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COLLECTOR'S EDITION CHAMPIONSHIP PROGRAM

ACKNOWLEDGEMENT CONTRACT

The 2010 HP Byron Nelson Championship Collector's Edition Program will be distributed to sponsors prior to Championship week, allowing them to enjoy a preview of the souvenir program.

ACKNOWLEDGEMENT PURCHASE

BILLING ADDRESS

Company: _____
Contact: _____
Address: _____
City: _____ State: _____
Zip: _____ E-mail: _____
Phone: (_____) _____
Fax: (_____) _____

TICKET SHIPPING ADDRESS (If different from above)

Name: _____
Address: _____
(No P.O. Boxes)
City: _____ State: _____ Zip: _____
Phone: (_____) _____

PRINT MATERIALS CONTACT (If different from above)

Name: _____
Address: _____
City: _____ State: _____
Zip: _____ E-mail: _____
Phone: (_____) _____
Fax: (_____) _____

Index Listing: _____
(Please print name exactly as you wish to be listed in the Index of Acknowledgements.)

Sponsor's Authorized Signature Date

Salesmanship Club Representative

DEADLINES

Space Reservation March 19, 2010
Print Materials March 26, 2010
Full Payment Due March 19, 2010
Publication Date May 1, 2010

RATES

Two-Page Spread \$5,400
 Full Page \$2,500
 Half Page \$1,500
Cover — Inside front \$6,000 (SOLD)
Cover — Inside back \$6,000 (SOLD)
Cover — Outside back \$10,000 (SOLD)

QUESTIONS AND CONTACT INFORMATION

Any questions and print materials may be directed to the Communications Coordinator. Please return this completed form by mail to:

HP BYRON NELSON CHAMPIONSHIP
Attn: Communications Coordinator
PMB 77, 400 S. Zang Blvd., Suite 700
Dallas, TX 75208
(214) 742-3896 x4131
blebling@scdallas.org

PAYMENT METHOD (Check one)

MasterCard



Preferred payment of the HP Byron Nelson Championship

VISA American Express

Please print information below:

Card #: _____ Exp. Date: ____/____/____

Cardholder Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

I agree to pay **Grand Total Due** per card issuer agreement.

Cardholder Signature

Check enclosed made payable to:
Salesmanship Club Charitable Golf of Dallas

Bill me. (Please note full payment is due by March 19, 2010.)



MAY 17-23, 2010

P (214) 742-3896 A PMB 77, 400 S. ZANG BLVD., SUITE 700 | DALLAS, TX | 75208-6642

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BENEFITING SALESMANSHIP CLUB YOUTH AND FAMILY CENTERS

COLLECTOR'S EDITION CHAMPIONSHIP PROGRAM

PUBLICATION SPECIFICATIONS

Full page trim size: 8.375" x 10.875"

Full page bleed: 8.625" x 11.125"

Live area: 8" x 10.5"

1/2 Page Horizontal Non-bleed: 8" x 5.125"

Two-Page Spread Bleed: 17" x 11.125"

Two-Page Spread Non-bleed: 16" x 10.5"

Two-Page Spread Trim Size: 16.75" x 10.875"

Spreads should be prepared in single pages, with gutter safety of 0.25", 0.125" on either side of gutter.

Line screen: 150-175

Inks: Four-color process. No spot colors available.

Files should conform to SWOP guidelines. View the specifications at www.swop.org.

Quark XPress or Adobe InDesign preferred (Mac format). Collect file for output including printer and screen fonts. Only use Type 1 fonts. No TrueType fonts. Adobe Illustrator EPS images must include printer and screen fonts or be converted to outline fonts. Include support images. Resolution must be 300-350 dpi at actual size. All images saved as CMYK mode (not RGB). Bitmap images must be 1,000 dpi. Photoshop EPS files encoding should be saved as binary. Only high resolution PDF files are accepted with images and fonts embedded. Sponsor acknowledgements created in Microsoft Word are not accepted.

Digital color proof required. To ensure that we meet the color expectations of our program sponsors, we require a Kodak or Polaproof digital color proof. All proofs for color and/or content verification must be generated from the final file and must be 100% in size. If no digital color proof is provided, we have no basis for comparison and are not responsible for any significant color variation that may result. The program sponsor will be billed \$150 for creating a proof.

Please note: Files should be provided on CD-ROM accompanied by the digital color proof. If you are interested in having your acknowledgement designed or altered, there is an additional cost. Contact the Communications Coordinator for more information.

CONTENT RESTRICTIONS

Because the Salesmanship Club Charitable Golf of Dallas is a 501(c)(3) nonprofit organization, we are required to maintain certain organizational policies regarding sponsor acknowledgements. To maintain the integrity of our nonprofit status, we have put the following organizational policies in place for sponsor acknowledgements in our Collector's Edition Championship Program:

1. The acknowledgement cannot solicit direct sales for a product (i.e. listing a specific price point), cannot contain competitive claims (better than, affordable, etc.), cannot contain puffery (we're the best), cannot refer to the quality of the product, and cannot contain language inducing the purchase of the sponsor's product.
2. The acknowledgement should be "value neutral."
3. The acknowledgement cannot link to a product page on a Web site, but can link to a corporate home page as long as the sponsor's products are not detailed on the home page.
4. The acknowledgement cannot receive substantial return benefit. To ensure adherence to these content restrictions, all sponsor acknowledgements should be submitted to the HP Byron Nelson Championship office for review. The Championship encourages sponsors to include language in their acknowledgements that refers to sponsor's support for the HP Byron Nelson Championship and/or the Salesmanship Club of Dallas. If the sponsor has questions about whether the acknowledgement meets these criteria, please contact the Communications Coordinator at (214) 742-3896 x4131.

QUESTIONS AND CONTACT INFORMATION

Print materials deadline is March 26, 2010.

Any questions and print materials should be directed to the Communications Coordinator at (214) 742-3896 x4131 or blebling@scdallas.org.

COPY AND CONTRACT REGULATIONS AND TERMS

The publisher reserves the right to reject any acknowledgements or to request alteration in content prior to publication. Acknowledgements are accepted and published upon the representation and agreement that the sponsor is authorized to publish the entire content and subject matter thereof. The sponsor will indemnify and save the publisher harmless from and against any damage, claim, loss or expense resulting from claims or suits based upon contents or subject matter of the acknowledgement submitted, including but not limited to claims or suits for libel, violation of rights of privacy, plagiarism, copyright, trademark, and patent infringement.

It is understood that this order is subject to the acknowledgement rates and mechanical specifications itemized on the front of this form from which

there will be no deviation. Payment will be made to the Salesmanship Club Charitable Golf of Dallas at its offices in Dallas, Texas, upon receipt of invoice. This contract is the only agreement between the two parties. This contract is subject to cancellation by written notice 30 days prior to publication. No person has the power to make contracts at prices other than those stated herein. In the event the copy is not received by the closing date as noted on the front of this form, the publication of the name and address of the sponsor will be considered in compliance with the terms of our agreement. Sponsor will bear cost for any alterations to submitted materials.

The Championship's official name (HP Byron Nelson Championship) and logo may not be altered in any way.