

PRODUCT LIST



HP BYRON NELSON
CHAMPIONSHIP • 2010

MAY 17 - 23

*A Great Time.
A Greater Cause.*

All net proceeds benefit Salesmanship Club Youth and Family Centers, which provides education and therapy for more than 7,000 at-risk children and families in our community.



SALESMANSHIP CLUB
YOUTH AND FAMILY CENTERS

The HP Byron Nelson Championship is proud to partner with HP, the world's largest technology company, to create DFW's most anticipated event of the season and the leading charity fundraiser on the PGA TOUR.



BRANDING OPPORTUNITIES

| | Description | Price | Tickets* | Parking |
|--|--|--|---------------------------------------|---------------------------------------|
| Display Booths | Showcase and sell your products and services to over 200,000 spectators. | Call 214.742.3896 for details and pricing. | Included in package; call for details | Included in package; call for details |
| Championship Program | Receive significant exposure to leading corporations, influential decision makers and affluent golf fans. Program Deadlines: Space reservation: March 19 Print materials: March 26 | 2-Page Spread \$5,400 | 16 GA tix | 4 public |
| Full Color Display Acknowledgements | | Full Page \$2,500 | 10 GA tix | 2 public |
| | | Half Page \$1,500 | 5 GA tix | 1 public |
| Video Boards | 30-second spots on video boards around the course throughout the run of the tournament. | Call 214.742.3896 for details and pricing. | Included in package; call for details | Included in package; call for details |

CHARITABLE DONATIONS

Support local kids and families with a donation to Salesmanship Club Charitable Golf of Dallas, a 501(c)(3) charitable organization doing extraordinary work to meet the educational and mental health needs of children in our community. Your customer can donate online at hpbnc.org/salesmanshipclub/donate or complete the Charitable Donations section of an order form.

Contributions are tax deductible to the extent allowed by law.

*TICKET EXPLANATION

| GA Tix | Gold | Daily Venue | Sponsor |
|--|---|--|--|
| Choice of weekly badges or daily tickets. Both badges and tickets provide admission onto Championship grounds, Pavilion and public bleachers. Daily tickets allow admission for one day of choice only, Wed. - Sun. Weekly badges allow admission for the entire week. | Gold credentials allow access to daily lunch in the Verandah and Gold Stands on No. 18. | Admission into specified hospitality venue on day that is printed on the ticket. | General admission onto Championship grounds, Pavilion and public bleachers for the entire Championship week. |

For more information on products, visit www.hpbnc.org/sponsorguide

PRIVATE HOSPITALITY

For more information on products, visit www.hpbnc.org/sponsorguide

| Description | Location | Price | Tickets* | Parking |
|------------------------|----------------------------|----------|-----------------|--------------|
| Balcony Villas | 18 | \$28,000 | 62 daily venue | 5 preferred |
| Patio Villas | | \$37,500 | 107 daily venue | 7 preferred |
| Poolside Villas | 18 | \$10,000 | 52 daily venue | 4 preferred |
| Skyboxes | 16 green, 17 tee and green | \$32,500 | 56 daily venue | 12 preferred |

*Each corporate venue ticket includes a public parking pass. All shared and private hospitality packages include gift cards that can be redeemed at on-site merchandise shops.

SHARED HOSPITALITY

| Description | Location | Price | Tickets* | Parking |
|---|----------|----------|------------------------------|--------------|
| Signature Suites <i>presented by Michelob ULTRA</i> | 17 | \$42,500 | 44 daily venue | 12 preferred |
| Chairman's Guest | 17 | \$3,750 | 4 daily venue + 20 GA tix | 2 preferred |
| Platinum Club | 2 tee | \$12,000 | 22 daily venue + 2 gold | 5 preferred |
| Corporate Grandstands | 15 | \$16,000 | 40 daily venue | 3 preferred |

*Each corporate venue ticket includes a public parking pass. All shared and private hospitality packages include gift cards that can be redeemed at on-site merchandise shops.

PATRON TICKET PACKAGES

| Description | Price | Tickets* | Parking |
|--|---------|--------------------------|----------|
| Charity Partner <i>Includes \$3,350 tax deduction.</i> | \$3,750 | 2 gold | 1 valet |
| Sterling | \$1,600 | 2 sponsor + 36 GA tix | 2 public |
| Bronze | \$750 | 2 sponsor + 16 GA tix | 2 public |
| Blue | \$375 | 2 sponsor + 6 GA tix | 1 public |

PRO-AMS & GOLF EVENTS *presented by Chesapeake Energy*

| Description | Location | Price | Tickets* | Parking | Walking Event |
|---|------------------|-----------------------|--------------------------|-----------------------|---------------|
| Gold Pro-Am <i>Wednesday, May 19</i> | TPC Four Seasons | \$10,000 (1 spot) | 2 gold + 56 GA tix | 1 valet + 2 public | Yes |
| Celebrity-Am <i>Monday, May 17</i> | Vaquero Club | \$7,500 (1 spot) | 2 gold + 56 GA tix | 1 valet + 2 public | No |
| Champions Pro-Am <i>Monday, May 17</i> | TPC Four Seasons | \$7,000 (1 spot) | 2 gold + 56 GA tix | 1 valet + 2 public | Yes |
| Classic Pro-Am <i>Sunday, May 16</i> | TPC Four Seasons | \$2,500 (1 spot) | 2 sponsor + 32 GA tix | 3 public | Yes |
| Corporate Challenge <i>Wednesday, May 5</i> | TPC Four Seasons | \$10,000 (4 spots) | 2 gold + 44 GA tix | 1 valet + 2 public | No |

All golf events will receive a sponsor merchandise package.