

2011 RICE PLANTERS

SPONSORSHIPS

## 39th Rice Planters Amateur June 20 - 25, 2011

**2010 Champion  
Carter Newman (276)  
Augusta State University**



Dear Friend of the Rice Planters:

Thank you for considering the 39th presentation of the Rice Planters Amateur Golf Tournament as a potential sponsorship opportunity. This year will once again bring to Snee Farm Country Club and the Mt. Pleasant area a select group of amateur golfers from the state, national and international golfing communities.

2011 sponsors have a variety of opportunities to become involved with our tournament. Some sponsorships provide spots in our Snee-Am Invitation-only sponsor tournament. All sponsors and their guests are invited to the "1st Round After Party" with food, drinks, music, and contests to be held at the Rice Planters Hospitality Tent on June 22nd from 5:00 pm to 9:00 pm. Sponsors and their invited guests are also welcomed at the Rice Planters Hospitality Tent

throughout the tournament week. Please plan on coming out to enjoy great competition and camaraderie throughout the 39th edition of the Rice Planters Amateur Golf Tournament.

A major initiative throughout the history of the Rice Planters is supporting local charities with tournament proceeds. We will once again donate tournament proceeds to a local charity.

Thank you for considering sponsoring the 2011 Rice Planters Amateur Golf Tournament. Our committee and players are very appreciative of your support. We look forward to seeing you throughout tournament week at Snee Farm Country Club.

Best regards,

*Bruce Fleming*  
Tournament Director

### RICE PLANTERS TOURNAMENT INFO

- 39 NCAA teams represented in 2010
- 11 countries represented in 2010
- Former participants and winners include PGA stars Davis Love III, Stewart Cink, Ryuji Imada, Allen Doyle, and Hal Sutton
- Tournament Scoring Record: 270 (-18) set in 2009 by Brooks Koepka of Florida State University
- 18 Hole Scoring Record: 62 (-10) set in 2010 by Pete Kellerman of the University of Mississippi



**Snee Farm CC**  
**1200 Club Drive**  
**Mt. Pleasant, SC 29464**

**T: 843.303.5592**  
**W: [thericeplanters.com](http://thericeplanters.com)**

**PRESENTING Sponsor (\$10,000)** *Attractive advertising in a high-traffic area with generous hospitality offered during tournament play.*

**Only 1 Available**

### *Branding*

- Ad spot on year-long corporate sponsor board
- 8/4' Off-site signage on Highway 17 at Snee Farm entrance (*tournament sign is seen by highway traffic for one week*)
- 3/5' On-site signage
- Company logo on all Volunteer shirts (200 pieces)
- Company literature and promotional items in 100 Snee-Am gift bags (*must provide information to Rice Planters tournament*)
- Hosted vendor table at "1st Round After Party"
- Website exposure

### *Hospitality*

- 12 spots in Snee-Am Sponsor Tournament
- 50 rounds of golf with cart at Snee Farm (Value of \$4500)
- Corporate golf outing at Snee Farm for 72 players including golf, carts, and lunches\* (Value of \$4000)
- 4 Golf carts with personal signage for use during tournament week
- Invitation for 24 people to the "1st Round After Party"
- Week long access to Rice Planters Hospitality Tent for 24 people

*\*corporate outing will be on a Monday determined between your company and Snee Farm administration. Additional players beyond the allotment of 72 will be charged at \$60 per person; a maximum of 92 players will be allowed.*

### *Past Rice Planters' Champions have won 7 major golf championships*

- *Hal Sutton won the Rice Planters in 1979 and the PGA in 1983*
- *Tom Lehman won the Rice Planters in 1982 and the British Open in 1996*
- *Stewart Cink won the Rice Planters in 1993 and the British Open in 2009*
- *Allen Doyle won the Rice Planters in 1988, 1990, and 1994 and the PGA Seniors in 1999, the Ford Senior Players in 2001, and the Senior US Open in 2005 and 2006*

## 2011 MARKETING OPPORTUNITIES

- On-course signage viewed by over 1000 Snee Farm members, volunteers, local community members and seen by television coverage throughout the week!
- Customized web presence for certain sponsorship levels.
- Local, national, and international audience through the Rice Planters' tournament website.
- On-course playing opportunities in the Snee-Am will provide you a chance to participate alongside a future PGA Tour star!
- On-course hospitality provides sponsors an opportunity to enjoy the tournament atmosphere throughout the week.



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**TITLE Sponsor (\$5000)** *Attractive advertising in a high-traffic area with generous hospitality offered during tournament play.*

**Only 2 Available**

### **Branding**

- Ad spot on year-long corporate sponsor board
- 3/5' On-site signage
- Company literature and promotional items in 100 Snee-Am gift bags (*must provide information to Rice Planters tournament*)
- Website exposure

### **Hospitality**

- 6 spots in Snee-Am Sponsor Tournament
- 20 rounds of golf with cart at Snee Farm (Value of \$1800)
- 2 Golf carts with personal signage for use during tournament week
- Invitation for 12 people to the "1st Round After Party"
- Week long access to Rice Planters Hospitality Tent for 12 people

*Past Rice Planters' Champions have won 141 professional tournaments on the PGA Tour, the Champions Tour, and the Nationwide Tour including:*

- 2009 Verizon Heritage and 2009 St. Jude Classic (Brian Gay - 1992 Champion)
- 1995/1999 Texas Open and 1999 Buick Classic (Duffy Waldorf - 1985 Champion)
- 1977/1986 Doral, 1978 Western Open, 1981 Bay Hill, and 1984 Greater Greensboro (Andy Bean - 1975 Champion)
- 1982 Zurich Classic of New Orleans, 1983 Bob Hope, and the 1995 Greater Milwaukee Open, and the (Scott Hoch - 1978 Champion)

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- On-course hospitality provides sponsors an opportunity to enjoy the tournament atmosphere throughout the week.



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**W: thericeplanters.com**

**PREMIER Sponsor (\$2000)** *Lasting advertising benefits at a low cost with generous hospitality offered during tournament play.*

**Only 4 Available**

#### *Branding*

- Ad spot on year-long corporate sponsor board
- 3/5' On-site signage
- Company literature and promotional items in 100 Snee-Am gift bags (*must provide information to Rice Planters tournament*)
- Website exposure

#### *Hospitality*

- 3 spots in Snee-Am Sponsor Tournament
- 10 rounds of golf with cart (Value of \$900)
- 2 Golf carts with personal signage for use during tournament week
- Invitation for 6 people to the "1st Round After Party"
- Week long access to Rice Planters Hospitality Tent for 6 people

**CORPORATE Sponsor (\$1000)** *Select advertising at a low cost with generous hospitality offered during tournament play.*

**Only 8 Available**

#### *Branding*

- Ad spot on year-long corporate sponsor board
- Company literature and promotional items in 100 Snee-Am gift bags (*must provide information to Rice Planters tournament*)

#### *Hospitality*

- 2 spots in Snee-Am Sponsor Tournament
- 4 rounds of golf with cart (Value of \$360)
- Golf cart with personal signage for use during the tournament
- Invitation for 4 people to the "1st Round After Party"
- Week long access to Rice Planters Hospitality Tent for 4 people

## 2011 MARKETING OPPORTUNITIES

-On-course signage viewed by over 1000 Snee Farm members, volunteers, local community members and seen by television coverage throughout the week!

-Customized web presence for certain sponsorship levels.

-Local, national, and international audience through the Rice Planters' tournament website.

-On-course playing opportunities in the Snee-Am will provide you a chance to participate alongside a future PGA Tour star!

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**SUPPORTING Sponsor (\$500)** *Advertising and hospitality offered during tournament play.*

**Only 8 Available**

#### *Branding*

- Ad spot on year-long corporate sponsor board
- Company literature and promotional items in 100 Snee-Am gift bags (*must provide information to Rice Planters tournament*)

#### *Hospitality*

- 1 spot in Snee-Am Sponsor Tournament
- Golf cart with personal signage for use during tournament week
- Invitation for 4 people to the "1st Round After Party"
- Week long access to Rice Planters Hospitality Tent for 4 people

**CADDY Sponsor (\$300)** *Your company logo on Rice Planters' Caddy Bibs for three years.*

**Only 2 Available**

#### *Branding*

- Company logo on front pocket of caddy bib for three years
- Ad spot on year-long corporate sponsor board
- Company literature and promotional items in 100 Snee-Am gift bags (*must provide information to Rice Planters tournament*)

#### *Hospitality*

- Invitation for 4 people to the "1st Round After Party"
- Week long access to Rice Planters Hospitality Tent for 4 people



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**PUTTING GREEN Sponsor (\$250)** *Your company advertised at the Rice Planters during tournament.*

**Only 6 Available**

#### *Branding*

- Ad spot on year-long corporate sponsor board
- 2/3' On-site signage
- Company literature and promotional items in 100 Snee-Am gift bags (*must provide information to Rice Planters tournament*)

#### *Hospitality*

- Invitation for 2 people to the "1st Round After Party"
- Week long access to Rice Planters Hospitality Tent for 2 people

**SNEE - AM HOLE Sponsor (\$125)** *Signage at one hole during Snee-Am Sponsor Tournament.*

**Only 18 Available**

#### *Branding*

- Hole sign at one teeing location on golf course during Snee-Am Sponsor Tournament
- Company literature and promotional items in 100 Snee-Am gift bags (*must provide information to Rice Planters tournament*)

#### *Hospitality*

- Invitation for 2 people to the "1st Round After Party"
- Week long access to Rice Planters Hospitality Tent for 2 people

**PATRON Sponsor (\$100)** *Show your support of the 2011 Rice Planters.*

**Unlimited**

#### *Branding*

- Ad spot on year-long corporate board

#### *Hospitality*

- Invitation for 2 people to the "1st Round After Party"
- Week long access to Rice Planters Hospitality Tent for 2 people

## 2011 Rice Planters Schedule

- May 27 - 2011 Rice Planters invitational field announced
- June 13 - "Open" Qualifier held at Snee Farm Country Club for 5 remaining spots
- June 20, 21 - Practice Rounds for Rice Planters Amateurs
- June 21 - Snee-Am Invitational shotgun start @ 8.30 am; lunch to follow @ 1.00 pm
- June 22 - Round #1 from the 1st tee @ 7.00 am; "1st Round After Party" @ 5.00pm
- June 23 - Round #2 from the 1st tee @ 7.00 am
- June 24 - Round #3 from the 1st tee @ 7.00 am; field is cut to the low 54 and ties
- June 25 - Round #4 from the 1st tee @ 7.00 am
- Presentation of the R.P. Horne Championship Trophy @ 3.00 pm

Please detach below and mail with payment to:

SALLY MARSCHNER, MEMBERSHIP DIRECTOR:  
SNEE FARM COUNTRY CLUB, 1200 CLUB DRIVE, MT. PLEASANT, SC, 29464

# 2011 Rice Planters Sponsorships

### Sponsorship Level

### Contact Information

Presenting (\$10000) \_\_\_\_\_

Name \_\_\_\_\_

Title (\$5000) \_\_\_\_\_

Address \_\_\_\_\_

Premiere (\$2000) \_\_\_\_\_

Corporate (\$1000) \_\_\_\_\_

City \_\_\_\_\_

Supporting (\$500) \_\_\_\_\_

State/Zip \_\_\_\_\_

Caddy (\$300) \_\_\_\_\_

Email \_\_\_\_\_@

Putting Green (\$250) \_\_\_\_\_

Snee-Am Hole (\$125) \_\_\_\_\_

Phone \_\_\_\_\_

Patron (\$100) \_\_\_\_\_

Sponsorship materials will be mailed out after May 1, 2011.

Charge SFCC Acct. # \_\_\_\_\_

Check enclosed \_\_\_\_\_