



McGladrey CLASSIC



Sponsorship Opportunities

Benefiting charities of the Davis Love Foundation

mcgladreyclassic.com • October 10-16, 2011 • Sea Island Golf Club



FACT SHEET

Dates

Tournament Week – October 10-16, 2011
An Official PGA TOUR event

Course

Seaside – Sea Island Golf Club, St. Simons Island, Georgia
Par 70 – 7,055 Yards

Tournament Host

Host Organization – Davis Love Foundation
Tournament Host and Chairman – Davis Love III -
20-time PGA TOUR winner

Television

The Golf Channel

Purse

\$4 million

Defending Champion

Heath Slocum

Player Field

132 Professionals / Cut to low 70 & ties after 36 holes

Website

www.mcgladreyclassic.com

Charity

Like other PGA TOUR events, The McGladrey Classic raises money for charity. Proceeds from the event benefit Special Olympics, Boys and Girls Clubs of Southeast Georgia and other children and family charities identified through the Davis Love Foundation.

Title Sponsor

McGladrey is the brand under which RSM McGladrey, Inc., and McGladrey & Pullen, LLP, serve clients' business needs. Together, they rank as the fifth largest U.S. provider of assurance, tax and consulting services, with 7,000 professionals and associates in nearly 90 offices. www.mcgladrey.com.



WHAT MAKES THE MCGLADREY CLASSIC UNIQUE

- Throwback golf tournament with modern day amenities
- Intimate fan experience in relaxed atmosphere
- Premium viewing opportunities with limited number of spectators
- Seaside Course is a top-ranked, historical venue providing a true ocean-side setting
- A variety of beachfront and resort accommodations available for tournament guests, including Sea Island's The Cloister, a Forbes 5-star Hotel
- Our genuine southern hospitality helps to create an ideal atmosphere for business/relationship building
- Davis Love Foundation serves as host organization and Davis Love III serves as Tournament Chairman
- Davis Love III and wife Robin host the Official Pro-Am Pairings Party at their home
- Large number of active TOUR players with direct ties to the area guarantees one of the top fields of the year including Lucas Glover, Boo Weekley, Matt Kuchar, Charles Howell III, Brandt Snedeker, Zach Johnson and Jonathan Byrd to name a few
- Competitive pricing, along with all of the above, creates one of the best corporate values on the PGA TOUR



Know that your company is helping the Davis Love Foundation benefit national and local charities that focus on the well being of children and their families. The DLF is recognized as a 501(c)(3) non-profit organization by the IRS. Please consult your tax advisor on the application of tournament purchases as tax deductions.

PLANTATION CHALET

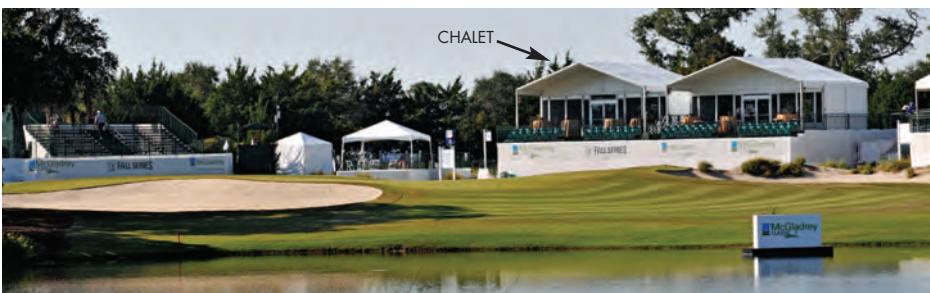
The Plantation Chalet provides a private venue giving you the opportunity to thank clients and guests in a memorable way. This all-inclusive elevated hospitality venue features a patio overlooking the 18th green where your guests can see all the action on the exciting finishing hole. Complete food and beverage service provided daily from 11:00 a.m. through the completion of play.

Package Details

- Private hospitality chalet including a 20' x 30' enclosed structure offering inside seating plus a 10' covered patio and tip-up chairs for optimum viewing at the 18th hole
- Fifty (50) tickets per day (Thursday through Sunday)
- Tickets give access to tournament grounds and your private chalet
- Tickets customized with your company's name and/or logo
- Two (2) Plantation Chalet Staff Badges for Corporate Host/Hostess use
- Food and beverage service daily including lunch buffet, afternoon snacks, and full bar
- Air conditioning and access to upgraded restroom facilities
- Televisions and real time scoring computer provided by ShotLink
- Complimentary Pairings Sheets and Official Spectator Guides delivered daily
- Company sign for chalet provided by the tournament
- Two (2) Honorary Observer spots – provides an "inside the ropes" VIP experience for two guests during one round of The McGladrey Classic

Investment

- \$65,000



For more information about Plantation Chalet Packages, please contact John McKenzie, Director of Sales & Marketing at 912.634.3266 or jmckenzie@dlovefoundation.com.

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RETREAT SKYBOX

The exclusive Retreat Skybox venue provides one of the most valued opportunities for the corporate participant. Seating overlooks the 18th green and provides a fantastic view of the action. This unique experience enables participating companies to view the event with clients and associates and provides a dynamic opportunity for networking with other companies in the Retreat Skyboxes. Complete food and beverage service provided daily from 11:00 a.m. through the completion of play.

Package Details

- A 10' x 30' section of an elevated, open-air hospitality venue with tiered seating for 20 people at the 18th hole
- Thirty (30) tickets per day (Thursday through Sunday)
- Tickets give access to tournament grounds and the Retreat Skybox
- Tickets customized with your company's name and/or logo
- Two (2) Retreat Skybox Staff Badges for Corporate Host/Hostess use
- Food and beverage service daily including lunch buffet, afternoon snacks, and full bar
- Access to upgraded restroom facilities
- Televisions and real time scoring computer provided by ShotLink
- Complimentary Pairings Sheets and Official Spectator Guides delivered daily
- Corporate signage at the Retreat Skybox entrance and section identification provided by the tournament

Investment

- \$35,000



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CORPORATE TABLE

Superbly located in a new location behind the 9th green and adjacent to the 18th green, the Corporate Table venue provides an ideal setting for cultivating business relationships and entertaining guests. Your reserved table is located in an elevated, open-air structure that also features tip-up seating with optimal viewing of the action on the 9th hole. Enjoy all-inclusive food and beverage service provided daily from 11:00 a.m. through the completion of play.

Package Details

- One reserved table with 10 chairs located inside an elevated, shared, open-air structure located behind the 9th green – includes non reserved tip-up seats for optimal viewing
- Ten (10) tickets per day (Thursday through Sunday)
- Tickets give access to tournament grounds and the Corporate Table venue
- Tickets customized with your company's name and/or logo
- Two (2) Corporate Table Staff Badges for Corporate Host/Hostess use
- Food and beverage service daily including lunch buffet, afternoon snacks, and full bar
- Access to upgraded restroom facilities
- Televisions and real time scoring computer provided by ShotLink
- Complimentary Pairings Sheets and Official Spectator Guides delivered daily
- Corporate signage at the Corporate Tables entrance and table identification provided by the tournament

Investment

- \$12,500



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OFFICIAL PRO-AM

Wednesday, October 12, 2011

Don't miss this opportunity to play alongside a top PGA TOUR player in the McGladrey Classic Pro-Am on the same course where the pros will compete for the tournament title on Sunday.

Known for its intimacy and southern hospitality, The McGladrey Classic Pro-Am includes a pairings party hosted by Davis Love III and his wife Robin at their beautiful home in the Golden Isles of Georgia.

This unique event provides you the opportunity to spend quality time and say thank you to your top clients, customers, and other valued business associates.

Package Details

- Play on the official tournament course – Seaside at Sea Island Golf Club
- Each group features 3 amateurs and 1 top ranked PGA TOUR professional
- Invitation for each amateur contestant and a guest to the Pairings Party hosted by Davis & Robin Love at their home (Tuesday)
- Contestant Badge – good for all week admission to tournament grounds
- Guest Badge – good for all week admission to tournament grounds
- Complimentary valet parking on Pro-Am day
- Four (4) General Admission tickets for Wednesday for your guests to watch the action
- Exclusive gift package for each amateur contestant
- Commemorative picture plaque with your professional
- Food and beverages provided including breakfast or lunch, on-course beverages & snacks
- Awards reception in the evening featuring cocktails and hors d'oeuvres

Investment

- \$6,000 per amateur playing position or \$16,500 for a team of 3 amateurs



For more information about Pro-Am Packages, please contact John McKenzie, Director of Sales & Marketing at 912.634.3266 or jmckenzie@dlovefoundation.com.

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CUSTOM PACKAGES

Recognizing that one size doesn't fit all, The McGladrey Classic tournament staff will gladly work with you to create a customized package to your specific needs and budget. On course and off, our goal is to enhance your overall McGladrey Classic experience and deliver value for your participation. In addition to hospitality and Pro-Am packages, other options include:

Accommodations

- A variety of hotel rooms, condos, and homes are available on Sea Island and Saint Simons Island conveniently located just minutes from The McGladrey Classic

Space for Meetings or Private Functions

- A variety of space is available to conduct business meetings or presentations
- Host a breakfast, lunch, or dinner at the Sea Island Resort or other top area locations

Golf

- Treat your guests to a round of golf at the private course on Sea Island – The Retreat Course
- A limited number of tee times are available each day
- Golf at other local area courses is also available

Monday-After Golf Event

- Monday's private golf event will be played on the tournament course (Seaside) the Monday following The McGladrey Classic (October 17th) and will feature the same tournament conditions and hole locations from the final round
- Individual spots or complete foursomes are available

Golf Clinic, Club Fitting & Fitness Evaluation

- Treat your guests to a private golf clinic and/or custom club fitting experience from the top ranked teaching professionals and equipment experts at the Sea Island Learning Center
- Fitness evaluation with Sea Island's Randy Myers or Scott Fedisin – trainers to some of the top players on the PGA TOUR

Spa Packages

- Your guests can enjoy a number of packages offered at the Forbes 5-Star Cloister Spa at the Sea Island Resort

Tournament Merchandise

- A variety of tournament apparel and accessories are available to you at preferred pricing and may be co-branded with your company logo

Honorary Observer Spots

- An "inside the ropes" experience during actual tournament competition



Private Golf Clinic



Retreat Course at Sea Island Golf Club



The Cloister Hotel

For more information about Custom Packages, please contact John McKenzie, Director of Sales & Marketing at 912.634.3266 or jmckenzie@dlovefoundation.com.

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OTHER SPONSORSHIP OPPORTUNITIES

The McGladrey Classic has a limited number of sponsorship packages that include branding opportunities within the tournament. These packages can be customized and offer tremendous visibility for participating companies. Listed below are a variety of packages available and the potential benefits that are included.

Sponsorship Packages



Official Transportation Sponsor

- Company name and/or logo in prominent locations on all tournament shuttle buses
- Opportunity to place promotional/take-away materials in all tournament shuttle buses
- Company name and/or logo included in rotation on PGA TOUR's on-course video scoreboards
- Recognition on The McGladrey Classic website



Official Volunteer Sponsor

- The McGladrey Classic relies on more than 1,100 volunteers
- Company name and/or logo on signage located inside and outside the tournament's Volunteer Headquarters
- Company name and/or logo on all volunteer lunch vouchers
- Promotional opportunity to the more than 1,100 volunteers
- Company name and/or logo included in rotation on PGA TOUR's on-course video scoreboards
- Recognition on The McGladrey Classic website



Official Youth Day Sponsor

- Wednesday of The McGladrey Classic is designated "Youth Day"
- All youth under age 18 are admitted FREE on Youth Day
- Youth Day features a Youth Clinic and Special Charity Event featuring PGA TOUR players
- Company name and/or logo on Youth Day T-shirts given to all youth attending (approx. 300)
- Company name and/or logo on tournament practice ground signage the day of event
- Company name and/or logo included in rotation on PGA TOUR's on-course video scoreboards
- Recognition on The McGladrey Classic website

(continued on back)

Sponsorship Packages *(continued)*



Official Military Appreciation Venue Sponsor

- All active and retired military are admitted FREE to The McGladrey Classic
- The Military Appreciation Venue is an on-course pavilion offering complimentary food and beverages to military attending The McGladrey Classic
- Naming rights to the venue (i.e. The XYZ Military Outpost)
- Company name and/or logo on signage inside and outside of the Military Appreciation Venue
- Company name and/or logo included in rotation on PGA TOUR's on-course video scoreboards
- Recognition on The McGladrey Classic website



Champions Club Sponsor

- The Champions Club is an on-course venue featuring a "sports-bar" atmosphere offering premium tournament viewing and upscale food and beverages for purchase
- Naming rights to the venue (i.e. The XYZ Champions Club)
- Company name and/or logo included on Champions Club tickets
- Signage including company name and/or logo located inside and outside of the Champions Club
- Opportunity to place promotional and take-away materials inside venue and/or have company representatives present
- Recognition on The McGladrey Classic website



Advertising Opportunity

The McGladrey Classic's "Official Spectator Guide" is a great way to reach spectators, corporate partners, and volunteers at the tournament. This Guide is referred to constantly for important tournament information such as hole-by-hole descriptions of the historic Seaside course and an overall layout of the tournament grounds. It is a great keepsake for anyone attending The McGladrey Classic. The Spectator Guide is free of charge to all tournament patrons and is also featured on our web site. All advertisements are full-page, four-color and a limited number are available.

For more information and pricing please contact John McKenzie, Director of Sales & Marketing at 912.634.3266 or jmckenzie@dlovefoundation.com.