

# TUSCALOOSA TOYOTA CLASSIC



2024

**TUSCALOOSA  
TOYOTA  
CLASSIC**



**SEPTEMBER 9-15, 2024**

2024 Tournament  
Partnership and Pro-Am  
Opportunities

**EPSON**  
TOUR



The official qualifying  
tour of the LPGA



Ol' Colony  
Golf Complex  
Tuscaloosa, Alabama

[TuscaloosaToyotaClassic.com](https://TuscaloosaToyotaClassic.com)



# TOURNAMENT INFO



## ABOUT THE TOURNAMENT

*The Tuscaloosa community, most notably recognized for its legendary sports scene, is thrilled to host the third annual Tuscaloosa Toyota Classic as part of the EPSON Tour.*

*The EPSON Tour serves as the official qualifying tour of the LPGA. This will be the third year Tuscaloosa and West Alabama are hosting a professional golf tournament. The Tournament will once again take place at our very own Ol' Colony Golf Complex, the beautiful 18-hole championship golf course designed by Jerry Pate.*

*Don't miss out on the chance to be at the heart of the action in comfort and style. You and your guests will have the opportunity to experience outstanding competition first-hand. If your company is looking for brand media exposure, an opportunity to entertain clients or show employees appreciation, is passionate about fostering community pride, or all of the above, a partnership awaits you! According to key findings presented by the 2023 Epson Tour, there were over 240 articles written about the Tuscaloosa Toyota Classic, in ten different languages reaching 22 countries. The event generated over \$1.6 million in media/PR!*

*We look forward to continuing our rich sports tradition and making history in the community. But without question, the Tuscaloosa Toyota Classic is not possible without the support of businesses and individuals like you.*

*Thank you for helping us make the Tuscaloosa Toyota Classic possible!*

## 2024 TOURNAMENT SCHEDULE



### MONDAY, SEPT. 9

- Women's Clinic

### TUESDAY, SEPT. 10

- Player Practice Rounds

### WEDNESDAY, SEPT. 11

- Player Practice Rounds
- Pro-Am #1 - Noon Shotgun
- Meet the Pros Party

### THURSDAY, SEPT. 12

- Pro-AM #2 - Morning
- Shotgun Youth Clinic

### FRIDAY, SEPT. 13

- First Round of Tournament






### SATURDAY, SEPT. 14

- Second Round of Tournament Play

### SUNDAY, SEPT. 15

- Final Round of Tournament Play
- Tournament Trophy and Check Presentation

# HOSPITALITY OVERVIEW

	INVESTMENT	MEET THE PROS TICKETS	HOSPITALITY PASSES	VIP PARKING	PRO-AM TEAM(S)	LANYARDS	SPONSOR
TITLE	\$40,000	30	20 (VIP)	10	<b>SOLD!</b>		
PRESENTING	\$25,000			8	<b>SOLD!</b>		
PRO-AM	\$20,000	10	10	6	<b>SOLD!</b>		
MEET THE PROS SPONSOR	\$15,000	20	6	3	1	12	
YOUTH CLINIC	\$10,000	4	4	2	1	10	
HOLE IN ONE	\$10,000	4	4	2	1	10	
DRIVING RANGE	\$7,500	4	4	2	1	10	
PAR TEE SPONSOR	\$5,000	4	4	2	1	10	
HOLE SPONSOR	\$1,500	2	0	0	0	0	
PAR TEE PATRON	\$1,000	0	0	0	0	0	
PRO-AM TEAM	\$3,900 OR \$1,300 PER PLAYER	4	4	2	1	4	
MEET THE PROS PARTY TICKETS	TABLE (8) FOR \$2,000 OR (1) \$300	UNLIMITED	0	0	0	0	

**HOSPITALITY TICKETS WILL BE VALID FRIDAY THROUGH SUNDAY**

# PARTNERSHIP OPPORTUNITIES

**TITLE SPONSOR  
INVESTMENT: \$40,000**

**SOLD!**

**WELCOME TO THE TUSCALOOSA TOYOTA CLASSIC!**



**PUBLICITY BENEFITS**

- Official tournament sponsor with branding and promotion across all mediums
- Dedicated press release announcing title partnership
- Company name and logo recognized across tournament marketing collateral and advertising, including a static or digital billboard on I20/59 and/or I-359 leading up to tournament
- Company name and logo recognized on tournament documents and signage
- Company name and logo included on the Championship Trophy
- Company will receive a replica trophy and a tournament gift
- Access to tournament media/press for an opportunity to share about your company
- Media exposure: logo will be used in the backdrop and for all available media updates
- Category exclusivity

**HOSPITALITY / TICKET BENEFITS**

- 30 tickets to the “Meet the Pros” Party
- Access to Hospitality Tent
- 20 VIP Hospitality Passes
- 2 teams included in the Pro-AM
- 10 VIP Parking Passes
- 20 Commemorative Tournament Lanyards with Premium Access for Tournament Week

## TITLE SPONSOR EXAMPLES

Epson TOUR		Round 2 Starting Times		TUSCALOOSA TOYOTA	
2022 Florida's Natural Charity Classic					
Winter Haven					
Saturday, March 5, 2022					
Purse: \$200,000.00					
Par: 36 36 - 72 Yardage: 6572					
<b>11:45AM</b>	<b>Group 23</b>	<b>Tee 1</b>	<b>11:45AM</b>	<b>Group 24</b>	<b>Tee 10</b>
1) Linyi Dunan (Plantation, FL)	70 -2	1) Ruijun Liu (Guangdong, China)	74 -2	1) Linyi Dunan (Plantation, FL)	74 -2
2) Tiffany Chan (Hong Kong, Hong Kong)	69 -3	2) Marijo Urbe (Sucramanga, Colombia)	74 +2	2) Tiffany Chan (Hong Kong, Hong Kong)	76 +4
3) Lakshmi Abe (The Woodlands, TX)	76 +4	3) Nainha Madan (Delhi, India)	68 -4	3) Lakshmi Abe (The Woodlands, TX)	76 +4
<b>11:51AM</b>	<b>Group 25</b>	<b>Tee 1</b>	<b>11:51AM</b>	<b>Group 26</b>	<b>Tee 10</b>
1) Maddi Corbelli-Young (Canton, GA)	73 +1	1) Rachel Bohanna (Marietta, GA)	73 +1	1) Maddi Corbelli-Young (Canton, GA)	70 -2
2) Lisa Pettersson (Taly, Sweden)	70 -2	2) Hsiyu An (Taoyuan, Chinese Taipei)	70 -2	2) Lisa Pettersson (Taly, Sweden)	72 E
3) Seo Jin Lee (Carlingford, Australia)	72 E	3) Alejandra Llaneza (Mexico City, Mexico)	76 +4	3) Seo Jin Lee (Carlingford, Australia)	70 -2
<b>12:02PM</b>	<b>Group 27</b>	<b>Tee 1</b>	<b>12:02PM</b>	<b>Group 28</b>	<b>Tee 10</b>
1) Hoyu Joon Jang (Seoul, Republic of Korea)	70 -2	1) Hwee Kang (Seoul, Republic of Korea)	73 +1	1) Hoyu Joon Jang (Seoul, Republic of Korea)	70 -2



# PARTNERSHIP OPPORTUNITIES

**PRESENTING  
SPONSOR  
INVESTMENT: \$25,000**

**S O L D !**

**PUBLICITY BENEFITS**

- Official presenting sponsor with promotion across all mediums
- Company name and logo recognized across tournament marketing collateral and advertising, including a static or digital billboard on I20/59 and/or I-359 leading up to tournament
- Company name and logo recognized throughout the tournament, including daily pairing sheets and driving range signage
- Company name included on the Championship Trophy
- Company will receive a replica trophy and a tournament gift



**HOSPITALITY / TICKET BENEFITS**

- 14 tickets to the “Meet the Pros” Party
- Access to Sponsor Hospitality Tent
- 14 VIP Hospitality Passes
- 1 team included in the Pro-AM
- 8 VIP Parking Passes
- 14 Commemorative Tournament Lanyards with Premium Access for Tournament Week



**PRO-AM SPONSOR  
INVESTMENT: \$20,000**

**S O L D !**

**PUBLICITY BENEFITS**

- Communicated as the official Pro-AM presenting sponsor
- Company logo and name included on all Pro-AM tournament signage
- Logo included prominently on course signage during the Pro-AM
- Logo included on static or digital billboard on I20/59 and/or I-359 leading up to tournament
- Company will receive special recognition at the Championship Awards Ceremony
- Company has the opportunity to provide a promotional item to Pro-AM participants
- Opportunity to engage with Pro-AM participants on-site to spotlight your company

**HOSPITALITY / TICKET BENEFITS**

- 10 tickets to the “Meet the Pros” Party
- 1 team included in the Pro-AM
- 10 Hospitality Passes
- 6 VIP Parking Passes
- 12 Commemorative Tournament Lanyards



# PARTNERSHIP OPPORTUNITIES

## MEET THE PROS PARTY

### SPONSOR INVESTMENT: \$15,000

#### PUBLICITY BENEFITS

- Company will receive special recognition at the Meet the Pros Party with a presentation
- Opportunity for company official to share short remarks and/or to introduce a guest(s)
- Company logo prominently recognized on the "Friends Board", located at tournament entrance

#### HOSPITALITY / TICKET BENEFITS

- 20 tickets to the "Meet the Pros" Party
- 6 Hospitality Passes
- 1 Pro-AM team
- 3 VIP Parking Passes
- 12 Commemorative Tournament Lanyards
- 1 team included in the Pro-Am

## YOUTH CLINIC SPONSOR INVESTMENT: \$10,000

#### PUBLICITY BENEFITS

- Prominent logo signage and recognition as youth clinic sponsor
- Privilege of inviting area youth groups to attend as a company's select guest
- Company logo prominently recognized on the "Friends Board", located at tournament entrance

#### HOSPITALITY / TICKET BENEFITS

- 4 tickets to the "Meet the Pros" Party
- 2 VIP Parking Passes
- 4 Hospitality Passes
- 10 Commemorative Tournament Lanyards
- 1 Pro-AM team

## HOLE IN ONE SPONSOR INVESTMENT: \$10,000

#### PUBLICITY BENEFITS

- Company logo included on tournament and marketing collateral as an official sponsor
- Logo prominently displayed on signage located at the four (4) Par 3 Holes
- Opportunity for on-site product placement and engagement
- Opportunity to conduct a hole-in-one contest during the Pro-AM
- Sponsor is responsible for applicable insurance
- Category Exclusivity

#### HOSPITALITY / TICKET BENEFITS

- 1 team included in the Pro-AM
- 4 tickets to the "Meet the Pros" Party
- 2 VIP Parking Passes
- 4 Hospitality Passes
- 10 Commemorative Tournament Lanyards

# PARTNERSHIP OPPORTUNITIES

## DRIVING RANGE SPONSOR INVESTMENT: \$7,500

# SOLD!

### PUBLICITY BENEFITS

- Company logo included on tournament and marketing collateral as an official range sponsor
- Logo prominently displayed on Range, flags, and target signage located at the Driving Range
- Opportunity for on-site product placement and engagement at Driving Range
- Category Exclusivity

### HOSPITALITY / TICKET BENEFITS

- 1 Pro-AM team
- 2 tickets to the "Meet the Pros" Party
- 2 VIP Parking Passes
- 4 Hospitality Passes
- 10 Commemorative Tournament Lanyards



### PUBLICITY BENEFITS

- Company logo prominently recognized on the "Friends Board" located at tournament entrance
- Company logo included on the daily pairing sheets
- Company will receive a tournament gift

### HOSPITALITY / TICKET BENEFITS

- 2 tickets to the "Meet the Pros" Party
- 2 Hospitality Passes
- 2 VIP Parking Passes
- 10 Commemorative Tournament Lanyards

## PAR TEE SPONSOR INVESTMENT: \$5,000

## PRO-AM HOLE SPONSOR INVESTMENT: \$1,500

### PARTNERSHIP BENEFITS

- Company logo prominently displayed on one (1) hole sign during the Pro-AM & the tournament
- Opportunity to engage with participants at tee box for the sponsored hole during the Pro-AM
  - 6' table + 2 chairs to be provided
- Sponsor will receive a Pro-AM gift package and breakfast/lunch
- 2 tickets to the "Meet the Pros" Party

## PAR TEE PATRON INVESTMENT: \$1,000

### PARTNERSHIP BENEFITS

- Company recognized as one of the tournament's founding supporters
- Company name included on the "PAR TEE Patrons" plaque, which will permanently hang in Ol' Colony's Clubhouse for public viewing

## PRO-AM & MEET THE PROS PARTY OPPORTUNITIES



### PRO-AM TEAM PACKAGE \$3,900 OR \$1,300 / INDIVIDUAL

#### PARTICIPANT BENEFITS (3 participants)

- Participants receive gift pack & team photo
- 6 tickets to the "Meet the Pros" Party
- 2 Hospitality Passes
- 2 VIP Parking Passes
- 3 Commemorative Tournament Lanyards
- Breakfast or lunch included

### MEET THE PROS PARTY TICKETS

- TABLE (8 TICKETS): \$2000
- TICKETS FOR ONE INVESTMENT: \$300
- Cocktail party with EPSON Tour pros hosted at Bryant Denny Stadium on Sept 11 at 6:00 p.m.

### PRO-AM TEAM INFO

TEAM NAME: \_\_\_\_\_

PLAYER 1 NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PLAYER 2 NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

### CONTINUED...

PLAYER 3 NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_





# EXECUTIVE SUMMARY

Key Findings presented by the 2022 EPSON TOUR

## PR MEDIA VALUE

- Over 240 articles mentioned the tournament, generating over \$1.6M in value.

PR/Media Value	\$1,650,783
Digital Value	\$4,233
<b>TOTAL MEDIA VALUE</b>	<b>\$1,655,016</b>

**EPSON**  
**T O U R**

ROAD TO THE LPGA



## MEDIA COVERAGE

Articles mentioning the tournament reached **22 different countries** and were written in **10 languages**.

TV outlets that mentioned the tournament included Alabama's ABC 33/40, WBRC-BIRM (FOX), and WIAT-BIRM (CBS)

Source: Meltwater Coverage and TV Eyes

## DIGITAL-SOCIAL & WEBSITE

### DIGITAL

epsontour.com

Users: 27,802

Sessions: 78,115

Views: 218,678

Source: GoogleAnalytics, MVP Index

### SOCIAL

Epson Tour & other social

Impressions: 701,433

Engagements: 9,347

Likes: 8,305

# PARTNER COMMITMENT FORM

BUSINESS NAME: \_\_\_\_\_

POINT OF CONTACT NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

SPONSORSHIP LEVEL: \_\_\_\_\_

INVOICE REQUIRED FOR PAYMENT - YES: \_\_\_\_\_ NO: \_\_\_\_\_

## IMPORTANT - PLEASE READ!

- All hospitality passes are valid Friday through Sunday of tournament week
- Please sign and scan this form to Mike Crady, mcrady@tcpara.org
- Please email a high resolution .jpg, .png, or .eps logo to mcrady@tcpara.org
- If participating with a Pro-AM team, please provide names using the form included on the Pro-AM page

I agree that sponsorship dollars can be used for the promotion and execution of the above-mentioned tournament. IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first written.

Sponsor Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



**THANK YOU FOR HELPING MAKE THE TUSCALOOSA TOYOTA CLASSIC POSSIBLE!**

Please make payment payable to:  
 PARA Foundation  
 MEMO: Tuscaloosa Toyota Classic  
 PO Box 2496  
 Tuscaloosa, AL 35403



**TuscaloosaToyotaClassic.com**

# SIGNAGE OPTIONS

	SIZE	# AVAILABLE	PRICE	DETAIL DESCRIPTION
<b>HOLE SIGNAGE</b>	<b>32"W X 20" T</b>	<b>36</b>	<b>\$1,500 EACH</b>	Two 3'x6' signs placed at tee boxes of each hole. On each sign there is an area for sponsor signage.
<b>MISC.</b>	<b>32" X 20"</b>	<b>7</b>	<b>\$2,000 EACH</b>	These signs are identical to hole signs and used throughout the course for fan info and directions.
<b>TEE &amp; DRIVING RANGE FENCES</b>	<b>8' X 4'</b>	<b>5</b>	<b>\$2,000 EACH</b>	These are fences used on Driving Range and Tees #1 and #10 and are customized for sponsors.
<b>STANDARD BEARER TOPPERS</b>	<b>27" X 7"</b>	<b>24</b>	<b>\$500 EACH</b>	Final day on standard bearers of final groups - Standard Bearers are hand carried and updated after each hole
<b>GOLF CART CLINGS</b>	<b>36" X 9"</b>	<b>50</b>	<b>\$500 EACH</b>	A thin piece of vinyl attached to official Golf Carts for the entire tournament
<b>COURSE DIAGRAM</b>	<b>4' X 8'</b>	<b>2</b>	<b>\$2,500 EACH</b>	Diagram of the course placed at entrance to the course & near #10 hole
<b>HUSH Y'ALL PADDLES</b>		<b>180</b>	<b>\$2,500 TOTAL</b>	Held by Marshall and given out to crowd
<b>PAIRING SHEETS</b>	<b>11"X17"</b>	<b>250 /DAY</b>	<b>\$1,500 PER DAY</b>	Contains daily pairings, course map, leader bio, etc. and is handed out by greeters

# SIGNAGE COMMITMENT FORM

BUSINESS NAME: \_\_\_\_\_

POINT OF CONTACT NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

SIGNAGE SELECTION: \_\_\_\_\_

INVOICE REQUIRED FOR PAYMENT - YES: \_\_\_\_\_ NO: \_\_\_\_\_

### IMPORTANT - PLEASE READ!

- Please sign and scan this form to Heather Shipley at [hshipley@tccpara.org](mailto:hshipley@tccpara.org)
- Please email a high resolution .jpeg, .png, or .eps logo to [hshipley@tccpara.org](mailto:hshipley@tccpara.org)

I agree that sponsorship signage dollars can be used for the promotion and execution of the above-mentioned tournament. IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first written.

Sponsor Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



**THANK YOU FOR HELPING MAKE THE TUSCALOOSA TOYOTA CLASSIC POSSIBLE**

Please make payment payable to: **PARA Foundation**  
**MEMO: Tuscaloosa Golf Classic**

**PO Box 2496  
Tuscaloosa, AL 35403**



**TuscaloosaToyotaClassic.com**



## Be a Part of History While Helping **YOUR** Community Today!

Support the third annual Tuscaloosa Toyota Golf Classic, an EPSON Tour tournament and LPGA feeder, at Ol' Colony Golf Complex today. Make a **\$500 gift** to have your name engraved on a plaque to be permanently displayed in the Ol' Colony Clubhouse.



Help us meet our goal of 50 \$500 donations. Make a donation and cross off a number.

1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32	33	34	35	36
37	38	39	40	41	42	43	44	45	46	47	48
49	50										

Make check payable to PARA Foundation; memo: Golf Classic Donation, and mail to PO Box 2496 Tuscaloosa, AL 35403 or give to the Pro Shop.