



THE DANIELLE DOWNEY CREDIT UNION CLASSIC

We are thrilled to announce that Danielle Downey Credit Union Classic is returning to Brook-Lea Country Club in Rochester from July 16-22, 2018. We will celebrate the tournament's 4th year and the 42nd consecutive year of professional women's golf in our city. This is an accomplishment that only a handful of cities in the world can match. It says a lot about our supporters and the golf fans in this area.

"We think professional golf enhances the quality of life in our community"

The Danielle Downey Credit Union Classic is considered one of the premier tournaments on the LPGA Symetra Tour. The feedback from fans and sponsors has told it is an enjoyable well-run tournament with knowledgeable volunteers. The LPGA golfers competing agree.

We are pleased to announce that the 2018 Danielle Downey Credit Union Classic will partner with the Pluta Cancer Center Foundation to support their efforts.

We think professional golf enhances the quality of life in our community. It gives golf fans an opportunity to watch extremely good golf, the stars of tomorrow. It gives the business community an opportunity to entertain customers and recognize employees while supporting such an important foundation.

In addition to the great professional golf, we enhance tournament week with three Pro-Am events, a Women's Executive Forum and other celebrations.

If you have not yet experienced the LPGA Symetra Tour and The Danielle Downey Credit Union Classic we think you will love it. We want to continue as one of the premier tournaments not just in 2018, but for years to come, and with your help we can do that.

MIKE VADALA
TOURNAMENT CHAIRMAN

CHUCK GOODYKOONTZ
TOURNAMENT CO-CHAIR





2018 DANIELLE DOWNEY CREDIT UNION CLASSIC

JULY 16-JULY 22, 2018 | BROOK-LEA COUNTRY CLUB

IN MEMORY OF DANIELLE DOWNEY

Danielle Downey is widely acknowledged as Rochester’s best female golfer. Coming from an area with such a rich golf history that includes outstanding courses, great events and great players, that is quite a tribute. But Danielle was so much more than a golfer and she made significant contributions to young players, the local community and to all of those who knew her. Danielle grew up in Spencerport NY where she starred on the girls basketball team, played golf on the boys golf team, and developed her game at Brook-Lea Country Club under golf professional Jon Hoecker. She went on to play collegiately for Auburn University followed by a successful career on the Futures (now the Symetra Tour) and LPGA tours. Most recently Danielle returned to Auburn as a coach for the woman’s golf team.

Danielle had a heart for the people around her, including family, friends, sponsors, and especially younger players. She designed an annual Pro-Am event at Brook-Lea Country Club and for eight years invited LPGA players to join amateurs and high school golfers with the purpose of donating money back to the Wegmans LPGA. We continued to honor Danielle by modeling our Monday Pro-am after her tournament.

Danielle lost her life on January 30, 2014 but her memory will live on as a part of The Danielle Downey Credit Union Classic. It is an honor for us to be able to have this tournament and to remember her in this way.

ABOUT PLUTA CANCER CENTER FOUNDATION

We are excited to announce that the Pluta Cancer Center Foundation will be the beneficiaries for the 2018 Danielle Downey Credit Union Classic. The emotional and financial costs of cancer can be overwhelming. With the unexpected cost associated with treatment and the inability to continue work, cancer puts unique and potentially devastating burdens on patients and their families. The Pluta Cancer Center Foundation plays a vital role in supporting patients and their families through their journey with cancer.



The Pluta Cancer Center Foundation which was established in 2012, supports the patients of Pluta Cancer Center by providing funds to individual patients, awarding grants, supporting and developing integrative oncology services, and building the knowledge for front-line caregivers. The Foundation aims to relieve the additional stressors that a cancer diagnosis can cause.

OUR HOST – BROOK-LEA COUNTRY CLUB

We are thrilled that The 2018 Danielle Downey Credit Union Classic is returning to Brook-Lea Country Club. Constructed in 1926, the Donald Ross-designed golf course has stood the test of time and remains one of Rochester’s most challenging and enjoyable golf courses. This beautiful Golf & Country Club sits on 188 spectacularly scenic acres that feature upland meadows, a meandering creek, ponds, and mature woodlands.



2018 DANIELLE DOWNEY CREDIT UNION CLASSIC

JULY 16-JULY 22, 2018 | BROOK-LEA COUNTRY CLUB

DANIELLE DOWNEY

The Danielle Downey Classic can only happen through the support of our sponsors. Businesses and individuals from our community participate at high levels to assure the sustainability of our event. We designed this tournament to be the most complete and enjoyable week that we can possibly offer while giving back to the community at the same time.

MAJOR SPONSORSHIP OPPORTUNITIES

Whenever possible, preference will be given to the businesses and individuals who commit to a three year relationship, from 2018-2020. These major sponsorships give the greatest visibility to the partner and allow them VIP access to the tournament.

Title Sponsor.....\$75,000

The Title Sponsor is the premier sponsorship of the tournament and it will get your company's name and logo in front of people every time the tournament is mentioned! This includes all press releases and tournament publications. Your company name and logo will appear on the tournament program, tickets, pairing sheets, course maps and the tournament web site. It will appear in or be mentioned in all advertising. The Title sponsorship includes a prominent on-site presence at Brook-Lea Country Club during tournament week and many other benefits.

Presenting Sponsor.....\$30,000

This Presenting sponsorship will get your company's name in front of people every time the tournament is mentioned as part of the tournament name "presented by!" This includes all press releases and tournament publications. Your company name will appear on the tournament program, tickets, pairing sheets, course maps and the tournament web site. It will appear in or be mentioned in all advertising. The Presenting sponsorship also includes on-site presence at Brook-Lea Country Club during tournament week and many other benefits.

Official Vehicle.....\$25,000

The Official Vehicle sponsorship includes exclusive rights to display vehicles in a prominent location at Brook-Lea Country Club during tournament week. Some of the vehicles will be stationed in a custom designed tent, and your representatives will have unprecedented opportunities to meet new customers and prospects. Golf fans are unique in that they come to the event for an extended period of time, and will spend more time talking to your representatives than at other such events. Additional vehicles can be displayed at strategic locations on the golf course.





JULIA ROTH

EVENT SPONSORSHIPS

The entertainment, fun and personal experiences that we provide during tournament week are second to none. Our tournament features many events that make the entire experience special for our sponsors, for the community and for the LPGA players and staff visiting our city. The key to having this kind of week lies in our events. Here are some of the sponsorships that we can provide at our various events.

Sunday Night Welcome Party \$5,000

The welcome party gives early arriving professionals and Brook-Lea members a chance to enjoy a kick-off cocktail party to open tournament week. It is a very nice way to set the atmosphere of friendship and pleasant interaction between the LPGA professionals and the members of the host club.

Monday Pro-Am \$10,000

As part of this tournament we continue a tradition that was started by Danielle Downey, as we offer the 12th annual "Future of Women's Golf" Pro-Am event which features an opportunity for local high school players to play 18 holes with an LPGA or LPGA Symetra Tour Professional. Each team will have five players and include a high school player, a professional and three amateurs. This event will include 24 to 28 teams. This is a very special day as local high school girls get to ride in the cart and spend the day playing golf along-side the professional. The sponsor gets naming rights to the event, and attendees get the same enjoyable Pro-Am experience that accompanies any LPGA or LPGA Symetra Tour Event.

Danielle Downey Scholarship Dinner \$5,000

As sponsor of the Danielle Downey Scholarship Dinner you will have an opportunity to award the Danielle Downey Scholarship to a local high school senior golfer. This dinner takes place after the Monday Pro-Am, and will host 170-200 attendees including all of the Pro-Am participants. There is an opportunity for the high school golfer's family members to attend as well. The event serves to honor Danielle Downey and her legacy to help young golfers in our community through golf and relationships. You will assist the Downey family in presenting the scholarship and be recognized as the presenting sponsor of the scholarship.

Tuesday Junior Clinics \$5,000

The two early morning clinics are offered to young people in the community and hosted by LPGA professionals. This is a fun experience for both the kids and the LPGA professionals!



NELLY KORDA

EVENT SPONSORSHIPS (CONTINUED)

Tuesday Women's Forum \$10,000

The 3rd Annual Women's Executive Forum features keynote talks from local female executives and/or athletes followed by roundtable discussions. Each table has local female executives, a golf professional, young professionals, and students who share perspectives with one another. We are likely to hold this event at the sponsoring hotel.

Tuesday "Party with the Pros" \$20,000

Sponsors, Pro-Am participants and their guests will be joined by 100 Symetra Tour professionals in the main event of the week, the "Party with the Pros." Historically, this has been exceptionally well-attended with opportunities to gather for conversation, enjoy the music from one of the live bands and partake of a variety of food items being circulated through the venue. Visibility will be obtained through banners, signage, tournament web site, and more. It is always a fun night and this event is "the talk of the town" among the Tour players.

Tuesday "Party with the Pros" Rooms (5) \$2,000 each

Each of the rooms at the "Party with the Pros" will feature food, music, conversation, and more. We have sponsorships for each of the four rooms and the outside patio and deck.

Wednesday Pro-Am (2 Events - Morning & Afternoon) \$10,000 each

Each of the two Wednesday Pro-Am events has a unique format and a unique sponsor and will include up to 24 teams. See the Pro-Am participation sheet for a more detailed description of each Pro-Am event. Wednesday is a day full of upscale golf events and the demographics of the participants reflect that. Each amateur golfer will be given a gift package of exceptional value. Your company will be represented on the course, in the clubhouse and in a cart gift package (if desired). The option to sponsor both events exists as well.

Thursday Night Party (NEW!) Negotiable

We are offering the opportunity to host a major networking event for your guests, clients, employees or others of your choosing. We can discuss our intentions for this if you are interested, but we can get creative. We will likely hold this party at the sponsoring hotel.

Private Hospitality Options Negotiable

Opportunities for private hospitality options for tournament dates can be investigated and creatively designed to fit your needs. These would include food and beverage options and be exclusive to your clients.



CORPORATE PARTNERS

Sponsors that financially or otherwise support our event at a level to qualify for the Corporate Partner designation will receive VIP Parking, Pro-Am participation, VIP tickets, and Clubhouse Access tickets, and General Admission tickets.

Corporate VIP Hospitality Center **\$10,000**

The Corporate VIP Hospitality Center will be open from Thursday to Sunday. This exclusive setting offers food and beverage for ticketed VIPs only. The VIP tickets are not available to the general public and offered only as part of sponsorship packages. As the sponsor you receive naming rights for the VIP Hospitality Center. In addition, you receive tickets to the VIP area so that you are able to host your own guests too. There is also an opportunity to present some branding within specifications that keep the flavor of the area consistent with a VIP setting. Other VIP sponsors will have access to this area, to provide a quality networking opportunity.

Tickets (1) **\$10,000**

Place your company's logo on all tickets sold and/or distributed at golf course. The opportunity to add a coupon or special feature to the tickets will be available until the date that the tickets are designed and go to print. All sponsors will receive ticket packages with your logo and coupon on them, and all patrons will receive a ticket upon their arrival at the main gate. This sponsorship pertains to all tickets including Grounds, Clubhouse, and VIP tickets including General Admission, Clubhouse Access and VIP.

Pairings Sheets (1) **\$10,000**

Place your company's logo and advertisement on daily pairings sheets which are printed and distributed from Thursday - Sunday. Just about all of the fans who attend the event find and use a free pairings sheet so that they know who they are watching and where they are on the course.

Printing (1) **In Kind**

A local company can offer to donate services and supplies to support the tournament's printing needs. Although this is an in kind sponsorship, it brings great value to the event and the value package is offered at a very high level which includes the use of your company's logo, Pro-Am teams, VIP passes, and daily passes. We will have extensive printing needs for this event including vouchers, weekly and daily passes, VIP tickets, posters, pairings sheets, a program and more.



CORPORATE PARTNERS (CONTINUED)

- On Course Main Scoreboard (1)**.....\$10,000
Your company name will be displayed on the Main Scoreboard in a prominent area of the course throughout the week.
- On Course Leaderboards (1)**.....\$10,000
Your company name displayed throughout the course on each of all three leaderboards.
- Volunteers (1)**.....\$10,000
We will display your logo on all volunteer shirts and hats, and recognize your company with signage. In 2017 we had 300+ volunteers and they wear their shirts and hats while they are at the tournament.
- Caddie Bibs (1)**.....\$7,000
All caddies will wear a caddie bib during the tournament. Your logo will appear on the front of each of the caddie bibs.
- Quiet Paddles (1)**.....\$5,000
Sponsorship places your logo on all the paddles used by tournament volunteers to let the spectators know that players are about to hit shots, putts, etc. and quiet the galleries. We can even tailor a clever phrase on the paddles that fits your company.
- Course Map (1)**.....\$5,000
Have your name printed on the most asked for publication of tournament week by sponsoring the course map. Course maps are available at no charge to our guests and are available at the Main Entrance tent each day.



TOURNAMENT SUPPORTERS

There are several budget-friendly sponsorship opportunities available to you as a Tournament Supporter, a much valued part of our tournament offerings. These sponsorships give you great visibility, tickets to events, and tickets to the golf tournament. Additionally, the following sponsorship opportunities can be bundled with Pro-Am participation at a special cost.

Shuttle Busses and Parking Areas (1).....\$5,000

We will display your logo and banners at all public parking areas for all seven days of the tournament activities.

Driving Range (1).....\$5,000

Includes signage at the driving range, where the players get ready for rounds and practice before and after the rounds. Spectators enjoy watching the players get ready to play.

Practice Putting Green (1).....\$5,000

Includes signage at the practice green where the players get ready to play and work on their games after the round.

Golf Carts (1).....\$5,000

On the surface one might think that golf carts are rarely seen at a professional tournament. At the Danielle Downey Classic this is not the case. Golf Carts are used during the tournament by volunteers that drive player belongings around as well as scoring and statistical people who radio in results. Every group in the Pro-Am events as well as during tournament play from Thursday through Sunday has a golf cart or more than one golf cart in it. Includes signage at the practice green where the players get ready to play and work on their games after the round.

Lanyards (1).....\$5,000

VIP tickets will be displayed on lanyards with your company's logo on them. This sponsorship requires you to support the cost of the lanyards. Another option is to sponsor enough lanyards for all ticketed attendees.



MADISON PRESSEL

TOURNAMENT SUPPORTERS (CONTINUED)

Qualifying Event (1) **\$5,000**

Players can play in this event a week before the tournament to gain entry into our tournament. We will only offer this opportunity if the sponsorship is sold.

Pro-Am Feature Participant **To Be Negotiated**

You can collaborate with our tournament committee to design and sponsor a special feature (contest, food offering, etc.) during the Pro-Am that will be there to enhance the fun and the quality of the event. The cost can include a Pro-Am team or can be purchased for a discounted price without a Pro-Am team.

Hole Sponsorship **\$1,500**

Your logo or name will appear on a professionally and consistently designed hole sign.



PLAY WITH A SYMETRA TOUR PRO

Participate in one of our three Pro-Am Tournaments\$4,000 per team

Monday Morning Pro Am “Future of Women’s Golf” Monday, July 16, 2018

Every team of five players will have a professional, a local high school player, and three amateurs that will play in a standard scramble format. You and your friends or clients will enjoy the day with your professional, and watch her interact with a local high school player. This event was started 12 years ago by Danielle Downey who did so because she never even met a pro when she was a high school player and wanted every girl who loved golf to get that opportunity. It is still a very special day that includes a complimentary photo of your Pro-Am team and your LPGA Symetra Tour professional to commemorate the event.

Wednesday Morning “Nine and Nine” Pro-Am Wednesday, July 18, 2018

In this 18-hole event, each team of three amateurs gets to play the front nine with one LPGA Symetra Tour professional and the back nine with a different LPGA Symetra Tour professional. This event starts with tee times off both nines, and at the turn you get a new professional and a complimentary photo of your amateur team with both LPGA Symetra Tour professionals. This is really a unique opportunity for your team and it’s always fun to have two players to root for on the weekend!

Wednesday Afternoon Team Invitational Pro-Am Wednesday, July 18, 2018

This event was started in 2018 for teams that wanted their colleges, companies, country clubs or other associations recognized and pitted against other teams with a common thread. We bill this as slightly more competitive but it is still a lot of fun, with great prizes for the top teams and a complimentary photo of your Pro-Am team with the LPGA Symetra Tour professional.



NATALIE SHEARY

TICKET PACKAGES

Ticket Packages offer an opportunity to purchase multiple tickets at a discounted price. Use them as a way to say thanks to employees, customer and friends!

Group Ticket Sales **\$250 - \$2,500**

Packages are designed to include various tickets at a discounted price. All packages are subject to re-design per your specifications and a mutually agreed upon package.

Premier Ticket Package **\$2,500**

Total Retail Value - \$5,400

- 4 Single Day VIP Passes – valued at \$400
- 100 Single Day Clubhouse Access tickets – valued at \$3,000
- 100 Single Day General Admission tickets – valued at \$2,000

Gold Ticket Package **\$1,000**

Total Retail Value - \$2,400

- 40 Single Day Clubhouse Access tickets – valued at \$1,200
- 60 Single Day General Admission tickets – valued at \$1,200

Silver Ticket Package **\$500**

Total Retail Value - \$1,200

- 20 Single Day Clubhouse Access tickets – valued at \$600
- 30 Single Day General Admission tickets – valued at \$600

Bronze Ticket Package **\$250**

Total Retail Value - \$500

- 10 Single Day Clubhouse Access tickets – valued at \$300
- 10 Single Day General Admission tickets valued at \$200

20-Pack Clubhouse Access Tickets **\$350**

Total Retail Value - \$600

- 20 Single Day Clubhouse Access tickets – valued at \$600

20-Pack General Admission Tickets **\$250**

Total Retail Value - \$400

- 20 Single Day General Admission tickets – valued at \$400

General Admission tickets allow the ticket holder one day access to the tournament grounds at Brook-Lea Country Club.

Clubhouse Access tickets allow the ticket holder one day access to the tournament grounds as well as designated clubhouse areas at Brook-Lea Country Club. The clubhouse offers additional food and beverage options, restrooms, air-conditioning, etc.



danielledowneyclassic.com



facebook.com/danielledowneyclassic



[@ddowneyclassic](https://twitter.com/ddowneyclassic)