

OFFICE USE ONLY

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**HP BYRON NELSON**  
CHAMPIONSHIP • 2010

**VIDEO BOARD DISPLAY CONTRACT**

Gain significant exposure to influential decision makers and affluent golf fans through 30-Second Spots or 5-Second Company Logo displays on the Championship's five video boards.

**DEADLINES**

Space Reservation April 30, 2010  
Video Board Display Materials May 5, 2010  
Full Payment Due April 30, 2010

**VIDEO BOARD 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: ( \_\_\_\_\_ ) \_\_\_\_\_

**DISPLAY MATERIALS CONTACT** (If different from above)

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

Program Listing: \_\_\_\_\_  
(Please print name exactly as you wish to be listed in the Championship Program, *if purchased by March 19.*)

\_\_\_\_\_  
Sponsor's Authorized Signature Date  
\_\_\_\_\_  
Salesmanship Club Representative

**RATES**

**30-Second Spot (or less)** \$3,500  
Please choose one:  10 weekly badges OR  20 any day tickets  
 **5-Second Company Logo** \$2,000  
Please choose one:  5 weekly badges OR  10 any day tickets  
 **Check if you purchased a 2010 Program acknowledgement. If so, deduct \$500 from total.**

**Grand Total Due:** \_\_\_\_\_

**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 May 7, 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**

HP BYRON NELSON CHAMPIONSHIP

## CHAMPIONSHIP VIDEO BOARD DISPLAYS

### CREATING DISPLAY-READY CONTENT

All content must meet the following requirements:

1. Artwork dimensions should equal the pixel resolution of the display the content is designed for. This will make importing stills and animations much faster and ensure images will not appear distorted on your display.

Remember Daktronics displays are sized by pixel height x width.

2. Artwork must be saved using RGB (red, green & blue) color space, and need to have a resolution of 300 dpi.

3. Importable static file formats include: BMP, JPG, PSD, EPS, & TIF

4. Animated file formats: AVI uncompressed, 30 frames per second and a square pixel aspect ratio. MOV, MPG and other animation/video formats are not compatible with this system.

5. AVIs over 2GB should be compressed using HUFFYUV or WM9 codecs.

### CONTENT CONSIDERATIONS

1. Length - The optimal length of time for content is 10–30 seconds. This allows for the message to be conveyed effectively to the greatest number of spectators before their attention is focused elsewhere, or as in many sports applications, before play is resumed and movement is no longer allowed on the displays.

2. Transitions - All content should loop, or transition smoothly in time, from the end back to the beginning of the message in case it is run multiple times consecutively.

3. Text - Text messages should be concise, appear in bold, highly legible fonts and move into and out of the viewing area in a quick, attention-grabbing fashion. Min size 40

4. Backgrounds - Vivid, high-quality logos, images and text should appear in front of a contrasting background.

5. Logos - Predominately white backgrounds should be avoided, as they tend to be so bright as to wash out the accompanying logos/images/message.

6. Layers - Wide (horizontally designed) logos are more effective than tall (vertically designed) logos on fascia displays. When only a tall logo is available, it may have to scroll vertically through the display, with the logo never appearing in its entirety at any one time on the display.

7. Layers - The use of multiple overlapping layers and 3-dimensional logos or text add depth and interest to content.

### 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 displays on Championship video boards:

1. The display 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 display should be "value neutral."

3. The display cannot provide a link to a product page on a Web site, but can provide a link to a corporate home page as long as the sponsor's products are not detailed on the home page.

4. The display cannot receive substantial return benefit. To ensure adherence to these content restrictions, all video board display materials should be submitted to the HP Byron Nelson Championship office for review. The Championship encourages sponsors to include language in their display 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 display meets these criteria, please contact the Communications Coordinator at (214) 742-3896 x4131.

### QUESTIONS AND CONTACT INFORMATION

**Video board display materials deadline is May 5, 2010.**

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

## COPY AND CONTRACT REGULATIONS AND TERMS

The publisher reserves the right to reject any video board displays or to request alteration in content prior to production. Video board displays are accepted and displayed upon the representation and agreement that the sponsor is authorized to display the entire content and subject matter thereof. The sponsor will indemnify and save the displayer harmless from and against any damage, claim, loss or expense resulting from claims or suits based upon contents or subject matter of the video board display 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 video board display rates and mechanical specifications itemized above 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 production. 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.**