



Steve Jett

National Manager

Marketing Communications - Lexus

2009 Honorary Chair

Moorpark Country Club

Moorpark, CA

Designed by Peter Jacobsen

Tuesday, September 15, 2009

Sponsorship Proposal and Registration Information

Moorpark Country Club



Golf At Its Finest

Designed by Jacobsen/Hardy Golf Design, the golf course at Moorpark Country Club is an incredible 27-hole championship design that meanders through canyons and arroyos, and along creeks and ridgelines. With the surrounding valleys, the Pacific Ocean and the Channel Islands in the background, the views are breathtaking. Whether it's the fragrant aroma of sage or citrus flowers, the clack of boards as cars cross over the classic wood bridges, the feel of ocean breezes on your face, or the picturesque views from ridgelines, Moorpark Country Club offers a sensory experience that will always be treasured.

As golf's goodwill ambassador and renowned member of the PGA TOUR since 1976, Peter Jacobsen has applied the same enthusiasm and energy to golf course design that he's brought to the game of golf. With seven official Tour victories, and experience playing at over 300 different courses during his career, Peter has an intuitive understanding of what makes a great golf course, as well as what brings players back.

Our state-of-the art practice facilities feature three separate putting greens, two chipping areas, a grass driving range and private lesson-practice area. Our PGA staff professionals are available to assist players at all skill levels. Using the latest player-assisted technology, our staff is able to tailor lesson plans and custom fit golf equipment to match your game.

With beautiful views, a great layout and immaculate course conditions, the golf course at Moorpark Country Club is a must play for every golfer.



A Fun, Full Day of Activities!

- △ *Valuable Tee Gift Packages*
- △ *Hole in One and Closest to the Pin Contests*
- △ *Long Drive and Straightest Drive Contests*
- △ *Continental Breakfast*
- △ *Barbeque Lunch*
- △ *Sushi, Cocktails & Dinner*
- △ *Raffle*
- △ *Awards Reception*
- △ *Live Auction*
- △ *Complimentary Driving Range*
- △ *Beverage Stations and Beverage Cart*
- △ *Tee Box Sponsors and Surprise Offerings*
- △ *Silent Auction featuring vacations, golf equipment, dinners, spa packages and more*

2009 Tournament Schedule



Tuesday, September 15, 2009

Moorpark Country Club
11800 Championship Drive
Moorpark, CA 93021
Phone # (805) 532-2834
www.moorparkcountryclub.com

Moorpark Country Club was named one of the Top 10 elite public-access courses by Golf Magazine.
A Peter Jacobsen-designed course, with the finest greens in Ventura County.

- | | |
|-------------------------|--|
| 8:00am – 10:00am | Registration
Putting Contest
Breakfast
Driving Range Opens |
| 10:00am | Shotgun Start – Four-Person Teams
Best Ball Format
Exciting par 3 challenges and other contests await you! |
| 11:30am – 1:30pm | Lunch at turn |
| 4:00pm | Cocktails & Hors d'oeuvres Reception
Silent Auction / Live Auction
Presentation of Team & Contest Winners |
| 6:00pm | YOU'RE OUTTA THERE! |

The following sponsorship opportunities are available for this exclusive golf event. This is an exciting opportunity to support a wonderful cause, enjoy a tremendous golf course and spend a day with fellow corporate executives.

\$15,000

PREMIER SPONSOR

As the Exclusive Premier Sponsor of Golf Day 2009 your firm is assured of high visibility before, during and after the Golf Tournament. Sponsorship includes:

- △ Twelve (12) tournament playing spots
- △ Six (6) additional tickets for awards dinners reception
- △ Twelve (12) player tee gift bags
- △ On-course signage and company banner displayed at event
- △ Acknowledgement in pre-event email blasts
- △ One corporate banner prominently displayed at the tournament
- △ Souvenir photographs of foursomes
- △ Acknowledgement in Event Program
- △ Opportunity to display promotional material and/or provide product samples on day of event to all players

\$8,500

AWARDS DINNER SPONSOR

- △ Eight (8) tournament playing spots and tee gift bags
- △ Eight (8) additional tickets for awards dinners reception
- △ Acknowledgement in Event Program
- △ On-course signage and company banner displayed at event
- △ Souvenir photographs of foursomes

\$5,500

COCKTAIL SPONSOR

- △ Four (4) tournament playing spots and tee gift bags
- △ Four (4) additional tickets for awards dinners reception
- △ Signage at the cocktail & awards dinner reception
- △ Souvenir photographs of foursomes
- △ Acknowledgement in the Event Program

LUNCH SPONSOR SOLD TO YAHOO

- △ Four (4) tournament playing spots and tee gift bags
- △ Four (4) additional tickets for awards dinners reception
- △ Signage at lunch location
- △ Souvenir photographs of foursomes
- △ Acknowledgement in the Event Program

\$5,500

ON-COURSE WATER SPONSOR

- △ Four (4) tournament playing spots and tee gift bags
- △ Corporate Identity on bottled water labels at event
- △ Souvenir photographs of foursomes
- △ Acknowledgement in Event Program

\$4,500

PHOTOGRAPHY SPONSOR

SIGN SPONSOR

- △ Four (4) tournament playing spots and tee gift bags
- △ Company name/logo on all players' photo frames
- △ Souvenir photos of foursome
- △ Acknowledgement in Event Program
- △ Four (4) tournament playing spots and tee gift bags
- △ Company recognition on all signage at tournament
- △ Souvenir photographs of foursomes
- △ Acknowledgement in Event Program

\$4,000

GOLF CART SPONSOR

- △ Four (4) tournament playing spots and tee gift bags
- △ Signage on all golf carts (Cards to be designed by sponsor)
- △ Souvenir photographs of foursomes
- △ Acknowledgement in the Event Program

\$4,000

ON-COURSE BEVERAGE SPONSOR

(3 available)

- △ Four (4) tournament playing spots and tee gift bags
- △ Signage at all beverage stations
- △ Souvenir photographs of foursomes
- △ Acknowledgement in the Event Program

\$3,500

WINE SPONSOR

- △ Four (4) tournament playing spots and tee gift bags
- △ Signage and table cards at each table for awards reception
- △ Souvenir photographs of foursomes
- △ Acknowledgement in Event Program

BREAKFAST SPONSOR

- △ Four (4) tournament playing spots and tee gift bags
- △ Signage at breakfast area
- △ Souvenir photographs of foursomes
- △ Acknowledgement in Event Program

\$2,600

EXECUTIVE SPONSOR

(multiple available)

- △ Four (4) tournament playing spots and tee gift bags
- △ On-course signage as a tournament sponsor
- △ Souvenir photographs of foursomes
- △ Acknowledgement in Event Program

2008 SPONSORS

- △ **Access Media**
- △ **Adlink**
- △ **Adweek**
- △ **Arena Media Networks**
- △ **Brown, VanRemmen, Kanuit, Inc.**
- △ **CBS Interactive**
- △ **CBS Sports**
- △ **Centro**
- △ **Comcast Networks**
- △ **DDB**
- △ **DirecTV**
- △ **Discovery Networks**
- △ **Effective Graphics, Inc.**
- △ **ESPN**
- △ **EyeWonder**
- △ **FX**
- △ **Game Show Network**
- △ **Hallmark Channel**
- △ **HighSchoolSports.net**
- △ **Ignited**
- △ **Katz Radio Group/Clear Channel Radio**
- △ **KTLA**
- △ **Microsoft**
- △ **Mogreetings**
- △ **My Space**
- △ **National Cable Network**
- △ **Nickelodeon**
- △ **Platform A**
- △ **Pointroll**
- △ **Premiere Radio Networks**
- △ **Reelz Channel**
- △ **Sadler Strategic Media**
- △ **Salon Media Group**
- △ **TBWA Chiat / Day**
- △ **The CNN Networks**
- △ **The Rubicon Project**
- △ **TIME / Time.com**
- △ **TNS Media Intelligence**
- △ **Turner Networks**
- △ **TV Guide Channel**
- △ **U.S. News & World Report**
- △ **Vimation**
- △ **Wingman Media**
- △ **Yahoo!**
- △ **YuMe**

\$1,500

CONTEST SPONSOR

(14 available)

- △ Sponsor a contest hole, Closest to the Pin longest drive, etc.
- △ Two (2) tournament playing spots and tee gift bags
- △ Signage at sponsored hole
- △ Acknowledgement in the Event Program

DRIVING RANGE SPONSOR

(one available)

- △ Two (2) tournament playing spots and tee gift bags
- △ Signage at driving range
- △ Acknowledgement in the Event Program

\$ 750

INDIVIDUAL PLAYING SPOT

- △ On-course contests
- △ Tee gift package
- △ Driving range balls
- △ Breakfast and lunch
- △ Awards reception

If you don't play golf, no worries. We have something just for you!

\$1,500

NON-PLAYING TEE BOX SPONSOR

- △ Host and own one tee box on the course
- △ Have the opportunity to meet and greet all golfers as they pass your hole on the course
- △ Be creative – offer a shoe-shining, a tequila shot or even a cigar. Just run it by the thinkLA office to verify.
- △ Signage at sponsored tee box
- △ Acknowledgement in the Event Program

\$250

TEE / GREEN SPONSOR

(multiple available)

- △ Signage at sponsored tee box

\$100

ADDITIONAL AWARDS DINNER TICKET

WHO BENEFITS?

Proceeds benefit the Advertising Industry Emergency Fund (AIEF) along with other programs of thinkLA.

Why support the AIEF? The Advertising Industry Emergency Fund is a volunteer organization made up of advertising, media and promotions people brought together to help their colleagues in times of life crisis. If you or an industry peer has an accident or experiences some form of life crisis, AIEF is there. Our reason to exist is to lend a hand and help people get back on their feet again.

Since 1972, the AIEF has granted more than two million dollars in emergency money to individuals in the Southern California advertising and promotions community. AIEF has helped hundreds of people over the years, and none of them ever thought they would need AIEF.

thinkLA is a non-profit corporation, founded to promote Los Angeles as a leading center of creativity and innovation in marketing and media.

We pledge to help constituent members recruit the best talent and provide comprehensive training throughout all levels of the community. Through supporting our members, we intend to be a leader in bringing new business to the region and expanding existing business. We seek to increase diversity in the community, the industries we serve, and the media. We promise to contribute to a healthy community through networking, educational, social and charitable events to advance the best interests, standards and ideals of our business.



www.thinkla.org



www.aief.org



2009 ENTRY FORM

Please indicate what your company would sponsor below:

- | | |
|---|---|
| <input type="checkbox"/> Premiere Sponsorship - \$15,000 | <input type="checkbox"/> Wine Sponsor - \$3,500 |
| <input type="checkbox"/> Awards Dinner Sponsor - \$8,500 | <input type="checkbox"/> Breakfast Sponsor - \$3,500 |
| <input type="checkbox"/> Cocktail Sponsor - \$5,500 | <input type="checkbox"/> Executive Sponsor - \$2,600 |
| <input type="checkbox"/> Lunch Sponsor - \$5,500 SOLD | <input type="checkbox"/> Tee Box Sponsor - \$1,500 |
| <input type="checkbox"/> On-Course Water Sponsor - \$5,500 | <input type="checkbox"/> Driving Range Sponsor - \$1,500 |
| <input type="checkbox"/> Photography Sponsor - \$4,500 | <input type="checkbox"/> Contest Sponsor - \$1,500 |
| <input type="checkbox"/> Sign Sponsor - \$4,500 | <input type="checkbox"/> Individual Playing Spot - \$750 |
| <input type="checkbox"/> Golf Cart Sponsor - \$4,000 | <input type="checkbox"/> Tee/Greens Sponsor - \$250 |
| <input type="checkbox"/> On-Course Beverage Sponsor - \$4,000 | <input type="checkbox"/> Additional Awards Reception Ticket - \$100 |

Your Entry Fee includes:

2 Mulligans, Putting Contest, Tee Gifts, Breakfast, Lunch & Dinner, Hosted Cocktails
Raffle Entry, Cash Closest to the Pin Contests and Hole in One Contest.

My total is \$ _____

All checks or money orders should be made payable to A.I.E.F.

Mail entries to

AIEF c/o Nicole Levitt

11700 National Blvd., Suite L #230

Los Angeles, CA 90064

nicole@aief.org 310-397-7830 (Phone) 310-285-3279 (Fax)

The A.I.E.F. is tax-exempt under the provision of Section 501C(3) of the Internal Revenue Code
Federal ID No. 23-7236394

Visa/MC/Amex CC Acct. Number: _____ Exp. Date: _____

Signature: _____

Sponsor Contact Name: _____

Email: _____

Phone: _____

For more information, please contact Wayne Aaronson at AIEF, c/o Arena Media Networks,
waaronson@arena-media.com 818-995-9144 (Phone) 818-351-8143 (Fax)



Please list your players below:

Name (player #1)	Name (player #2)
Company Name	Company Name
Address	Address
City State Zip	City State Zip
Daytime phone	Daytime phone
Fax	Fax
Shirt Size	Shirt Size
Handicap/Index	Handicap/Index
Email	Email

Name (player #3)	Name (player #4)
Company Name	Company Name
Address	Address
City State Zip	City State Zip
Daytime phone	Daytime phone
Fax	Fax
Shirt Size	Shirt Size
Handicap/Index	Handicap/Index
Email	Email



2009 Tournament Committee

Wayne Aaronson, Arena Media Networks/Tournament Chairman

Hank Cohen, KSL Media

Gloria Collett, Past Tournament Chairwoman

Kris Coontz, Mediacom

Jason Costes, Platform A

Jason Elliott

Rich Fimbres, Golf Digest Publications

Kim Haskell, Ignited

Steve Jett, Lexus

Bob Levey, Tournament Director

Nicole Levitt, AIEF

John Marin, Marin Marketing

Pam McNeely, Tantara Media

Stephen Moore, Ticketmastert

Jeff Morton, Comcast Networks

Mike Perdigao, Roll International

Kevin Plate, TVG Network

Ben Price, Discovery Networks

Ned Sands, Premiere Radio Networks

Cliff Scott, The Scott Group/Past Tournament Chairman

Taline Tabakian, thinkLA

Richard Taw, Access Media

Roger VanRemmen, Brown VanRemmen Kanuit, Inc.

Mike Vizvary, Revolution Media

Michael Weber, Discovery Networks

Emily Weiss, After Dark Films

Scott Weller, The CNN Networks