



Audi Henderson
**LAKE LAS VEGAS
CLASSIC**

music · cuisine · golf
HENDERSON, NEVADA

OCTOBER 27 & 28, 2017

MEDIA KIT 2017



Audi Henderson LAKE LAS VEGAS CLASSIC

music · cuisine · golf
HENDERSON, NEVADA

EVENT DESCRIPTION

When & Where: October 27th and 28th, 2017 at Reflection Bay Golf Club at Lake Las Vegas

Who: From the owners of Las Vegas Golf & Leisure Magazine and the two largest golf and culinary events in the Northwest.

Benefiting: 100% of the net proceeds raised will go to benefit children's charities in Las Vegas. Up to three charities will be chosen in early 2017.

DAY 1: GOLF TOURNAMENT Friday October 27th, 2017 at Reflection Bay Golf Club

The event gets started with a double shotgun golf tournament (up to 60 teams) at Reflection Bay Golf Club. Prizes will be awarded to low gross and net teams, plus on course contests like KP's, Long Drives and more. In addition to the tournament, golfers will enjoy a continental breakfast and a BBQ lunch between rounds. Sponsors and tents will be positioned on each hole to interact with the approximately 240 golfers throughout the day.

DAY 2: THE FEAST Saturday October 28th, 2017 at Reflection Bay Golf Club Event Beach

This is considered the main event, The Feast. On Saturday beginning at 4 p.m. at Reflection Bay Golf Club's event lawn, guests will be allowed to enter a culinary and beverage heaven. Once inside, their ticket gets them unlimited food and beverage throughout the evening. Sample amazing cuisine made on-site from up to 17 local chefs/restaurants as you wander from booth to booth. In addition to the culinary delights, guests can sample wines from 12 wineries, numerous beers and try unique cocktails from our spirits tent. In between samples they can also visit the Silent Auction tent to bid on fun vacation packages to Tahoe, Portland, San Diego and Mexico as well as loads of other great items to purchase. Corporate tables will be spread throughout the grounds in addition to bistro tables and other displays from local sponsors. The party kicks into another gear beginning at 7 p.m. once the live dance band, Precious Byrd, hits the stage and plays well into the night. Precious Byrd features Grammy Award winning artist Lonnie Chapin.



Audi Henderson LAKE LAS VEGAS CLASSIC

music · cuisine · golf

HENDERSON, NEVADA

TRACK RECORD. The Lake Las Vegas Classic is being produced and brought to you by the owners of *Las Vegas Golf & Leisure Magazine* and the Northwest's largest and most successful golf and culinary event in history, The Ghost Tree Invitational in Bend, Oregon at Pronghorn Resort. They are bringing their proven event model to Las Vegas that combines the greatest of golf with the finest in culinary arts.

ADVERTISING, ADVERTISING, ADVERTISING. The Lake Las Vegas Classic is going to be the one of the most advertised events in Las Vegas. Over \$300,000 in advertising will run to support the newest tradition reaching both the local and tourists in both drive and fly markets:

- Over \$100,000 in exposure, advertising and editorial in *Las Vegas Golf & Leisure Magazine*
 - ◇ Editorial features in each issue between 4 to 10 pages
 - ◇ Cover Features
 - ◇ Multi page advertising in each issue
 - ◇ One issue per year will feature a cover wrap promoting the event.
- Over \$50,000 in radio advertising with a local radio partner.
- Over \$60,000 in television advertising with a local television partner.
- *Golfing Oregon Magazine* - Over \$20,000 in advertising, editorial, and website advertising.
- *Golfing Nevada Magazine* - Over \$20,000 in advertising, editorial, and website advertising.
- *Golfing Southern California Magazine* - Over \$25,000 in advertising, editorial, and website advertising.
- *Golfing Palm Springs Magazine* - Over \$15,000 in advertising, editorial, and website advertising.
- Email Marketing – The Rogue 5 Media email subscriber list will be utilized to promote the event, reaching over 75,000 opt in subscribers per blast, over 10 blasts will be sent at \$750 per blast. \$7500 value.
- Facebook and Social Media – Advertising will be purchased on Facebook to promote the event and ticket sales.

LOCAL. 100% of the net proceeds will go to benefit children's charities in the Las Vegas Valley. Your investment stays local and supports the community.

BRAND EXPOSURE. This isn't your typical sponsorship with a banner at an event, it's so much more. Your logo and brand will receive exposure throughout the year in all of our advertising and promotions for the event. A customized approach will be developed for your company fitting your marketing needs, this includes but is not limited to; displays at the golf tournament and dinner, ticket giveaways, inserts in golfer gift bags, product display, access to attendees prior to, during and after the event, inclusion in event editorial tying your businesses philanthropic goals into The Classic, website banner ads, event access with teams and tickets, etc.





Audi Henderson LAKE LAS VEGAS CLASSIC

music · cuisine · golf
HENDERSON, NEVADA

SPONSORSHIP PACKAGES

TITLE SPONSOR

LIMIT 1 (CATEGORY EXCLUSIVE): \$32,000

EVENT EXPOSURE

- Naming rights of the event that will be in ALL advertising. For example: The Henderson Audi Lake Las Vegas Classic.
- (4) Golf Teams in the tournament on Friday (16 players)
- (4) Corporate tables at The Feast on Saturday, includes (40) dinner tickets
- (34) Additional individual dinner tickets to The Feast.
- (2) Full page ads in the official event program. Includes Back Cover feature position.
- (1) Hole sponsorship during the golf tournament on Friday
- Ability to staff a tent at The Feast where you can display product within this space or throughout the event if its autos, etc. We can place up to 8 cars throughout the golf tournament on Friday and re-position them for the dinner Saturday night.
- Ability to place one sheets/brochures in each golfer gift bag
- Ability to write a welcome letter at the beginning of the official event program.
- Recognition in the event program as the Title Sponsor, Hole Sponsor, Corporate Team Sponsor and Corporate Table Sponsor.
- Logo and name mentions in and on all print/radio/tv advertising including event posters (200), check stuffers at restaurants (800), promotions, website and more.
- Permanent leaderboard ad on the event website, 728x90.
- Foursome and Corporate Table at the 2017 Ghost Tree Invitational in Bend (10 Tickets)
- Foursome and Dinner Tickets to The Southern Oregon Classic at Centennial Golf Club in Medford, Oregon July 14th and 15th.

ADVERTISING INCLUDED IN PACKAGE

- *Las Vegas Golf and Leisure Magazine 2017*– Back Cover feature position in the following issues:
 - ♦ Winter 2016/17
 - ♦ Spring 2017
 - ♦ Summer 2017
 - ♦ Fall 2017
- *Golfing Nevada Magazine 2017*– Full Page ad in the 2017 Edition. Reaches over 290,000 readers throughout Nevada and relocating to the state.





Audi Henderson
**LAKE LAS VEGAS
CLASSIC**

music · cuisine · golf
HENDERSON, NEVADA

SPONSORSHIP PACKAGES

PRESENTING SPONSOR

LIMIT 1 (CATEGORY EXCLUSIVE): \$17,500

EVENT EXPOSURE

- - (2) Full page ads in two issues of your choice in *Las Vegas Golf & Leisure Magazine*.
- Listing as a Presenting Sponsor on all materials for the event.
- (2) Golf Teams in the tournament on Friday (8 players)
- (3) Corporate tables at The Feast on Saturday, includes (30) dinner tickets
- (20) Additional individual dinner tickets to The Feast.
- (1) Full page ad in the official event program.
- (1) Hole sponsorship during the golf tournament on Friday
- Ability to place product around The Feast depending upon business category and logistics like auto, RV, boat, etc. We can place up to 8 cars throughout the golf tournament on Friday and re-position them for the dinner Saturday night.
- Ability to place one sheets/brochures in each golfer gift bag
- Recognition in the event program as the Supporting Sponsor, Hole Sponsor, Corporate Team Sponsor and Corporate Table Sponsor.
- Logo and name mentions in and on all print/radio/tv advertising including event posters (200), check stuffers at restaurants (800), promotions, website and more.
- Rotating website banner ad on the event website, 300x250.

RESERVED CATEGORIES

The following categories have already been accepted by other companies and are no longer available.
Real Estate • Auto • Custom Home Builder • Tourism/City • Landscape Design • Web Design





Audi Henderson LAKE LAS VEGAS CLASSIC

music · cuisine · golf
HENDERSON, NEVADA



SPONSORSHIP PACKAGES CONTINUED

DRIVING RANGE SPONSOR

(limit 1) \$5,200

The Driving Range Sponsor will be able to have a display on the check in area or on the driving range at Reflection Bay reaching both the morning and afternoon golfers. Signage will be placed for you throughout the driving range and if you choose to display on the range we will erect a 10x10 tent (including table and linen) for you to place a display within and interact with the golfers. Driving Range sponsorship includes the following:

- (1) half page horizontal ad in *Las Vegas Golf & Leisure Magazine*
- (1) Foursome in the golf tournament on Friday.
- (1) Corporate table at The Feast with 10 dinner tickets.
- Signage on the driving range
- Sponsorship recognition in official event program as the Driving Range and Corporate Table sponsor.
- Full page ad in the official event program
- Ability to staff the tent on the range and do product displays/discussions
- Ability to place a one sheet, brochure or rack card in every golfer gift bag.

GOLF CART SPONSOR

(limit 1) \$5,200

The Golf Cart Sponsor is limited to just one business. This is your chance to get your logo and brand in front of up to 240 golfers throughout their entire round of golf. On the windshield of each golf cart we will place a custom made sponsor sign with your logo recognizing your business as the exclusive Golf Cart Sponsor. Includes the following:

- (1) half page horizontal ad in *Las Vegas Golf & Leisure Magazine*
- (1) Foursome in the golf tournament on Friday.
- (1) Corporate table at The Feast with 10 dinner tickets.
- Signage on the windshield of each cart for the AM and PM shotguns.
- Sponsorship recognition in official event program as a Golf Cart and Corporate Table sponsor.
- Full page ad in the official event program
- Ability to place a one sheet, brochure or rack card in every golfer gift bag.

LUNCH SPONSOR

(limit 1) \$5,200

The Lunch Sponsor will be able to have a display at the Reflection Bay Golf Club event ballroom where the luncheon will be housed reaching both the morning and afternoon golfers as they enjoy a BBQ lunch between rounds. Signage will be placed for you throughout the area and on every table during the lunch as well. You may also place business literature on each table as well and staff a table next to the lunch to answer questions from attendees and display your information. Lunch sponsorship includes:

- (1) half page horizontal ad in *Las Vegas Golf & Leisure Magazine*
- (1) Foursome in the golf tournament on Friday.
- (1) Corporate table at The Feast with 10 dinner tickets.
- Signage throughout the lunch area including on each table.
- Sponsorship recognition in official event program as the Lunch and Corporate Table sponsor.
- Full page ad in the official event program
- Ability to staff a table during the lunch.
- Ability to place a one sheet, brochure or rack card on every table during the lunch.



Audi Henderson LAKE LAS VEGAS CLASSIC

music · cuisine · golf
HENDERSON, NEVADA



SPONSORSHIP PACKAGES CONTINUED

WINE / BEER / SPIRITS SPONSOR

(limit 1) \$4,750

The Wine & Spirits Sponsor will be our one and only sponsor for all wine and spirits served at The Feast on Saturday night. A table display sign with your logo will be placed at each wine and spirits table throughout the night. We will be featuring a minimum of 10 wineries and a number of specialty cocktails in our spirits section. Your logo/brand will be present and in front of each guest that visits the wine or spirits table Saturday night.

- (1) half page horizontal ad in *Las Vegas Golf & Leisure Magazine*
- (1) Foursome in the golf tournament on Friday.
- (1) Corporate Table at The Feast with 10 dinner tickets.
- Signage on every wine and spirits serving table, created by event. Table top sign placed in front of every winery serving to guests, estimate of 14 signs.
- Sponsorship recognition in official event program as the Wine/Spirits and Corporate Table sponsor.
- Full page ad in the official event program

SILENT AUCTION SPONSOR

(limit 1) \$4,750

The Silent Auction Sponsor will be the singular sponsor of the Silent Auction on Saturday night the 28th at the Culinary Feast. Nearly 100 items will be up for bid including sports memorabilia, trips to Las Vegas, Southern California, Mexico and more. A sign will be provided by the event to be hung in the silent auction area and your logo will be on EVERY bid sheet as a sponsor of the auction.

- (1) half page horizontal ad in *Las Vegas Golf & Leisure Magazine*
- (1) Foursome in the golf tournament on Friday.
- (1) Corporate Table at The Feast with 10 dinner tickets.
- Signage in the silent auction room recognizing your business as the sponsor.
- Your logo on every bid sheet for the auction.
- Sponsorship recognition in official event program as the Silent Auction sponsor.
- Full page ad in the official event program

HOLE SPONSORSHIP

(limit 9) \$1,750

Hole Sponsorship This is your opportunity to interact with up to 240 golfers on Friday October 27th, 2017. By sponsoring a hole during the golf tournament you will get the ability to choose the hole you want to be positioned on (first come, first serve). The Lake Las Vegas Classic will provide the signage and you will be able to erect your own tent, tables, chairs and more. You can serve drinks or food to golfers, hand out literature about your business and more. Hole sponsorship includes the following:

- (1) ¼ page ad in *Las Vegas Golf & Leisure Magazine*
- Hole signage on your particular hole
- Sponsorship recognition in official event program as a Hole Sponsor
- Ability to staff the hole during the golf tournament
- (6) tickets to The Feast on Saturday night the 28th of October.



Audi Henderson
**LAKE LAS VEGAS
CLASSIC**

music · cuisine · golf
HENDERSON, NEVADA

FOUNDED & PRODUCED BY

ROGUE5
M E D I A

2654 W. HORIZON RIDGE PKWY., STE. B5-58, HENDERSON, NV 89052 • EMAIL: RYAN@ROGUE5MEDIA.COM • 702-802-9776