

# Diana D'Alessio

## Sample Sponsorship Package

### Term

One (1) to Five (5) years

### Package

- Logo placement on Dee's shirt, golfbag and/or headwear
- Right to use Dee's name and likeness in sponsor's promotional materials, advertisements and on its website
- Right to engage in a photo/video shoot and/or commercial
- Three (3) appearances including golf outings, clinics, shareholder meetings, dinners or speaking engagements
- Autographed items for charitable donations or auction
- Clubhouse Passes to LPGA Tour events
- Testimonial on the high quality of sponsor's products and/or services
- Recognition as a corporate sponsor on dianadalessio.com and on Dee's LPGA player page
- Assistance with marketing and promotional campaign to activate the sponsorship
- Monthly newsletter/blog updating sponsor on Dee's progress
- Affiliation with charitable or non-profit organization

### Fees

Negotiable. Please call Dee's agent, Brad Hewitt, at Elite Golf Management 330.345.5441 or email [brad@elitegolfmanagement.com](mailto:brad@elitegolfmanagement.com)

## Benefits of Player Sponsorship on the LPGA Tour

1. Brand Association With Winning Values of Golf
2. Unparalleled Relationship-Building Opportunities
3. Multi-Channel Marketing Opportunities
4. Substantial Public Relations Coverage
5. Internal Employee Team Unity Promotion
6. VIP Access to Tournaments
7. Positive Community Impact
8. Worldwide Brand Exposure
9. Premium Hospitality
10. Local and National Promotional Opportunities
11. Partnership with Organization (LPGA) Committed to Numerous Charitable causes and Building Sport of Women's Golf

## LPGA Audience: Healthy, Wealthy and Wise

The LPGA delivers one of the most affluent and loyal fan bases, with a strong dual audience of both men and women and some of the most desirable and hard-to-reach demographics. LPGA fans are healthy (50% exercise regularly), wealthy (73% invest in stocks and bonds) and wise (40% have attended college or higher).\*

## Global Brand

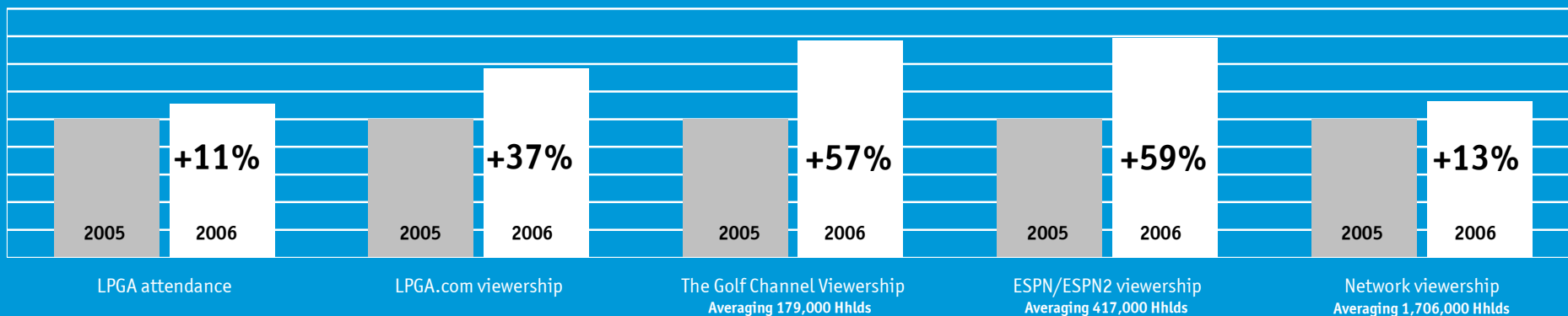
The LPGA Tour includes 101 international players — the most in LPGA history — from 24 nations competing in 35 events across 10 different countries for more than \$51 million in prize money.

## Media Platform

The LPGA reaches fans with 220+ hours of television coverage each year, more than any other women's sport. LPGA Tour telecasts are distributed to more than 30 countries around the globe. The State Farm LPGA Series on ESPN/ESPN2, combined with consistent coverage on The Golf Channel, ABC, CBS, NBC and TNT, provides LPGA advertisers and fans alike with an impressive year-round stage on which to experience the performance, passion and personalities of the LPGA Tour. LPGA.com is THE destination for LPGA sports and entertainment on the Web, with page views up 37% over 2005.

## Growing Audiences

LPGA TV viewership and attendance continue to grow by double digits.†



\* Source: Scarborough USA

† Statistics courtesy of LPGA.com

Contact: Brad Hewitt at Elite Golf Management 330.345.5441 [brad@elitegolfmanagement.com](mailto:brad@elitegolfmanagement.com)