising

Custom advertising opportunities on tournament digital & social platforms—e.g. Tournament Website, Digital Pairings Guide, E-Newsletter, Social Media Channels, etc.

Partners can receive various branding & marketing messaging including digital advertising, content, features & entitlement of select pages linked back to partner website.

Investment will vary based on activation elements involved.



COMMUNITY, MILITARY & VOLUNTEER APPRECIATION

Community Initiatives

Valspar Championship and Copperhead Charities will collaborate with your company to create and execute a social program that impacts our local community. Potential ideas could include— Food Insecurity, Mental Wellbeing & Sustainability.

Your brand will be included in all public relations, marketing & community elements regarding the campaign including a press conference & release announcing the initiative. Additionally, Valspar Championship employees, Copperheads, and tournament volunteers will join your company to further emphasize the partnership and awareness of the cause. Tournament example—AmeriLife Sunday Food Drive supporting Feeding Tampa Bay.

Military Supporting Partners

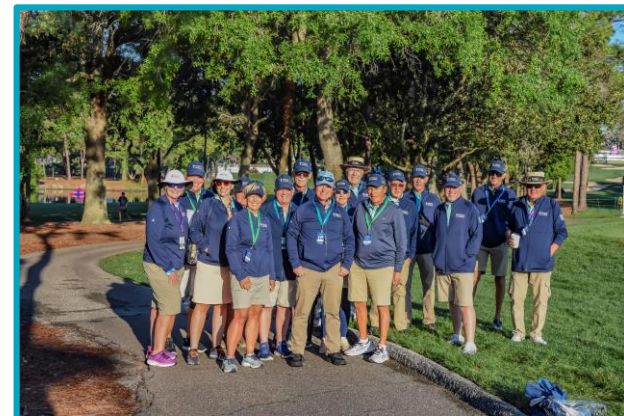
Our military program allows partners to be designated as a Military Supporting Sponsor. Possible military elements that each partner could receive include—on-course signage & activation at Military Outpost, website recognition through our Military Ticket Program & premium hospitality included for one or multiple days.

Company would be included in select marketing & community elements regarding the military supporting partner program (press conference & release announcing the initiative, on-course branding & activation, digital and social assets, etc.)

Volunteer Appreciation

Join us 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 could receive website/social media recognition with logo inclusion & a photo of volunteers enjoying that day's "thank you." Potential items/special offers include— Donuts, Breakfast Sandwiches, Sandwiches, Ice Cream, Coupons & Merchandise. Partners can receive:

- Full use of Valspar Championship IP rights
- Signage at all Volunteer Oasis Tents
- 1 Advertisement in Digital Pairings Guide
- Possible logo inclusion on course maps, mobile app, website patron page, registration site & newsletter and/or mascot participation on-site
- Opportunity to distribute additional items



COPPERHEADS MEMBERSHIP

Join Copperhead Charities!

The Valspar Championship is annually operated by Copperhead Charities to promote the game of golf to benefit local charitable organizations. Registered in the state of Florida as a not-for-profit, tax-exempt 501(c)(3) organization, Copperhead Charities consists of 200+ area business and civic leaders, known as the Copperheads. The Copperheads have a 47-year history of aiding Tampa Bay area charities through professional golf.

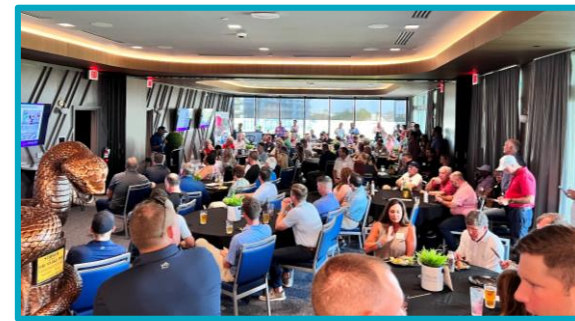
Since the inception of PGA TOUR golf in the area, Copperhead Charities has given over \$51 million to Tampa Bay charities. Charitable contributions have been generated from the proceeds of various PGA TOUR events known as the JCPenney Classic, Tampa Bay Classic, Chrysler Championship, PODS Championship, Transitions Championship, and now the Valspar Championship.

Copperheads Objectives

- Enhance the tournament's charitable impact
- Increase tournament's footprint and profile in the community
- Generate business opportunities

Membership Benefits

- Access to Copperheads' 18 Green Suite
- Tournament tickets and parking
- Merchandise
- Invitations to exclusive events





WE'LL SEE YOU IN 2025!