
ALL STAR  ***GOLF TOUR***



ASGT Sponsorship Presentation

A Champion Partnership

“Living the Dream”

2016-2017



All Star Golf Tour Sponsor Partnerships

Cutting Right to the Chase – You Receive:

- Emphasis on integrating your company's brand and exposure strategy - ensuring "Return on Objectives" and "Return on Investment;"
- Effective "Eye – Catching" exposure and brand recognition at dozens of events in multiple states and quickly growing - through Flying, Wing and Tower Banners, Jumbo Cabanas, Leaderboards, et al;
- Hundreds of impressions per event;
- Product placement, branded printed material and promotions at each event;
- Internet New Media, Email Blasts, Interactive Video, Social Network and Promotional Executions;
- Inclusion in all ASGT advertising and marketing – TV, Radio, Print and Internet; and,
- **Guaranteed Dominance and Differentiation for your Company!**

About an ASGT Sponsor Partnership

- National Golf Foundation computes 28 million golfers;
- Over 96% have no outlet for organized golf competition;
- The All Star Golf Tour is the premier golf tour in the country accommodating both professional and amateur players;
- Beginning in June 2002, our players have won over \$2.3 million in tour-style golf events;
- Choose from one of our carefully designed packages; and/or,
- **Custom design a package specifically for you.**

Reasons to Sponsor

Following are the most common reasons companies utilize ASGT sponsorships

- Heighten Visibility;
- Shape Consumer Attitudes;
- Communicate Commitment to a Particular Lifestyle;
- Business to Business Marketing - *“Incenting the Trade;”*
- Differentiate Product and Service from Competitors
- Entertain Clients;
- Merchandising Opportunities;
- Showcase Product Attributes;
- Combat Larger Ad Budgets of Competitors; and,
- Drive Sales.

ASGT Mission Statement

The All Star Golf Tour is committed to:

- Providing avid golfers of all skill levels with the unique opportunity to enjoy an “inside the ropes” competitive golf experience;
- Enhancing support for faith-based and other charitable organizations; and,
- Encouraging the spirit of entrepreneurship through licensing opportunities.

ASGT Business Model

Market Demographics

- 28 million golfers in U.S.;
- 18 million earn more than \$75k;
- 80.6% are male golfers;
- Tiger and Annika = Media-driven New Interest;
- Less than 1000 play on PGA Tours; and,
- Less than 4000 compete w/o handicap for money.

ASGT Business Model

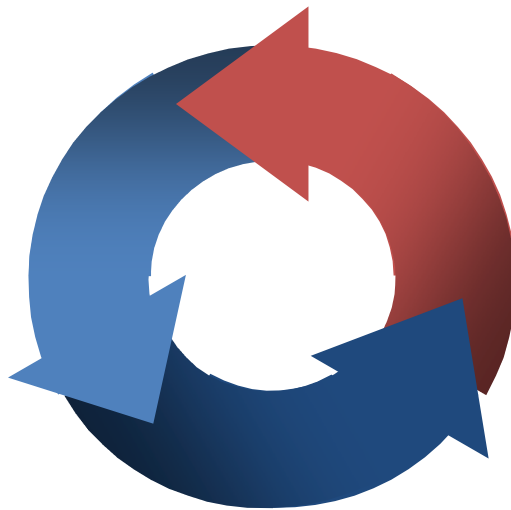
History and Development

- Founded as the Champions Golf Tour in 2002 in DFW;
- Impressive Growth Statistics with ...“The Model that Works;”
- *National expansion launches in Spring 2016 bringing:
More Players, More Divisions, More Locations, & More Exposure Opportunities for Our Sponsors!*

ASGT Event Formats

Two Day Majors

One per District.
\$5,000 to winner.



Single Day Events

Two per month in each
District. \$1,000 to winner.

Tour Championship

Conducted annually.
Up to a \$25,000 1st Place Prize!

ASGT Champion Sponsorships

Tour Wide Sponsorship Packages

see next page



Premier Bronze Tour Affiliate Sponsorship

“Bronze Tour Affiliate Sponsor”

- Branded ID on 1 Tower Banner at Tournament Leaderboard at all events;
- “Bronze Tour Affiliate Sponsor” ID included in all event Press Releases, Newsletters and Email Blasts;
- One email blast to ASGT database at sponsor’s discretion;
- Yearlong promotion directed by sponsor on ASGT website;
- “Bronze Tour Affiliate Sponsor” ID with website hotlink on sponsor page and event information page;
- “Bronze Tour Affiliate” Sponsor receives all benefits available to tour members;
- Company Logo/ID included in Jacket and within the “Tour Wrap” DVD;

see next page →

Premier Bronze Tour Affiliate Sponsorship

“Bronze Tour Affiliate Sponsor”

- Inclusion in selected ASGT advertising and marketing – TV/Cable/Satellite (when applicable), Radio (when applicable), Print and Internet;
- Display and distribution of service/product samples to members and event competitors;
- One ASGT annual membership and Sponsor Exemption entry in a single round event;
- 2 Invitations to Tour Championship Banquet;
- 4 Tour Wrap DVD’s provided to sponsor with Company Logo/ID included in DVD and jacket cover;
- Tour Championship Program Sponsor Logo and ID on Bronze Tour Affiliate Sponsor Page;
- Hospitality – Reception event for 2 people at Tour Championship; and,
- Hospitality (ordered in advance – additional cost) available at all events.

Value: \$12,000

Your Price: \$6,000

Term: 2 Years



Premier Silver Tour Affiliate Sponsorship

“Silver Tour Affiliate Sponsor”

- Company branding and ID with website hotlink displayed on bottom of ASGT Internet Home Page, Sponsor Page as well as event related web pages displaying details, results, schedules and other event information;
- “Silver Tour Affiliate Sponsor” ID included in all event email blasts, newsletters and press releases;
- Yearlong promotion directed by sponsor on ASGT website;
- Inclusion in selected ASGT advertising and marketing – TV (when applicable), Radio (when applicable), Print and Internet;
- One (1) custom company logo on 4 -15’ Flying Banners – Entrance, Clubhouse, Driving Range and Putting Green and 1 Tower Banner at Leaderboard at each sponsored event;

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Premier Silver Tour Sponsorship

“Silver Tour Affiliate Sponsor”

- Display and distribution of service/product samples and promotional material to members and event competitors;
- Two email blast to ASGT database at sponsor’s discretion;
- Two ASGT annual memberships & Sponsor Exemption entries in two single round events;
- “Silver Tour Affiliate” Sponsor receives all benefits available to ASGT tour members;
- Company Logo/ID included in Jacket and within the “Tour Wrap” DVD;
- 4 Tour Wrap DVD’s provided to sponsor;
- 2 Invitations to Tour Championship Banquet;
- Tour Championship Program quarter page article and quarter page advertisement;
- Hospitality – Reception event for 6 people at Tour Championship; and,
- Hospitality (ordered in advance – additional cost) available at all events.

Value: \$18,000

Your Price: \$9,000

Term: 2 Years



Premier Gold Tour Affiliate Sponsorship

“Gold Tour Affiliate Sponsor”

- “Gold Tour Affiliate Sponsor” ID with website hotlink included on bottom of ASGT Internet Home Page, Sponsor Page as well as event related web pages displaying details, results, schedules and other event information;
- One (1) custom company logo on 4 -15’ Flying Banners – Entrance, Clubhouse, Driving Range and Putting Green, 1 Tower Banner at Leaderboard at each sponsored event;
- “Gold Tour Affiliate Sponsor” ID included in all email blasts, newsletters and press releases;
- Yearlong promotion directed by sponsor on ASGT website;
- Inclusion in selected ASGT advertising and marketing – TV (when applicable), Radio (when applicable), Print and Internet;
- 4 Invitations to Tour Championship Banquet;
- Tour Championship half page article and half page advertisement;

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Premier Gold Tour Sponsorship

“Gold Tour Sponsor”

- Four email blasts to ASGT database at sponsors discretion;
- Display and distribution of service/product samples and promotional material to members and event competitors;
- Two ASGT annual memberships & Two Sponsor Exemption entries in two single round events and one major of sponsor’s choice (not including Tour Championship);
- Dinner for 8 with ASGT senior management after single round and major events that sponsor designates;
- “Gold Tour Affiliate” Sponsor receives all benefits available to tour members;
- Company Logo/ID included in Jacket and within the “Tour Wrap” DVD;
- 4 Tour Wrap DVD’s provided to sponsor;
- Hospitality Reception invitations (8) at Tour Championship; and,
- Hospitality (ordered in advance with additional cost) available at all events.

Value: \$40,000

Your Price: \$20,000

Term: 2 Years

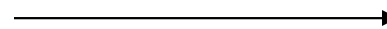


All Star Golf Tour

ASGT Flagship Partnerships

“Living the Dream”

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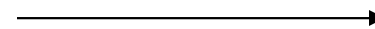


ASGT Naming Rights Partner

“ABC Corp. Presents the All Star Golf Tour”

- Naming Rights Partner receives all elements from the *“Gold Tour Affiliate Package;”*
- Premier Top Position Leaderboard on website home page;
- :30 second video presentation on website – can be 4 rotating spots;
- 4 email blasts to ASGT database at sponsor’s discretion;
- Yearlong promotion directed by sponsor on ASGT website;
- Right sleeve logo on all golf shirts worn by ASGT Staff;
- Left side of cap Sponsor logo/ID worn by ASGT Staff;

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ASGT Naming Rights Partner

“Living the Dream”

- 200 Custom tour wrap DVD's with Sponsor Opening (Welcome from the Sponsor CEO-also mentioning founding partners) and closing with Sponsor advertisement including hotlink to sponsor website also distributed to player's;
- Company Logo/ID included in Jacket and within the “Tour Wrap” DVD;
- Sponsor Logo/ID embedded into bottom right corner of video;
- DVD includes Tour Championship player participants;
- 2 Hotel Rooms at Tour Championship;

see next page →

ASGT Naming Rights Partner

- 8 ASGT memberships and 8 sponsor exemptions into the Tour Championship;
- One seat at head table for Tour Championship Banquet;
- 2 Tables at Tour Championship Banquet (20 people);
- Tour Championship 18th Green Winner Jacket Award Presentation with sponsor representative (included in DVD);
- Tour Championship Banquet Award Jacket Presentation at banquet with sponsor representative (included in DVD);
- Sponsor Gift provided to all player participants at Tour Championship;
- Hospitality Reception (8) at Tour Championship; and,
- Tour Championship program article and full page advertisement.

Value: \$120,000

Your Cost: \$60,000

Term: 2 Years

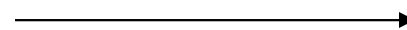


ASGT Founding Partner Sponsor

(Limited to Eight Partners)

- Founding Partner receives all elements from the “*Gold Tour Affiliate Package;*”
- Premier Tower on right side of website home page, sponsor page and all other event and schedule related pages;
- :30 second video presentation on website – can be 4 spots rotated and changed at sponsor’s discretion;
- 4 email blasts to ASGT database;
- Yearlong promotion directed by sponsor on ASGT website;
- 100 Custom tour wrap DVD’s with Sponsor Opening (mentioning founding partners) and closing with Sponsor advertisements including hotlink to sponsor website - also distributed to all player participants for the season;
- Company Logo/ID included in Jacket and within the “Tour Wrap” DVD;

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ASGT Founding Partner Sponsor

- Hospitality reception for up to 8 at Tour Championship;
- One seat at head table for Tour Championship Banquet;
- One Table at Tour Championship Banquet (10 people);
- Gift to all player participants from Founding Partner;
- 18th Green Winners Trophy Award Presentation recognition
– included in DVD;
- 2 hotel rooms for Tour Championship;
- Hospitality Reception invitations (4) at Tour Championship;
- Tour Championship banquet Awards Presenter
– company representative; and,
- Tour Championship program article and full page advertisement.

Value: \$50,000

Your Cost: \$25,000

Term: 2 Years

Tour Championship Event Sponsor

- Tour Championship Trophy Name – “The ABC Trophy;”
- Sponsor ID on Shield of left breast pocket of Champion’s Jacket;
- Left Sleeve Sponsor Logo/ID on all tour staff golf shirts;
- Right Side of Cap Logo/ID on all tour staff golf caps;
- Flying banner at Tournament Board;
- Flying Banner on 1st and 10th Tees;
- Sponsor Logo/ID on Unique Tour Championship website page on ASGT Website;
- Season Long promotion with sponsor Logo/ID of Tour Championship;
- Sponsor logo/ID on all Tour Championship advertising and promotional material print and electronic;

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Tour Championship Event Sponsor

- Four email blasts to ASGT database at sponsor's discretion;
- Yearlong promotion directed by sponsor on ASGT website;
- Premier Position on Tour Championship Program Front Cover for Sponsor Logo ID;
- Inside Cover full page advertisement;
- Full page article in program;
- One Table at Tour Championship Banquet;
- 18th Green Winners Trophy Award Presentation with sponsor representative – included in DVD;
- Tour Championship Banquet Winner's Trophy Presentation with sponsor representative – included in DVD;

see next page →

Tour Championship Event Sponsor

- Sponsor ID embedded into lower left corner of Tour Championship video portion on DVD including player action, 18th Green Ceremony and Awards Banquet;
- Sponsor advertisement with hotlink to sponsor's website on DVD;
- Sponsor Logo embedded on video of player Par Three Challenge – included in DVD;
- 100 copies of DVD provided to sponsor;
- One seat at head table for Tour Championship Banquet;
- One Table for Tour Championship Banquet (10 people);
- Introductory remarks provided by sponsor representative at Tour Championship Banquet;

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Tour Championship Event Sponsor

- 2 Hotel Rooms at Tour Championship;
- Hospitality reception invitations (8);
- :30 second video presentation on Tour Championship page on website
– can be 4 spots rotated and changed at sponsor's discretion; and,
- 4 email blasts to ASGT database.

Value: \$30,000

Your Cost: \$15,000

Term: 2 Years

ASGT Player of the Year Sponsor

- Presentation of Award at Tour Championship banquet with sponsor representative;
- Company Logo/ID on Plaque and Photo with sponsor representative presented to Player;
- 1 Table at Tour Championship Banquet;
- Hospitality – Tour Championship Reception invitations for 2 people;
- Video Inclusion in DVD for presenting the award at banquet;
- Company Logo/ID on jacket of DVD;
- 1 Full Page Ad in Tour Championship Banquet Program describing sponsor and award;
- Inclusion in Exclusive ABC Company Player of the Year Award page on ASGT website with hotlink to sponsor website;

see next page →



ASGT Player of the Year Sponsor

- :30 second commercial spot on Player of the Year website;
- 1 email blast to ASGT database at sponsor's discretion;
- Yearlong promotion directed by sponsor on ASGT website;
- 4 Tour Wrap DVD's with Company Logo/ID on Jacket of cover; and,
- 1 Hotel Room at Tour Championship.

Value: \$9,000

Your Cost: \$3,000

Term: 2 Years

ASGT District Director of the Year Award Presenting Sponsor

- Presentation of Award at Tour Championship banquet with sponsor representative;
- Company Logo/ID on Plaque and Photo with sponsor representative presented to Player;
- 1 Table at Tour Championship Banquet;
- Hospitality – Tour Championship Reception invitations for 2 people;
- Video Inclusion in DVD for presenting the award at banquet;
- Company Logo/ID on jacket of DVD;
- 4 DVD's provided to sponsor;

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ASGT District Director of the Year Award

Presenting Sponsor

- 1 Full Page in Tour Championship Program describing sponsor and award;
- Inclusion in Exclusive ABC Company District Director the Year Award page on ASGT website with hotlink to sponsor website;
- :30 second commercial spot on Player of the Year website;
- 1 email blast to ASGT database at sponsor's discretion;
- Yearlong promotion directed by sponsor on ASGT website; and,
- 1 Hotel Room at Tour Championship.

Value: \$6,000

Your Cost: \$2,000

Term: 2 Years

ASGT Local Partnerships

Local Affiliate Sponsor

- Affiliate Sponsor for One Single Event;
- Company Logo/ID on event information page with hotlink to website;
- Company Logo/ID on 2 Tee signs - 1st and 18th hole;
- Product and Service placement at event;
- One email blast to ASGT database at sponsor's discretion;
- Yearlong promotion directed by sponsor on ASGT website;
- 4 Tour Wrap DVD's provided to sponsor;

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ASGT Local Partnerships

- One ASGT membership and exemption into that specific single event;
- Hospitality (ordered in advance – additional cost) available at event;
- Company Logo/ID on Event Sponsors page of Tour Championship Program;
- Table Reservation (additional cost) for Tour Championship Banquet;
- Company recognition at Tour Championship Banquet; and,
- Hospitality- Reception Invitations (2) to Tour Championship.

Value: \$3,000

Your Cost: \$1,500

Term: 2 Years (May upgrade at anytime)

ASGT Local Partnerships

Local District Event Naming Sponsor

- Company Name incorporated into the title of all district single-round events (up to 24 total events);
- One Flying Banner at Tournament Leaderboard at every district single-round events;
- One Tee Sign on 1st Tee at every district single round event;
- Presentation with sponsor representative to winners after the round with photos – displayed on ASGT website;
- Hospitality (ordered in advance—additional cost) available at all district events;
- Company Logo/ID on event information page with hotlink to website;
- Company Logo and ID on all district event email broadcasts and newsletters;
- One email blast to ASGT database at discretion of sponsor;

see next page →

ASGT Local Partnerships

- Yearlong promotion directed by sponsor on ASGT website;
- 4 Tour Wrap DVD's provided to sponsor with Company Logo/Id on DVD and cover jacket;
- Product and Service placement at every district single round event;
- Two ASGT memberships and Two exemptions into two single round events;
- Company Logo/ID on Event Sponsors page of Tour Championship Program;
- Hospitality- Reception Invitations (2) to Tour Championship; and,
- Table Reservation (additional cost) for Tour Championship Banquet.

Value: \$8,000

Your Cost: \$4,000

Term: 2 Years

see next page →

ASGT Local Partnerships

Local District “Major” 2-Day Event (2 Events) Naming Sponsor

- Company Name incorporated into the title of **Two** district “Major” 2-Day Events;
- One Flying Banner at Tournament Leaderboard at each district “Major” 2-Day Event;
- One Tee Sign on 1st, 10th and 18th Tee at each “Major” 2-Day Event;
- Hospitality (ordered in advance-additional cost) available at each 2-day “Major;”
- Presentation with sponsor representative to winners after the round with photos – displayed on ASGT website;
- Company Logo/ID on Major Event information page with hotlink to website;
- Company Logo and ID on all district event email broadcasts and newsletters;
- One email blast at company’s discretion;
- Yearlong promotion directed by sponsor on ASGT website;

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ASGT Local Partnerships

Local District “Major” 2-Day Event (2 Events) Naming Sponsor

- 4 Tour Wrap DVD’s provided to sponsor;
- Product and Service placement at every district single round event;
- Two ASGT memberships and Two exemptions into both “Major” 2-Day Events;
- Company Logo/ID on “Major Event” Sponsors page of Tour Championship Program;
- Hospitality- Reception Invitations (4) to Tour Championship; and,
- One Table (10 people) at Tour Championship Banquet.

Value: \$16,000

Your Cost: \$8,000

Term: 2 Years

ASGT Champion Digital Partnerships

“Living the Dream”

Digital/New Media Advertising

ASGT Website Advertising

- Leaderboard
Ad size approx. – 720 x 90 pixels
Max file size GIF/JPEG - 30k
Flash – 35k
- Term – 1 Year

Value: \$3,600

Your Price: \$1,800

ASGT Website Advertising

- Box/Fly Out – Top and Bottom Page

File size approx. – 300 x 250 pixels

Max file size GIF/JPEG – 30k

Flash - 35k

- Term – 1 Year

Value: \$1,800

Your Price: \$900

ASGT Website Advertising

- Tower Ad

Ad size approx. – 160 x 90

Max file size GIF/JPEG – 30k

Flash – 35k

- Term: 1 Year

Value: \$2,400

Your Price: \$1,200

ASGT Website Advertising

- Box Mouse Roll Over Video – 15 or 30 Second Ad
May change ad once per week
- Term – 1 year

Value: \$3,600

Your Price: \$1,800

ASGT Website Advertising

- Email Blasts
- Your editorial message
- Your Company Logo/ID with hotlink to your website
- Approximately 5,000 names

Value: \$5,000

Your Price: \$900 per blast

ASGT Sponsorship Summary

“Living the Dream”

- Market opportunity to take a dominant position has never been better – consult with the ASGT marketing team on your exclusive strategy;
- Multi-media coordinated packages with your company’s initiative;
- ASGT “Brand” is gaining international visibility with golfers, strategic partners, and the media;
- Proven District Director licensee business model;
- ASGT management is committed to significant growth; and,
- *The time is right for YOU!*

All Star Golf Tour

Corporate Contact Info

ASGT National Office

817.798.1704

Email: info@asgolftour.com

Website: www.asgolftour.com

National Office Address

All Star Golf Tour

304 Roundrock Loop, North

Ft. Worth, TX 76179

ASGT reserves the right to rescind any sponsorship and refund any pro-rated funds.



All Star Golf Tour

“Live the Dream – Be a Champion!”

Thank You!