



SPONSORSHIP OPPORTUNITIES








Presenting Sponsor
\$25,000

An “Inspiring” opportunity.

As the Presenting Sponsor, your company’s name becomes part of the Tournament logo.

Your corporate brand identity will be displayed on all promotional materials, event signage and more. Plus, you’ll go behind the scenes at the Raiders’ Napa training camp and watch a game in the comfort of a luxury suite. It’s a powerful package offering outstanding exposure as a valued Special Olympics partner.

Presenting Sponsorship

-  Three Raiders foursome packages, including tee packages for each player.
A \$12,000 value
-  First pick of Raiders players, coaches, staff or legends to play on your team
-  Logo on invitations/save the date cards sent to more than 1,000 senior executives and CEO’s inviting them to attend the Tournament
-  Print, Television, Radio and online recognition:
 - Logo recognition on all advertising promoting event, published in the Contra Costa Times (Valley Times) and East Bay Business Times and “Thank you” ad..
 - Name included in all KKDV/KKIQ commercial spots
 - Logo and name recognition in television spots on Comcast
 - Logo recognition and link on official tournament website
-  Visit for 12 to the normally closed-to-the-public Raiders training camp in Napa. Lunch included. (July/August during a week day).

THERE’S MORE....



Continued

- 🌸 Luxury suite for 18 at an agreed upon pre-season Oakland Raiders home game. **A \$10,000 value**
- 🌸 4 pre-game sideline passes to above game
- 🌸 Behind the Shield Club (VIP breakfast for group with Raider legends and hosts of Behind the Shield before general registration)
- 🌸 Promotional opportunities such as:
 - Company meeting with a Raider representative as guest speaker
 - Sample of company product for exclusive tee packages. If you decide to utilize this opportunity, you will need to provide up to 250 of one item.
- 🌸 Premier logo placement on Tournament welcome banner and registration area.
- 🌸 Logo on all tee and green signs
- 🌸 Banquet acknowledgement by Raiders representative
- 🌸 Back cover ad in Tournament souvenir program
- 🌸 Preferred seating for each player at reception, auction and banquet
- 🌸 First Right of Negotiation for the 2007 Tournament.

A promotional package worth more than \$50,000!

For more information about the Presenting Sponsorship package, contact
Chris Eaton at 925-944-0594, ext. 225
Special Olympics Northern California
3480 Buskirk Avenue, Suite 340 Pleasant Hill, CA 94523
www.sonc.org RaidersGolf@sonc.org



Co-Sponsor
\$10,000

Be on the Frontline.

As a Co-Sponsor, you'll have the opportunity to be the "Course Sponsor". This sponsorship level provides exceptional promotional value, as well as an unforgettable day with Raiders players, coaches, legends and celebrities. Best part of all, it's all for a worthy cause.

Co-Sponsor

- 🌸 Two Raiders foursome packages, including tee packages for each player.
A \$8,000 value
- 🌸 Behind the Shield Club (VIP breakfast for group with Raider legends and hosts of Behind the Shield before general registration)
- 🌸 Logo on invitations/save the date cards sent to more than 1,000 senior executives and CEO's inviting them to attend the Tournament
- 🌸 Print, Television and online recognition:
 - Logo recognition on all advertising promoting event, published in the Contra Costa Time (Valley Times) and East Bay Business Times.
 - Logo and name recognition in television spots on Comcast
 - Logo recognition and link on official tournament website
- 🌸 Logo placement on on-site Tournament banner & all tee signs
- 🌸 Banquet acknowledgement by Raiders representative
- 🌸 Full-page ad in Tournament souvenir program **\$1,000 value**
- 🌸 Preferred seating for each player at reception, auction and banquet

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19th Hole Sponsor \$10,000

The 19th Hole

As the Clubhouse Sponsor, your company can sponsor the Tournaments hospitality events. This unique sponsorship includes exposure during lunch, the post-Tournament cocktail reception and silent auction and the awards banquet and live auction. Best part of all, it's all for a worthy cause.

The 19th Hole

-  Two Raiders foursome packages, including tee packages for each player.
A \$8,000 value
-  Logo on invitations/save the date cards sent to more than 1,000 senior executives and CEO's inviting them to attend the Tournament
-  Print, Television and online recognition:
 - Logo recognition on all advertising promoting event, published in the Contra Costa Time (Valley Times) and East Bay Business Times.
 - Logo and name recognition in television spots on Comcast
 - Logo recognition and link on official tournament website
-  Logo placement on on-site Tournament banner & all tee signs
-  Behind the Shield Club (VIP breakfast for group with Raider legends and hosts of Behind the Shield before general registration)
-  Banquet acknowledgement by Raiders representative
-  Full-page ad in Tournament souvenir program **\$1,000 value**
-  Preferred seating for each player at reception, auction and banquet

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Silver and Black Sponsor \$7,500

Tradition

As a Silver and Black Sponsor, you'll have the opportunity to be the "Beverage Cart Sponsor". This sponsorship level provides exceptional promotional value, as well as an unforgettable day with Raiders players, coaches, legends and celebrities. Best part of all, the beautiful Raiderettes will host the carts.

Silver and Black

- 🌸 One Raider foursome packages, including tee packages for each player. **\$4,000 value**
- 🌸 Logo on invitations/save the date cards sent to more than 1,000 senior executives and CEO's inviting them to attend the Tournament
- 🌸 Behind the Shield Club (VIP breakfast for group with Raider legends and hosts of Behind the Shield before general registration)
- 🌸 Print, Television and online recognition:
 - Logo recognition on all advertising promoting event, published in the Contra Costa Time (Valley Times) and East Bay Business Times
 - Logo and name recognition in television spots on Comcast
 - Logo recognition and link on official tournament website
- 🌸 Logo placement on on-site Tournament banner and all Beverage Carts
- 🌸 Tee or Green Sponsorship **\$500 value**
- 🌸 Banquet acknowledgement by Raiders representative
- 🌸 Full-page ad in Tournament souvenir program **\$1,000 value**
- 🌸 Dinner for four with Raider legend

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Raiderettes Sponsor \$7,500

An “Eye-Catching” opportunity.

As the **Raiderettes Sponsor**, your company can be associated with the Raiders cheerleaders in a fun Tournament activity. The course will have a group of Raiderettes available for sponsorship, providing significant visibility during the Tournament for your company as a Special Olympics partner.

Raiderettes Sponsor:

- 🌸 One Raider foursome, including tee packages for each player. **A \$4,000 value**
- 🌸 Logo on invitations/save the date cards sent to more than 1,000 senior executives and CEO's inviting them to attend the Tournament
- 🌸 Behind the Shield Club (VIP breakfast for group with Raider legends and hosts of Behind the Shield before general registration)
- 🌸 Print, Television and online recognition:
 - Logo recognition on all advertising promoting event, published in the Contra Costa Time (Valley Times) and East Bay Business Times
 - Logo and name recognition in television spots on Comcast
 - Logo recognition and link on official tournament website
- 🌸 Logo placement on on-site Tournament banner
- 🌸 Tee or Green Sponsorship **\$500 value**
- 🌸 Banquet acknowledgement by Raiders representative
- 🌸 Full-page ad in Tournament souvenir program **\$1,000 value**
- 🌸 Raiderette attendance and participation at a mutually acceptable promotional activity, such as a marketing event, sales rally, trade show, store opening, etc. A minimum of 4 Raiderettes will attend. **\$1,200 value**

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Birdie Sponsorship \$5,000

A “Birdie” opportunity.

The Birdie Sponsor level grants you the benefits of the Raiders tradition. Your sponsorship has high-profile recognition throughout the Tournament and supports a great cause.

Birdie Sponsorship

-  One golf twosome, including tee packages for each player. **A \$1,500 value**
-  Logo on invitations/save the date cards sent to more than 1,000 senior executives and CEO's inviting them to attend the Tournament
-  Behind the Shield Club (VIP breakfast for group with Raider legends and hosts of Behind the Shield before general registration)
-  Print, Television and online recognition:
 - Logo recognition on all advertising promoting event, published in the Contra Costa Time (Valley Times) and East Bay Business Times
 - Logo and name recognition in television spots on Comcast
 - Logo recognition and link on official tournament website
-  Logo placement on on-site Tournament banner
-  Tee or Green Sponsorship **\$500 value**
-  Banquet acknowledgement by Raiders representative
-  Half-page ad in Tournament souvenir program **\$500 value**

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Hole Sponsorship \$500

The “Hole” Thing

Sponsoring a hole, tee or green puts you at the center of the day’s action. As the players work their way through the Tournament, your corporate logo becomes part of the golfing landscape, offering a unique chance to achieve high-visibility as a Special Olympics partner.

Hole Sponsorship

-  Attractive signage with your corporate logo on either the tee or green.
-  Company listing as Hole Sponsor in Tournament souvenir program
-  Two invitations to cocktail reception and awards banquet







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\$1,500 - \$4,000

Golfer Opportunities


Raider Fivesome - \$4,000

-  Priority choice of Raider players, coaches, staff, legend or celebrity golf partner to join foursome.
-  Half-page ad in Tournament souvenir program
-  Tee packages for 4 players
-  Tee sponsorship **\$500 value**
-  Raider training camp visit for four on an agreed date. (July/August during a weekday)
-  Four invitations to lunch, cocktail reception, awards dinner and auction

Foursome Package - \$3,000

-  Raiders player, coach, staff, legend or celebrity to join your threesome
-  Tee packages for 3 players
-  Three invitations to lunch, cocktail reception, awards dinner and auction









Raider Twosome - \$1,500

-  Green Fee, cart, tee package, lunch, cocktails, awards dinner and auction for two (2)




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Sponsorships available:

<ul style="list-style-type: none">  Presenting Sponsor \$25,000  Co-Sponsor (3) \$10,000  19th Hole \$10,000  Silver & Black \$7,500 	<ul style="list-style-type: none">  Raiderettes Sponsorship \$7,500  Birdie Sponsorship \$5,000  Tee Sponsorship \$500  Program Ads <ul style="list-style-type: none"> Full-page \$1,000 Half-page \$500
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Player Packages:

<ul style="list-style-type: none">  Raider Fivesome \$4,000 (Foursome paired with Raider player)  Raider Fousome \$3,000 (Threesome + Raider Player) 	<ul style="list-style-type: none">  Twosome \$1,500
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In-Kind Sponsorships available:

-  Tee Package Items
-  Food or Drink for Course Hospitality
-  Raffle/Auction Items
-  Hole-in-One Prizes
-  Closest to the Pin/Longest Drive Prizes

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EXCLUSIVE SPONSORSHIP OFFER THROUGH MARCH 29

<table border="0"> <tr> <td>🌻 Presenting Sponsor</td> <td>\$25,000</td> </tr> <tr> <td>🌻 Co-Sponsor (3)</td> <td>\$10,000</td> </tr> <tr> <td>🌻 19th Hole</td> <td>\$10,000</td> </tr> <tr> <td>🌻 Silver & Black</td> <td>\$7,500</td> </tr> </table>	🌻 Presenting Sponsor	\$25,000	🌻 Co-Sponsor (3)	\$10,000	🌻 19 th Hole	\$10,000	🌻 Silver & Black	\$7,500	<table border="0"> <tr> <td>🌻 Raiderettes Sponsorship</td> <td>\$7,500</td> </tr> <tr> <td>🌻 Birdie Sponsorship</td> <td>\$5,000</td> </tr> <tr> <td>🌻 Tee Sponsorship</td> <td>\$500</td> </tr> <tr> <td>🌻 Program Ads</td> <td></td> </tr> <tr> <td> Full-page</td> <td>\$1,000</td> </tr> <tr> <td> Half-page</td> <td>\$500</td> </tr> </table>	🌻 Raiderettes Sponsorship	\$7,500	🌻 Birdie Sponsorship	\$5,000	🌻 Tee Sponsorship	\$500	🌻 Program Ads		Full-page	\$1,000	Half-page	\$500
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We would like to participate in the Raiders Celebrity Golf Classic Benefiting Special Olympics.

Please count us in for _____ sponsorship at \$ _____

Bill me Visa MC Amex Discover **(circle one)**

Credit Card # _____ Exp. Date _____

Signature

Date

We are unable to participate as a sponsor at this time. Please count us in for _____ Foursome (\$3,000) or _____ Fivesome (\$5,000) following the exclusive sponsor period if any spots are available.

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ ext.: _____ Fax: _____

E-mail address: _____

For more info, contact Chris Eaton, Special Olympics Northern California at **(925) 944-8801, x225** or Email: RaidersGolf@sonc.org FAX: 925-944-8803



MEDIA PACKAGE

The Raiders Celebrity Golf Classic will have extensive media coverage throughout the Bay Area.

COVERAGE INCLUDES:

RADIO:

:30 Second Spot Promoting Tournament on KKDV and KKIQ

Live Remote with celebrity appearance to promote participation in event

Interviews on "Helping Your Home Town" promoting event

PRINT:

Diablo Magazine

Email event information to Diablo A List (7,000)

Include event in Diablo website calendar with hotlink

Contra Costa Times:

Provide minimum of six (6) 2-column x 8-inch ads to promote the event and one (1) 2-column x 8-inch ad to thank event sponsors. Ads will run in all editions of the Times.

East Bay Business Times:

4 ¼ page advertisements leading up to event

1 ¼ page advertisement following event to thank sponsors

TELEVISION:

:30 Television Spots leading up to the event

Appearance on Comcast Local Edition (East Bay) (Runs an average of 1200 times in a one month period on the Family pack stations: CNN, ESPN, ESPN2, Bravo & Lifetime)

Promotion of event through the **Raiders Behind the Shield**, **Raiders Report** and media venues