



# **2018 AVAYA INAUGURAL CHARITY GOLF TOURNAMENT – SPONSORSHIP PROSPECTUS**

Baltusrol Golf Club | August 20, 2018

**AVAYA**



# SPONSORSHIPS OVERVIEW



A day of golfing and giving, along with some great food, drinks, and networking. We'll have it all at the **Inaugural Avaya Charity Golf Tournament**, Monday, August 20, 2018 on the upper course of [Baltusrol Golf Club](#) in New Jersey, home to 7 U.S. Championships and 2 PGA Championships.

Avaya will be Driving for Good, with net proceeds\* from this event supporting our [Corporate Responsibility](#) vision around the world. This year, we are proud to highlight [Save The Children](#) and their [Girls' Educational Programming](#).

Save the Children is an international non-governmental organization that promotes children's rights, provides relief, and helps support children in developing countries.

You'll enjoy a tremendous day on the golf course with Avaya executives and employees—as well as your colleagues, partners, and industry peers. The event will include brunch, a scramble format golf tournament, and a cocktail and awards reception.

It won't just be good, it will be great!

*\* Net proceeds from the Avaya Charity Golf Tournament will be donated to charity.*

# AGENDA



- 9:00am ▶ Check-in
- 9:30am ▶ Hosted Activities (including brunch, locker room and practice range access, Pro Shop visit, and Avaya CEO welcome)
- 11:00am ▶ Tournament Begins (scramble format / shotgun start)
- 4:00pm ▶ Awards and Reception





# **BALTUSROL GOLF CLUB**





# BALTUSROL GOLF CLUB LAYOUT / MAP



COURSE ARCHITECT: A.W. TILLINGHAST, 1922







# SPONSORSHIP ELEMENTS

# AVAYA INAUGURAL GOLF OUTING SPONSORSHIPS OVERVIEW



BENEFITS	DOUBLE EAGLE (1 available)	EAGLE (2 available)	BIRDIE (4 available)
	\$25,000	\$15,000	\$10,000
Attendee Lists	<ul style="list-style-type: none"> <li>Pre-event: all registrants (company, title, city, state only)</li> <li>Post-event: full contact information for all registrants (for those who opt-in)</li> </ul>	<ul style="list-style-type: none"> <li>Pre-event: all registrants (company, title, city, state only)</li> <li>Post-event: full contact information for all registrants (for those who opt-in)</li> </ul>	<ul style="list-style-type: none"> <li>Pre-event: all registrants (company, title, city, state only)</li> </ul>
Brand Recognition	<ul style="list-style-type: none"> <li>Event website, including 200-word company profile</li> <li>Promotional materials</li> <li>Onsite signage</li> <li>Sponsorship recognition on avaya.com</li> <li>Placement of promotional materials in gift bag</li> <li>Recognition onsite as lunch &amp; cocktail reception sponsor</li> <li>Pin flags</li> <li>Tee box</li> </ul>	<ul style="list-style-type: none"> <li>Event website, including 100-word company profile</li> <li>Promotional materials</li> <li>Onsite signage</li> <li>Placement of promotional materials in gift bag</li> <li>Additional recognition                             <ul style="list-style-type: none"> <li>Caddie bib</li> <li>Hats/visors</li> </ul> <i>1<sup>st</sup> Eagle Sponsor selects which of these two selections they prefer. If there is only one Eagle Sponsor, the left-over item will be Avaya branded.</i> </li> </ul>	<ul style="list-style-type: none"> <li>Event website, including 50-word company profile</li> <li>Promotional materials</li> <li>Onsite signage</li> <li>Placement of promotional materials in gift bag</li> </ul>
Tournament Players	<ul style="list-style-type: none"> <li>Two foursomes, including greens fee, driving range, caddies, club facilities, all food &amp; beverage, and all golfer activities</li> </ul>	<ul style="list-style-type: none"> <li>One foursome, including greens fee, driving range, caddies, club facilities, all food &amp; beverage, and all golfer activities</li> </ul>	<ul style="list-style-type: none"> <li>One foursome, including greens fee, driving range, caddies, club facilities, all food &amp; beverage, and all golfer activities</li> </ul>
Mulligans	<ul style="list-style-type: none"> <li>One per golfer</li> </ul>	N/A	N/A



# MARKETING PROMOTIONAL OPPORTUNITIES (NON-PLAYER)



- |                                |                  |
|--------------------------------|------------------|
| ▶ Live Scoring Leaderboard     | \$10,000         |
| ▶ Beverage Cart                | \$3,000          |
| ▶ Closest to the Pin           | \$1,500 (Qty. 2) |
| ▶ Longest Drive                | \$1,500 (Qty. 2) |
| ▶ Hole-in-One                  | \$5,000          |
| ▶ Putting Challenge            | \$1,500          |
| ▶ Golf Ball / Towel & Gift Bag | \$7,500          |



# MARKETING PROMOTIONAL OPPORTUNITIES



## *Live Scoring Leaderboard Sponsor \$10,000*

- ▶ Recognition on caddie iPad scoring tablets; can view live leaderboard on iPad
- ▶ Recognition on clubhouse live leaderboard
- ▶ Sponsor recognition on event website

## *Beverage Cart Sponsor \$3,000*

- ▶ Signage on beverage cart(s)
- ▶ Sponsor recognition on event website

## *Closest to the Pin Sponsor \$1,500 (Qty. 2)*

- ▶ Recognition signage as Closest to the Pin sponsor onsite
- ▶ Recognition as Closest to the Pin sponsor on golfer invitations and information confirmation sheets sent to all golfers
- ▶ Sponsor recognition on event website
- ▶ Recognition signage on course for Closest to the Pin sponsor on contest hole, as well as, other prize holes



# MARKETING PROMOTIONAL OPPORTUNITIES



*Longest Drive Sponsor \$1,500 (Qty. 2 – one for Men's Longest Drive, one for Ladies' Longest Drive)*

- ▶ Recognition signage as Longest Drive sponsor onsite
- ▶ Recognition as Longest Drive sponsor on golfer invitations and information confirmation sheets sent to all golfers
- ▶ Sponsor recognition on event website
- ▶ Recognition signage on course for Closest to the Pin sponsor on contest hole, as well as, other prize holes

*Hole-in-One Sponsor \$5,000*

- ▶ Recognition signage as Hole-in-One sponsor onsite
- ▶ Recognition as Hole-in-one sponsor on golfer invitations and information confirmation sheets sent to all golfers
- ▶ Sponsor recognition on event website
- ▶ Recognition signage on course for Hole-in-One sponsor on contest hole, as well as, other prize holes



# MARKETING PROMOTIONAL OPPORTUNITIES



## *Putting Challenge Sponsor \$1,500*

- ▶ Recognition signage as Putting Challenge sponsor onsite
- ▶ Recognition as Putting Challenge sponsor on golfer invitations and information confirmation sheets sent to all golfers
- ▶ Sponsor recognition on event website
- ▶ Recognition signage on course for Putting Challenge sponsor on contest hole, as well as, other prize holes

## *Golf Ball / Towel Sponsor & Gift Bag Sponsor \$7,500*

- ▶ Logo on golf balls & towels given to all players
- ▶ Gift bags given to 112 golfers with your company logo
- ▶ Recognition signage as Gift Bag Sponsor at check in
- ▶ Sponsorship recognition on printed promotional materials
- ▶ Sponsorship recognition on event website



# NEXT STEPS



**What are the next steps?** Review the sponsorship offerings in this prospectus for the opportunities that best suit your business objectives, and discuss your selections and the event with your Avaya support team.

**If you would like to secure a sponsorship at the Avaya Inaugural Golf Outing, please contact Eugene Watts at [wewatts@avaya.com](mailto:wewatts@avaya.com) for more information. We look forward to your partnership and your support!**

**AVAYA**