



**2010**

## **Sponsorship Opportunities**

**The Michigan Player's Tour LLC**

Traverse City, Michigan

# The Michigan Player's Tour

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### A Description of The Michigan Player's Tour

**The Michigan Player's Tour** is a professional golf tour for aspiring players to prepare their games for a chance to compete on the major professional world tours.

The **Tour** consists of both **Men's** and **Women's Divisions**, and conducts 12 to 16 tournaments throughout Michigan in each Division each summer. Events are played on some of the most beautiful and challenging resorts and public golf courses in the state, with prize money paid out to the lowest scoring professionals in each event. Top amateurs are also invited to play, making the **Tour** open to all the best players in the region, around the country, and throughout the world.



6<sup>th</sup> hole, Treetops Resort (RTJ Masterpiece)

In addition to the professional tournament schedule, the **Tour** will also conduct **Pro-Ams** preceding events in Michigan's larger cities, creating opportunities for sponsors to conduct outings for their employees and clients, and to increase visibility within the community. Proceeds of these **Pro-Ams** will be donated to charity.

By creating these opportunities, the **Tour** hopes to attract many of the top prospects in the game to Michigan to compete, and to elevate the state to national prominence as one of the best places in America to develop and perfect one's game.

### The Developmental Tour Market

Professional golf is organized similar to professional baseball in that there are several leagues subordinate to the major leagues, and are based on the level of talent of the players. On the men's side, the **PGA Tour** and the **PGA European Tour** are "the major leagues" of pro golf, with **The U.S. Nationwide Tour**, **The Australasian Tour**, **The Japan Golf Tour**, and other foreign tours considered to be "AAA" level golf leagues. Developmental tours in the U.S. such as the **Hooters Tour**, the **e-Golf Tarheel Tour**, and the **Gateway Tour** are "AA" golf leagues, and smaller tours such as the **Dakotas Tour** are "A" level tours.

On the women's side, The **LPGA Tour** and the **Ladies European Tour** are the "major leagues" of women's golf, with the **U.S. Duramed Futures Tour**, the **Ladies Australian**

**Tour**, the **Ladies Japanese Tour**, and the **Ladies Korean Tour** at the “AAA” level. There is a dramatic shortage of ladies tours beneath this level, however. Currently, only two tours exist in the U.S. beneath the Futures Tour, and these are at the “A” level.<sup>1</sup>

The **Michigan Player’s Tour** will initially be an “A” level tour, but should it receive a significant tour title sponsorship or several significant event sponsorships, it could easily become a “AA” level tour, especially since it possesses a central location in the country, an abundance of spectacular courses, pleasant summer weather, and numerous amenities apart from golf.

## Potential Of The Tour

It is our belief a fully-sponsored developmental tour for both men and women based in Michigan will have a huge impact in professional golf and would likely become the “tour of choice” for many players preparing for PGA and LPGA Tour Q-School each fall. There are several reasons to support this.

### **1. The Great Lakes region is one of the most popular golf destinations in the U.S. each summer.**

With several of the largest cities in North America located near the Great Lakes, the region consistently ranks as one of the most popular golf destinations in the U.S. during the summer months. In particular, Michigan has more public golf courses than any other state in the U.S., and actively markets itself as “America’s Summer Golf Capital.” The creation of a viable developmental tour in this area has the potential to draw many out of state players in addition to the large number of locally based players.



12<sup>th</sup> hole, Cedar River G.C.

### **2. The Tour conducts events for both men and women.**

The **Michigan Player’s Tour** has created a schedule of events for both men and women, making it the only developmental tour in the northern U.S. to offer events for both sexes. Although there are several tours for men at this level around the U.S., none are located in the Great Lakes region, and playing opportunities for women at this

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<sup>1</sup> Other developmental tours for women in the U.S. are the Cactus Tour, located in Phoenix, and the SunCoast Ladies Series in Orlando.

level have been limited to tours in Phoenix and Orlando.

### **3. An abundance of top quality courses.**

Many of the courses and resorts used by the **Tour** are ranked among the top courses in the United States, and are both extremely beautiful and tremendously difficult. A professional developmental tour based here will definitely prepare players for the rigors of PGA and LPGA Tour Q School, as well as the daily grind of the tours themselves.

### **4. The pleasant summer climate and amenities of Michigan.**

Most of the developmental tours currently in operation conduct their events in Florida, Texas, the Carolinas, and Arizona during the summer, forcing players to battle intense heat, high humidity, and heavy thunderstorms throughout the season. A tour based in Michigan would be a tremendous break for players, and offer a refreshing alternative to the extreme conditions of the Southern states each summer.



18<sup>th</sup> Hole, Shepherd's Hollow G.C.

In addition to the climate, Michigan has wonderful amenities apart from golf, and is an ideal location for players to bring their families and enjoy the entire summer up north.

### **5. The favorable logistics of a Michigan-based tour.**

In contrast to other tours, all of the events on the **Tour** will be played in a relatively small geographic area, minimizing travel expenses of players participating on the **Tour**. In addition to making the **Tour** more attractive to players on limited budgets, this fact can be exploited to highlight conservation and environmental issues.

### **6. The lack of other viable playing opportunities in the northern U.S..**

Prior to formation of the **Tour** in 2006, players of both sexes seeking advanced competition to develop their games for PGA and LPGA Tour Q School were forced to move out of the Great Lakes region entirely. The creation of viable tour here will fill a major geographic hole in the market, and make it possible for many players to remain based in the region and attract others to move back up.

## Advantages of Sponsoring The Michigan Player's Tour

Professional golf sponsorship has many advantages which make it superior to traditional forms of advertising, some of which are listed below.

### **1. Sponsorships provide numerous promotional opportunities.**

In contrast to traditional advertising, which in most cases reaches an extremely limited and often disinterested audience and requires numerous insertions, a single sponsorship can provide numerous opportunities to publicize the products and services of the sponsor over an extended period of time to a much more interested and focused audience.

### **2. Professional golf sponsorships are prestigious.**

A sponsorship creates a direct association of the sponsor with professional golf and its players, an association which can provide tremendous prestige in the years to come.

### **3. Developmental tour sponsorships are much more affordable.**

Sponsorship of a professional developmental tour costs only a fraction of what it costs to sponsor the major professional tours in the U.S.

### **4. A Tour sponsorship can be used to reach both sexes.**

Since the **Michigan Player's Tour** conducts events for both men and women, a sponsorship can be used to reach an audience of both sexes, which is a unique opportunity among golf sponsorships.

### **5. A sponsorship of the Tour can receive national coverage.**

Since the **Tour** would be one of only two professional tours in the country to offer events for both men and women, a sponsorship could receive substantial coverage by national and regional television stations and newspapers.

### **6. Pro-Ams preceding Tour events can be used as company outings.**

Sponsorship allows the creation of **Pro-Ams** preceding events, allowing the sponsor to utilize them as company outings and to help build relationships with your employees, associates, and prospective corporate partners.



18<sup>th</sup> Hole, Tullymore G.C.

**7. Pro-Ams preceding Tour events can be used to generate funds for charity.**

A **Pro-Am** dedicated to generating funds for a particular **charity** can create tremendous good will within the community and add great prestige to the sponsor.

**8. A sponsorship will illustrate your company's commitment to Michigan.**

Since the **Tour** can be used as a major promoter for the state of Michigan, a sponsorship of a **Tour** event would illustrate **Your Company's** commitment to promoting business in Michigan and help to create a climate where people and businesses from all over the U.S. can see these amenities and consider moving here.

## Types Of Sponsorship Available

The **Michigan Player's Tour** offers four types of sponsorship. These are:

**1. Tour Title Sponsorship**

Tour Title Sponsorship is an overall “umbrella sponsorship” in which the sponsor has naming rights to the entire **Tour** and will receive top billing in all media coverage of the **Tour** and its events. **Pro-Ams** can be created for a few or for many events, allowing the sponsor numerous opportunities for corporate outings and charitable giving. Depending on the amount of money invested, the sponsorship has the potential to elevate the **Tour** to the most prominent developmental tour in the U.S.



18<sup>th</sup> Hole, Grand Traverse Resort and Spa (The Bear)

**2. Division Sponsorship**

A Division Sponsorship is a contribution to support one of the Divisions of the **Tour**. The **Tour** consists of three distinct divisions, which are:

**a. Men's Division**

The Men's Division consists of approximately 16 events each season, culminating in the MPT Tour Championship in early October.

**b. Women's Division**

The Women's Division consists of approximately 12 events each season, culminating in the MPT Ladies Tour Championship in early September.

### c. MPT Extreme Series

The MPT Extreme Series consists of approximately 8 events each season, culminating in the MPT Extreme Series Championship in early October.

Division Sponsorship also allows the creation of several Pro-Ams preceding events in the Division to entertain employees and clients and generate funds for charity.

### 3. Event Sponsorship

Event sponsorship allows the sponsor to focus its investment on a single event. In addition to being able to name the event, the sponsor can create a Pro-Am prior to the event to entertain employees and clients and generate funds for charity. The sponsor can also conduct promotions leading up to, and during the event.

### 4. Associate Sponsorship

An associate sponsorship allows the sponsor to align itself with the **Tour** and to become involved in its marketing. An associate sponsor receives web links, signage at **Tour** courses, and mention in all **Tour** marketing efforts.

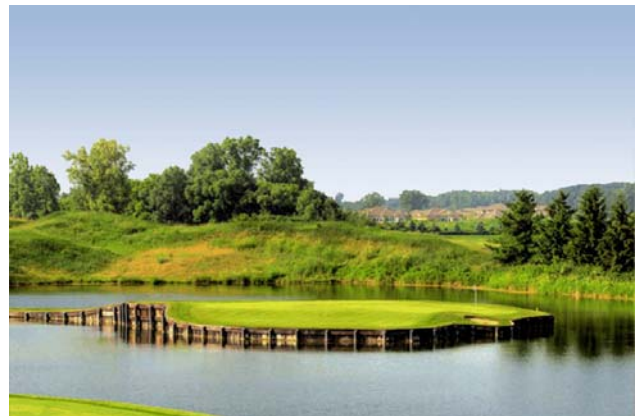
## Projected Costs of Sponsorship

The goal of the **Michigan Player's Tour** is to create a tour attracting the top prospects in the game to Michigan to compete. This will create a tour which provides the most value to sponsors. To accomplish this, there must be a collection of events which not only challenge the players to perform at a high level, but also provide adequate prize money to compete with other tours.

Since the **Tour** is in its early years and is being developed over time, all offers for sponsorship will be considered, and the amount of sponsorship will be negotiable. In evaluating these offers, there are certain guidelines the **Tour** will use. These are:

1. The primary use of a sponsorship will be to create a **guaranteed first place check** in the event(s) sponsored and to advertise the event(s).

2. To compete with other tours, the suggested amount of a first place check should be as follows:



17<sup>th</sup> Hole, Hawk Hollow Resort (Eagle Eye G.C.)

- a. \$2,500.00 for 18 hole events;
- b. \$5,000.00 for 36 hole events;
- c. \$7,500.00 for 54 hole events; and
- d. \$10,000.00 for 72 hole events.

3. **Marketing costs** will include printing signs to display at the tournament course, and to place effective advertising in various media outlets to inform both players and fans about the event(s). The extent and costs of advertising are negotiable.

3. **Pro-Ams** should provide a professional purse of \$1,000.00 to the winner, and amateur prizes to top teams of approximately \$1,500.00.

4. **Charitable contributions** will be generated through **Pro-Am** entry fees, auctions, and promotions. The **Tour** will donate a minimum of 10% of its event proceeds to charity as well.<sup>1</sup>

## Summary

The **Michigan Player's Tour** represents a rare opportunity in the world of sports sponsorship – it is a new tour, it is being formed in a region which has never hosted a tour, it has tournaments for both men and women, and it will be staged in **Michigan** during the summer, and the collection of courses at its disposal are second to none in the United States. In other words, the **Tour** has everything required to guarantee nearly unlimited growth over time.

A sponsorship of the **Tour** would help to establish the **Tour** as one of the premier developmental tours in the U.S., and would demonstrate the vision of the sponsor in supporting the great game of golf and its growth in the coming years.

Thank you for your consideration of this proposal.

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<sup>1</sup> Once its debt obligations are paid off, the **Tour** will increase its charitable contribution.



# The Michigan Player's Tour

## Projected 2010 Schedule



Date	Event	Course	City	Deadline
May 29	MPT Extreme Series I	Moose Ridge G.C.	South Lyon	May 22
May 31 - June 1	Coyote Preserve Open	Coyote Preserve G.C.	Fenton	May 24
May 31 - June 1	Coyote Preserve Ladies Open	Coyote Preserve G.C.	Fenton	May 24
June 7	Kalamazoo Ladies Open	Angel's Crossing G.C.	Vicksburg	May 31
June 7 - 10	OPEN WEEK (Michigan Open Championship)			
June 14 - 15	Boulder Pointe Open	Boulder Pointe G.C.	Oxford	June 7
June 14 - 15	Boulder Pointe Ladies Open	Boulder Pointe G.C.	Oxford	June 7
June 19	MPT Extreme Series II	Yarrow G.C.	Augusta	June 12
June 21	Shootout at The Fortress	The Fortress	Frankenmuth	June 14
June 21	Ladies Shootout at The Fortress	The Fortress	Frankenmuth	June 14
June 28 - 29	Treetops Resort Open	Treetops Resort (Fazio / RTJ Masterpiece)	Treetops Village	June 21
June 28 - 29	Treetops Resort Ladies Classic	Treetops Resort (Fazio / RTJ Masterpiece)	Treetops Village	June 21
July 5	Otsego Resort Open	Otsego Resort (The Tribute)	Gaylord	June 28
July 5	Otsego Resort Ladies Open	Otsego Resort (The Tribute)	Gaylord	June 28
July 10	MPT Extreme Series III	Elk Ridge G.C.	Atlanta	July 3
July 12 - 13	Traverse City Open	Grand Traverse Resort and Spa (Bear)	Acme	July 5
July 12 - 13	Traverse City Ladies Open	Grand Traverse Resort and Spa (Wolverine)	Acme	July 5
July 19	Fieldstone Open	Fieldstone G.C. of Auburn Hills	Auburn Hills	July 12
July 19	Fieldstone Ladies Open	Fieldstone G.C. of Auburn Hills	Auburn Hills	July 12
July 26	Northern Michigan Open	UAW Black Lake G.C.	Onaway	July 19
July 31	MPT Extreme Series IV	Garland Resort (Monarch)	Lewiston	July 24
Aug. 2 - 3	Shanty Creek Open	Shanty Creek Resort (Legend / Cedar River)	Bellaire	July 26
Aug. 2 - 4	OPEN WEEK (Michigan Women's Open)			
Aug. 9	Jackson Open	The Grande G.C.	Jackson	Aug. 2
Aug. 9	Jackson Ladies Classic	The Grande G.C.	Jackson	Aug. 2
Aug. 14	MPT Extreme Series V	Hawk's Eye G.C.	Bellaire	Aug. 7
Aug. 16 - 17	Big Rapids Open	St. Ives Resort (Tullymore G.C.)	Stanwood	Aug. 9
Aug. 16 - 17	Big Rapids Ladies Open	St. Ives Resort (Tullymore G.C.)	Stanwood	Aug. 9
Aug. 23	Grand Rapids Open	Golf Club at Thornapple Pointe	Grand Rapids	Aug. 16
Aug. 23	Grand Rapids Ladies Open	Golf Club at Thornapple Pointe	Grand Rapids	Aug. 16
Aug. 30 - 31	Shepherd's Hollow Open	Shepherd's Hollow G.C.	Clarkston	Aug. 23
Aug. 30 - 31	MPT Ladies Tour Championship	Shepherd's Hollow G.C.	Clarkston	Aug. 23
Sept. 4	MPT Extreme Series VI	Wilderness Valley Resort (Black Forest)	Gaylord	Aug. 28
Sept. 6	Western Michigan Open	The Ravines G.C.	Saugatuck	Aug. 30
Sept. 13-14	Mt. Pleasant Open	Buck's Run G.C.	Mt. Pleasant	Sept. 6
Sept. 18	MPT Extreme Series VII	King's Challenge G.C.	Cedar	Sept. 11
Sept. 20	Northville Hills Open	Northville Hills G.C.	Northville	Sept. 13
Sept. 27	Ludington Open	Hemlock G.C.	Ludington	Sept. 20
Oct. 4 - 5	Michigan Player's Tour Championship	Hawk Hollow Resort (Eagle Eye G.C.)	Bath	Sept. 27
Oct. 11	MPT Extreme Series Championship	Arcadia Bluffs G.C.	Arcadia	Oct. 4

## Contact Information

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