



REGGIE BUSH CELEBRITY CLASSIC EVENT AND BENEFIT OVERVIEW

EVENT SCHEDULE

- **Day 1 (Thursday)**
 - Arrival at Singing Hills Golf Course
 - Sponsors mingle with celebrities
 - Longest drive and putting contest
 - Open golf for any celebrity, sponsor or individual golfer
 - Pairings party
 - Determine foursomes, mingling opportunity for sponsors
 - After party
 - Work with local nightclub to secure venue for all sponsors and celebrities

- **Day 2 (Friday)**
 - Practice rounds
 - Celebrities and sponsors play together
 - Paying players grouped together
 - 19th Hole Party
 - Drinks, appetizers, mingling session with celebrities and sponsors
 - Poker Tournament at Sycuan Casino
 - Celebrities
 - Autograph session
 - Live band/entertainment

- **Day 3 (Saturday)**
 - Practice rounds
 - Celebrities, sponsors and paying players
 - Autograph session
 - Promoted to general public as "family" day
 - Awards/banquet dinner
 - Silent auction to benefit charity
 - Entertainment
 - Speaking opportunity for Reggie and Sycuan representative

- **Day 4 (Sunday)**
 - Tournament
 - Taped for future network air date
 - Best ball/scramble format – scattered start
 - Awards ceremony
 - Photo opportunities
 - Celebrities and sponsors depart

EXPOSURE

- **NATIONAL**
 - Network coverage of Sunday tournament
 - Network TBD
 - Cable coverage of poker tournament
 - Cable outlet TBD
 - National publicity outreach
 - Print, broadcast, radio, talk shows, Web
 - NFL tie-ins
 - Reggiebushclassic.com

- **LOCAL**
 - Coverage in daily, weekly, bi-weekly and community newspapers
 - *Union-Tribune, North County Times, The Daily Transcript, San Diego Business Journal, La Jolla Light, Del Mar Village Voice, Alpine Sun,* etc.
 - Coverage on local radio and television outlets
 - Live remote/weather segments, morning show segments, nightly news sports segments, talk radio programs, etc.
 - Coverage on local Web/news outlets
 - Signonsandiego.com, masterplanner.com, voiceofsandiego.com, etc.
 - Coverage in sponsor newsletters, Web sites, articles, etc.
 - Direct mail
 - Brochures, other pieces to solicit sponsors and boost attendance
 - Media partners
 - Live remotes, advertisements, other benefits

BENEFITS FOR SYCUAN

In describing the benefits to Sycuan, it is important to remember that both national and local exposure provide the opportunity to pepper media (and, in turn, the general public) with key messages specific to Sycuan, Reggie Bush, etc. Our team suggests a half-day workshop to determine appropriate key messages, media train spokespersons and to develop concrete goals and objectives so that we can measure our success after the event is completed.

In specific, benefits to Sycuan will include:

- Local and national media exposure
- Local and national recognition for charitable giving
 - Include messages to communicate amount of dollars donated annually
- Local and national exposure for Sycuan Resort and Casino
 - Include messages to communicate the "one-property" concept, to announce the construction of a new spa, etc.

- Sycuan will be positioned as a destination for future celebrity/charitable golf tournaments
- Singing Hills golf courses (and other Sycuan properties i.e: U.S Grant) will be featured as top-of-the line-courses and attractions, and generate interest from golfers and travelers across the country



SUPPORT

Our team will support the event in all phases, including:

- **Logistical coordination**
 - On-site staffing, tournament management, recruitment of volunteers, management of every piece of the tournament, corresponding events and post-event communication
- **Sponsorship recruitment and management**
 - Outreach to local and national companies, development and execution of sponsorship package, VIP treatment of celebrities and sponsors
- **Securing celebrities**
 - Contact celebrities and secure attendance – NFL players, local celebrities, television and film personalities, emcees, and others
- **Media outreach and coordination**
 - Secure media coverage, facilitate interviews, include key messages, on-site media management, logistical coordination, monitor coverage, etc.
- **Event marketing**
 - Direct mail to boost attendance and secure sponsors; secure media partners to increase visibility and secure advertising; coordination of all advertising efforts
- **Broadcast rights**
 - Secure broadcast rights to air golf and poker tournaments on national and cable TV, respectively
- **Sycuan Liason**
 - Book course, work with Sycuan on set-up, execution and tear-down for all events, determine appropriate media set-up locations, work with film crews, etc.