

3RD ANNUAL • PAINE COLLEGE

Golf Tournament

SPONSORSHIP INFORMATION



JIM DENT, Honorary Chair, Senior PGA Tour

SAVE THE DATE

MONDAY, AUGUST 29, 2011

Jones Creek Golf Club

Proceeds Support the Golf Program and Scholarships

Dear Potential Sponsor:



It is with great pride that I express to you the success of the Inaugural and 2nd Annual Paine College Golf Tournaments at Jones Creek Golf Club. In 2009, we held the Inaugural Paine College Golf Tournament, which received overwhelming support from the community. In 2010, we held the 2nd Annual Paine College Golf Tournament, which surpassed the success of the first tournament.

As a supporter of Paine College I am familiar with its mission, stand behind its vision and live by the College's core values. More importantly, I believe in every student and student athlete that chooses Paine as their post-secondary institution. My interaction with the Paine Men's Golf Team and the tournament committee has strengthened my love for this cause. All proceeds raised at the golf tournament are donated to the Men's Golf Program to provide scholarships and program support.

The Paine Men's Golf Team is on the rise academically and athletically. The Paine Men's Golf Program is excelling with your help. This year, the College hosted the Southern Intercollegiate Athletic Conference (SIAC) Golf Classic for the first time in the institution's history. Jones Creek Golf Club also welcomed the team, lending their course as the official home of the Paine Men's Golf Team.

Your support has assisted with our achievements and increased the visibility of an impressive program. This is a great opportunity for you and your company to receive exposure and help to support a worthy cause. As a participating sponsor, you will receive the various benefits outlined in this guide.

We appreciate your consideration and look forward to hearing from you soon. Please mail your commitment form promptly or register online at www.paineathletics.com/golftournament. Ms. Frances D. Wimberly will contact you within the next few weeks. Should you have any questions, feel free to call her at (706) 821-8233 or contact her via email at Fwimberly@paine.edu.

I look forward to seeing you on the course.

Sincerely,

Jim Dent

Honorary Chair

PAINE COLLEGE

Paine College was founded in 1882 as the result of an unusual collaboration between Black and White Methodists who believed in church-related education as a means of advancement for a newly freed and underserved people. Bishop Lucius Holsey of the Colored (now Christian) Methodist Episcopal Church and Atticus Haygood, a Bishop in the Methodist Episcopal Church South (now United Methodist), worked to establish The Paine Institute to train preachers and teachers to educate the newly freed men and women. In January 1884, classes began in rented quarters at 10th and Broad Streets in Augusta, Georgia. In 1903, Paine Institute was re-chartered as the Paine College.



Paine College is a beautiful 57-acre campus located in the heart of Augusta, Georgia. The College's Tradition of Excellence continues today through present-day students who are forging their way in an ever-changing, fast-paced global community. Paine College is a Historically Black, private, church-related, four-year, co-educational college which, through its residential, commuter, and off-site units, strives to develop self-sufficient and productive citizens, committed to intellectual pursuits and aesthetic appreciation in a global society.

THE VISION

Over the next five years, Paine College shall build on its achievements and legacy to be regionally recognized as a premier liberal arts institution of higher education.

THE MISSION

The Mission of Paine College is to provide a liberal arts education of the highest quality that emphasizes academic excellence, ethical and spiritual values, social responsibility, and personal development to prepare men and women for positions of leadership and service in the African American community, the nation, and the world.

STRATEGIC GOALS

Faculty Capacity, Student Engagement, Facilities Enhancement, Technology Infrastructure, and "Friend" Raising.

CORE VALUES

Excellence, Appreciation of Heritage, Integrity, Fiscal Responsibility and Service.



THE GOLF TOURNAMENT



Under the leadership of the Office of Institutional Advancement, the college has engaged the Augusta community to help the Paine College Golf Program as it evolves into a regionally and nationally ranked team. The inaugural event was held on Monday, August 31, 2009, at Jones Creek Golf Club. Jones Creek Golf Club features 6,928 yards of golf from the longest tees for a par of 72, a course rating of 73.9, and a slopes rating of 139.

Jim Dent, Augusta native and Senior PGA Tour Player, served as Honorary Chair for the Inaugural Paine College Tournament. Augusta's Mayor Deke Copenhaver welcomed participants and presented Mr. Dent with a key to the city. Dr. George C. Bradley, the president of Paine College, greeted the tournament players and other guests.

The threesome Lauderdale format attracted 150 players (70 more than the original event plan). Tournament players included local and regional businessmen, retired educators, physicians, pastors, local and state politicians, members of the Richmond County sheriff and marshal departments and Paine College alumni and college professors. The median age of participants was approximately 45.

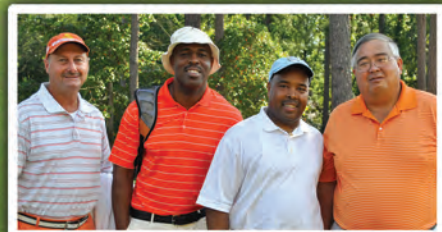
Players included four members of the Augusta National, U.S. Attorney for the Southeast Ed Tarver, Augusta State Representative Quincy Murphy, Georgia State Senator Hardie Davis, Atlanta State Representative Ernest "Coach" Williams, County Commissioner Joe Bowles, First Tee of Augusta Player Jermy Porche (a participant on Jim Dent's Team) and two 10-year-old players. Players participated from Alabama, South Carolina, North Carolina, Virginia and various cities outside of Augusta, Georgia.

Professional Golfer Kyle Bradley from North Augusta, SC, supported the event as the guest pro player for the "Pro Hit a Drive" event on hole #5 to enhance the fund-raising efforts.

In 2009 and 2010, sponsors included Jim Hudson Lexus of Augusta as a hole in one sponsor with the winning prize of a Lexus car and P. F. Chang's China Bistro as a par 3 hole sponsor with gift certificates valued from \$10 and \$50. Major sponsors included Graves Engineering Services, Inc.; Shaw Environmental & Infrastructure, Inc.; Club Car, Inc.; Phoenix Printing Company; American Airlines; Coca Cola Bottling Company; DoubleTree; Outback Steakhouse; Georgia Bank & Trust; and Subway as well as several local golf shops and golf courses. Several local businesses supported the event by purchasing ads in the souvenir journal, and provided in-kind services. Several local golf shops and golf courses provided prizes. A number of individuals and some companies supported the tournament with monetary contributions.

The local ABC affiliate, WJBF-TV News Channel 6, and golf writer David Westin of the *Augusta Chronicle* provided major support as sponsors in 2009 and 2010.

2010 PHOTO GALLERY



PAINE COLLEGE
Golf Tournament

We Appreciate Our Sponsors!



2010 SPONSORS

SPONSORSHIPS

Tournament Sponsor – \$15,000

- Official Title Sponsor & Tournament Host
- Company logo/ name exposure via Paine College Golf Tournament Television Spot
- Priority placement of company name/logo as Title Sponsor on all print and electronic tournament marketing and promotional materials
- Company name/logo on the landing page of the newly revised Paine College Athletics website (www.paineathletics.com)
- Name/logo with a link to company's website on the PC Golf Tournament specific page on paineathletics.com
- Name/logo recognition in Paine College Magazine and Annual Report
- Prominent signage placement throughout the event venue
- Product demonstration or sampling opportunities at event
- Full page ad in program book (back cover unless other requested placement)
- Recognition and remarks at all tournament events
- Two teams (3 people per team)
- Commemorative photos of the event
- Check presentation to Golf Program and Scholarship

Purple on the Green Sponsor – \$10,000

- Distinguished placement of company name and logo on all print and electronic marketing and promotional materials
- Name/logo with a link to company's website on the PC Golf Tournament specific page on paineathletics.com
- Name/logo recognition in Paine College Magazine and Annual Report
- Company name/logo on Sponsor and Hole Signage at Event
- Full page ad in program book
- Recognition and remarks at the event
- Two teams (3 people per team)
- Commemorative photos of the event

Eagle Sponsor – \$5,000

- Company name and logo on all print and electronic marketing and promotional materials
- Name/logo on the PC Golf Tournament specific page on paineathletics.com
- Company name/logo in printed and electronic promotions
- Company name/logo on sponsor and hole signage at event
- Full page ad in program book
- Recognition at awards dinner
- One team (3 people per team)
- Commemorative photos of the event

Birdie Sponsor – \$3,000

- Company name/logo on Sponsor and Hole Signage at Event
- Half page ad in souvenir book
- Recognition at the awards dinner
- One team (3 people per team)
- Commemorative photos of the event

Par Sponsor – \$1,500

- Company name/logo on Sponsor and Hole Signage at Event
- Acknowledgement in souvenir journal
- One team (3 people per team)

Tee Sponsor – \$500

- Hole signage

Ad Support (Contributions)

- Full Page Ad \$200
- 1/2 Page Ad \$125
- 1/4 Page Ad \$75

Ad Specifications

Full Page Ad: 7.5 (w) x 10 (h)

1/2 Page Ad: 7.5 (w) x 5 (h)

1/4 Page Ad: 3.75 (w) x 5 (h)

DETAILS

Sponsorship Deadline for Inclusion in Printed Materials

July 8, 2011

Deadline for Ad Inclusion in the Souvenir Journal

August 12, 2011

Tournament Team and Player Registration Deadline

August 12, 2011

Format

3 Person Captain's Choice

(A and B flights – 1st, 2nd and 3rd place prizes)



Facility - Jones Creek Golf Club

Jones Creek Golf Club features 6,928 yards of golf from the longest tees for a par of 72 and has a course rating of 73.9 and a slopes rating of 139.

Tournament Event Schedule

Sunday, August 28, 2011

6:00 PM Paring Party

Monday, August 29, 2011

8:30 - 10:30 AM Registration
Callaway Demo
Lessons with the Pros
10:00 AM Brunch

11:00 AM **Sponsored by Chick-Fil-A**
Shotgun Start

5:00 PM 19th Hole Awards Dinner
Sponsored by Outback Steakhouse



Contests

- Closest to Pin
- Longest Drive
- Hole-in-one



Office of Institutional Advancement

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www.paineathletics.com/golftournament



PHOENIX
PRINTING