

CELEBRATING 25 YEARS



THE ACE GROUP



CLASSIC

FEBRUARY 13-19, 2012

THE TWINEAGLES CLUB
NAPLES, FLORIDA

www.ACEGroupClassic.com



octagon

The Champions Tour returns again to Southwest Florida to celebrate the 25th anniversary of The ACE Group Classic. The event annually attracts one of the BEST fields and crowds of the year, everyone enjoys a great time in SUNNY Naples, FL.



Gary Player
1988 Champion



Hale Irwin
1997 & 2002 Champion



Loren Roberts
2006 & 2009 Champion

THE LEGENDS RETURN in 2012. Past winners of the event include World Golf Hall of Famers **GARY PLAYER**, Lee Trevino, Hale Irwin, Lanny Wadkins, and Bernhard Langer. Patrons have been entertained by the likes of **JACK NICKLAUS**, **ARNOLD PALMER**, Tom Kite, Nick Price, Ben Crenshaw, Curtis Strange, Fred Couples, Fuzzy Zoeller, and Peter Jacobsen. Every year they **BATTLE** in front of large, enthusiastic galleries.

The Tournament is a **COMMUNITY JEWEL** providing incredible annual economic impact throughout the year. The PGA TOUR estimates **\$10 MILLION** per year in annual economic impact per event.

TOURNAMENT FACTS

The ACE Group Classic Official event on PGA TOUR's Champions Tour

February 13 - 19, 2012 | The TwinEagles Club | Naples, FL

Defending Champion: Bernhard Langer
SW Florida in February - Avg. Temperature 79°F

www.ACEGroupClassic.com



Talon Course's Hole 13



Long renowned as the PREMIER golf community in Naples, TwinEagles is being totally revitalized by The Ronto Group - a development company known for exquisite communities throughout Southwest Florida, Southern Ontario and Texas.

TwinEagles boasts the TOP residential golf course in SW Florida, the Talon, designed by JACK NICKLAUS and his son, Jack Nicklaus II.

- The second community course, The Eagle, is being re-designed by Steve Smyers and Patrick Andrews. Smyers is the architect of such famed courses as Isleworth in Windermere, FL (home to some of the world's best professionals) and many others including Southern Dunes in Orlando and Old Memorial in Tampa. No other Naples community will offer the quality golf experience that will be a standard feature at TwinEagles.
- The Talon Course at TwinEagles hosted The ACE Group Classic from 2002 - 2006 and was annually a Champions Tour players' favorite. Returning in 2012 will be one of the more challenging finishes on Tour, with the last three holes at TwinEagles providing a great challenge for the Legends of the Game.

QUICK FACTS:

- Jack Nicklaus and son designed the tournament course, The Talon
- Hale Irwin, Vicente Fernandez, Craig Stadler, Mark James & Loren Roberts are past champions at TwinEagles
- Tom Watson finished runner-up three years in a row from 2002 - 2004, including losing in a playoff in 2004 to Craig Stadler
- Loren Roberts victory in 2006 was his third in a row to start the 2006 Champions Tour season

Honesty, Integrity, Sportsmanship,
Respect, Confidence, Responsibility,
Perseverance, Courtesy, Judgement.

CHARITABLE IMPACT

A total of \$3 MILLION has been donated to charities from proceeds raised from The ACE Group Classic. This year's signature project is The First Tee of Naples/Collier and their sister chapter, The First Tee of Philadelphia.



2011 First Tee Charity Challenge



The First Tee's mission is to impact the lives of young people by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf. Their vision is to teach The First Tee Nine Core Values™; providing the vehicle through which children can accomplish their dreams, thrive socially, excel academically and athletically, and become productive members of society with integrity, strong family values and commitment to the community.



Pro-Am Pairings Party

QUICK FACTS:

- \$200,000 was raised in 2011 for 10 different charitable organizations
- Over \$3 million has been raised by The ACE Group Classic



Fred Couples – 2010 Champion

2012 TOURNAMENT FACTS

What:	The ACE Group Classic
Who:	81 Champions Tour Professionals
When:	February 13 – 19, 2012 February 11 – 17, 2013 February 10 – 16, 2014
Where:	The TwinEagles Club Tournament – Talon Course Corporate Outings – Eagle Course
Prize Money:	\$1,600,000 (Winner's Check of \$240,000)
Format:	18-hole Pro-Am (Monday, Wednesday & Thursday) 54 hole professional competition (Friday – Sunday)
Television:	Golf Channel (Friday – Sunday)
Website:	www.ACEGroupClassic.com



TOURNAMENT FACT: The Champions Tour reaches a premium audience. Spectators are typically upscale, highly educated, business decision makers with disposable income.

- 60% Bachelor degree or higher
- 87% Age 45 years or older
- 62% Male
- 42% Household Income \$100k+





TOURNAMENT SCHEDULE

Monday, February 13

Practice Rounds

Tuesday, February 14

Practice Rounds

The First Tee Charity Challenge

Official Pro-Am Pairings Party

Wednesday, February 15

Official Pro-Am

Thursday, February 16

Official Pro-Am

Friday, February 17

First Round of Championship Play

Saturday, February 18

Second Round of Championship Play

Sunday, February 19

Final Round of Championship Play



EXECUTIVE ENTERTAINMENT



Rub elbows with some of the game's greatest players in a pro-am setting. The pro-am is an unbeatable way to impress current or potential partners, providing them with a priceless experience.

Each pro-am spot includes:

- An invitation for two (2) to pro-am function:
*Monday Pro-Am's award function is Monday evening
Wednesday/Thursday's pairings party is Tuesday evening*
- Round of golf with Champions Tour professional
- Deluxe gift bag
- Valet parking for pro-am days only
- Pro-am participant and guest badge
- Breakfast, lunch and/or cocktail reception on Pro-Am days only
- On course and overall awards daily





Put your company on a higher playing field. No matter what your budget, you will find a powerful way to entertain clients and prospects - while enjoying the best views of the action and drama.

HOSPITALITY OPPORTUNITIES

Chalet Patron: A private, climate controlled deluxe suite with additional open air seating. Food and beverage included daily.

Skybox Patron: A private, open-air hospitality suite. Food and beverage included daily.

Champions Club: A semi-private, climate controlled deluxe suite. Food and beverage included daily.

CORPORATE HOSPITALITY

CORPORATE BRAND EXPOSURE

ENTITLEMENT OPPORTUNITIES

Own a part of the excitement

Take an ownership stake in Southwest Florida's premier professional golf tournament by becoming an Entitlement Partner. Programs provide an opportunity to develop unique promotional activities, in addition to providing an experiential marketing encounter for your customers and prospects.

Benefits include:

- Name & Title of Activity
- Corporate Logo/Brand emphasized in all communication and activation – Promotional, Marketing and Informational Pieces, including on-site signage/awareness

Opportunities include:

- Pro-Am Sponsors – Monday, Wednesday, and Thursday
- Day Sponsors – Friday, Saturday, and Sunday
- Special Events & Experiences – Clinics, 5k, Volunteers, Lounge, Putting Green, Driving Range, Video Board, Website & On-Site Mobile App, Walk of Champions, etc.
- Signage – Caddie Bibs, Cart Signs, Quiet Paddles, Public Bleachers, Shuttle Buses, etc.

For specific pricing, packaging, and benefits, call Lesley Baker at (239)593-3900.





HOLE SPONSORSHIP

Get your company the ultimate in exposure. Promote your product and build your brand awareness to an affluent audience. Your company identity will be on signage at the tee and in the official program. This is a great package by itself or as a complement to a larger participation.

- Sign with logo identification at tee
- Sponsor board listing
- Logo within Spectator Guide on sponsored hole description

SPECTATOR GUIDE ADVERTISING

Communicate your corporate message directly to thousands of spectators through the handy Spectator Guide. This pocket-size viewer's guide is the Tournament's official publication. Editorial to include 25th anniversary celebration, plus detailed descriptions and statistics for each of TwinEagle's 18 holes.

- 4' x 9' pocket-size publication
- Full-page, full-color ad

ENTRANCE VILLAGE EXHIBIT SPACE

Take your products or services right to the people you want to reach. Here's a proven way to offer product sampling, conduct sales promotions, and build brand awareness.

- 10' x 10' Exhibit Space
- Sponsor board and Spectator Guide listing

CONTACT INFORMATION

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