

★ ★ Golfweek ★ ★

LEGENDS

PARTY

PART OF THE USA TODAY NETWORK

PARTNER OPPORTUNITIES

OVERVIEW

ABOUT THE LEGENDS PARTY DURING THE MASTERS TOURNAMENT

The *Golfweek Legends Party* brings together the world's biggest celebrities for one night of legendary partying during the Masters Tournament.

This highly exclusive event allows a limited number of tickets to be sold to the public, which makes it one of the hottest tickets in town during the Masters.

Each ticket includes an open bar, appetizers, and musical performances. VIP tickets are available and include exclusive access to the celebrity-packed VIP lounge. Saturday, April 9th



OVERVIEW

OUR LEGENDARY GUESTS

Past *Legends Parties* have attracted a variety of athletes and celebrities, including Doug Flutie, Johnny Damon, Brian Jordon, Joey Fatone, Victor Green, Jim McMahon, John Rocker and many more!

The 2022 *Golfweek Legends Party* will have over 800 affluent and influential attendees partying at Top Golf in Augusta during the Masters!



VENUE

Top Golf - Augusta, GA Saturday, April 9, 2022



OVERVIEW

MARKETING AND PROMOTION

The *Legends Party* and national sweepstakes will be promoted through the USA TODAY NETWORK and on paid/organic social media, ensuring maximum engagement and attendance. The 75-day marketing campaign includes print ads in national and local newspapers, a targeted 1M impression digital campaign and paid Facebook/Instagram social media budget. The national giveaway will be marketed to our national email database and on digital promotional positions on our news websites across the country.

EVENT MARKETING

Total Impressions: 14,000,000

Total Campaign Value: \$615,000

NATIONAL GIVEAWAY MARKETING

Total Impressions: 2,500,000

Total Campaign Value: \$125,000

ABOUT GANNETT | USA TODAY NETWORK

The USA TODAY NETWORK is the largest local-to-national digital media organization in the country. USA TODAY, our national flagship brand, sits at the center of the network, surrounded by hundreds of local media properties reporting on the stories and cultural moments happening across America and in our communities. Unlike any other media organization, we combine the national exposure of USA TODAY with 300+ local digital properties across 46 states.

GANNETT



1.2M

Paid Digital-Only
Subscribers

150M

Average Mo. U.S.
Digital Audience

TOP FIVE

News Provider in the U.S.
Per ComScore

SPONSOR BENEFITS

TITLE SPONSOR

OVERALL SPONSORSHIP BENEFITS

- Rights to Use the *Golfweek Legends Party* Brand in Sponsor's Marketing and PR Campaigns
- Brand Recognition as the Title Sponsor in Official Program/Show Correspondence, e.g., "The [SPONSOR] *Golfweek Legends Party*"
- Inclusion of Sponsor Statement in All Press Releases
- Category Exclusivity

PROGRAM AND MARKETING SPONSORSHIP BENEFITS

- Sponsor's Logo integrated into the Legends Party Logo
- A page on the Legends Party Website Dedicated to Sponsor's Messaging
- Inclusion of Sponsor's Logo on All Pages of the *Golfweek Legends Party* Website
- Inclusion of Sponsor's Logo on All Email Communications with Attendees
- One Dedicated Email Blast to All Attendees
- One Lead-Gen Promotion on Social Media / Email via Second Street
- Logo Inclusion on USA TODAY Print and Digital Event Promotional Campaign
- Social Media Brand Recognition Post on Instagram, Facebook and Twitter

GIVEAWAY SPONSORSHIP BENEFITS

- Sponsor's Logo Prominently Featured on *Golfweek Legends Party* Sweepstakes and Promotional Materials
- Inclusion of Sponsor's Email Opt-in Embedded in Sweepstakes Registration to Build Email Audience
- SOV of Digital Ads on the Contest Page to Drive Traffic to Sponsor's Website

SPONSOR BENEFITS

TITLE SPONSOR (Cont.)

ON-SITE SPONSORSHIP BENEFITS

- Sponsor's Logo Prominently Featured on Red Carpet Step and Repeat Banner Photo-Ops
- Six VIP Passes to Legends Party, including Table with Bottle Service, Food, and Open Bar
- Six passes to Club Magnolia - 2 day pass
- Inclusion of Sponsor's Logo on VIP Credentials
- Inclusion of Sponsor's Logo on Event Signage
- Prominent Logo inclusion on Venue's Stage and Digital Screens
- Host Brand Recognition During the Event
- Opportunity for Sponsor Representative to Speak at the Event
- Inclusion of Sponsor's Products, Fliers, etc. in the VIP Gift Packages (Sponsor Provides Product, First-Come First-Served)
- Opportunity to Feature Sponsor's Products or Services in an On-Site Activation

HOSPITALITY

- Two hospitality packages including ground transportation, accommodations for 3 nights, and MORE!

**TITLE
SPONSOR
PLACEMENT**



Investment: \$150,000 (1 available)

SPONSOR BENEFITS

TWO DAYS OF HOSPITALITY AT CLUB MAGNOLIA

AMENITIES

- Two huge outdoor decks
- Three-hole putting course
- State-of-the-art golf simulator
- Cigar terrace with complimentary cigars
- Live entertainment

FOOD & DRINK

- Eight full-service complimentary premium bars
- Craft beer garden
- Breakfast, lunch and evening hors d'oeuvres
- Oyster Bar

SERVICES

- On-site masseuse
- Complimentary gate shuttle service
- On-site concierge
- Service team of over one hundred

Full list of amenities [HERE](#)



SPONSOR BENEFITS

PRESENTING SPONSOR

OVERALL SPONSORSHIP BENEFITS

- Rights to Use the *Golfweek Legends Party* Brand in Sponsor's Marketing and PR Campaigns
- Brand Recognition as the Presenting Sponsor in Official Program/Show Correspondence, e.g., "*The Golfweek Legends Party Presented By [SPONSOR]*"
- Inclusion of Sponsor Statement in All Press Releases
- Category Exclusivity

PROGRAM AND MARKETING SPONSORSHIP BENEFITS

- Inclusion of Sponsor's Logo on All Pages of the *Golfweek Legends Party* Website
- Inclusion of Sponsor's Logo on All Email Communications with Attendees
- One Dedicated Email Blast to All Attendees
- One Lead-Gen Promotion on Social Media / Email via Second Street
- Logo Inclusion on USA TODAY Print and Digital Event Promotional Campaign
- Social Media Brand Recognition Post on Instagram, Facebook and Twitter

GIVEAWAY SPONSORSHIP BENEFITS

- Sponsor's Logo Prominently Featured on *Golfweek Legends Party* Sweepstakes and Promotional Materials
- Inclusion of Sponsor's Email Opt-in Embedded in Sweepstakes Registration to Build Email Audience
- SOV of Digital Ads on the Contest Page to Drive Traffic to Sponsor's Website

SPONSOR BENEFITS

PRESENTING SPONSOR (Cont.)

ON-SITE SPONSORSHIP BENEFITS

- Sponsor's Logo Prominently Featured on Red Carpet Step and Repeat Banner Photo-Ops
- Four VIP Passes to Legends Party, including Table with Bottle Service, Food, and Open Bar
- Four passes to Club Magnolia - 2 day pass
- Inclusion of Sponsor's Logo on VIP Credentials
- Inclusion of Sponsor's Logo on Event Signage
- Brand Recognition During the Event
- Opportunity for Sponsor Representative to Speak at the Event
- Inclusion of Sponsor's Products, Fliers, etc. in the VIP Gift Packages (Sponsor Provides Product, First-Come First-Served)
- Opportunity to Feature Sponsor's Products or Services in an On-Site Activation

HOSPITALITY

- Two hospitality packages including ground transportation, accommodations for 3 nights, and MORE!



**PRESENTING
SPONSOR
PLACEMENT** →



SUPPORTING SPONSORS



Investment: \$100,000 (2 available)



SPONSOR BENEFITS

TWO DAYS OF HOSPITALITY AT CLUB MAGNOLIA

AMENITIES

- Two huge outdoor decks
- Three-hole putting course
- State-of-the-art golf simulator
- Cigar terrace with complimentary cigars
- Live entertainment

FOOD & DRINK

- Eight full-service complimentary premium bars
- Craft beer garden
- Breakfast, lunch and evening hors d'oeuvres
- Oyster Bar

SERVICES

- On-site masseuse
- Complimentary gate shuttle service
- On-site concierge
- Service team of over one hundred

Full list of amenities [HERE](#)



SPONSOR BENEFITS

VIP LOUNGE SPONSOR

PROGRAM AND MARKETING SPONSORSHIP BENEFITS

- Rights to Use the *Golfweek Legends Party* Brand in Sponsor's Marketing and PR Campaigns
- Inclusion of Sponsor's Logo on All Pages of the *Golfweek Legends Party* Website
- Inclusion of Sponsor's Logo on All Email Communications with Event Attendees
- One Shared Promotional Email Blast to All Attendees
- Logo Inclusion on Newspaper Print Ad Campaigns
- Logo Inclusion on Digital Sweepstakes Campaigns
- Social Media Brand Recognition Post on Instagram, Facebook and Twitter

ON-SITE SPONSORSHIP BENEFITS

- Sponsor's Logo Featured VIP Lounge Step and Repeat Banner Photo-Ops
- Four VIP Passes, including Ultra-VIP Table with Bottle Service, Food, and Open Bar
- Sponsor's Logo Featured on VIP Credential
- Inclusion of Sponsor's Logo on Event Signage
- Prominent Logo Inclusion in VIP Lounge Area
- Host Brand Recognition During the Event
- Opportunity for Sponsor Representative to Speak at the Event
- Inclusion of Sponsor's Products, Fliers, etc. in the VIP Gift Packages (Sponsor Provides Product, First-Come First-Served)
- Opportunity to Feature Sponsor's Products or Services in an On-Site Activation



VIP LOUNGE SPONSOR PLACEMENT

Investment: \$50,000 (1 available)



SPONSOR BENEFITS

LEGENDARY SPONSOR

PROGRAM AND MARKETING SPONSORSHIP BENEFITS

- Rights to Use the *Golfweek Legends Party* Brand in Sponsor's Marketing and PR Campaigns
- Inclusion of Sponsor's Logo on All Pages of the *Legends Party* Website
- Inclusion of Sponsor's Logo on All Email Communications with Event Attendees
- One Shared Promotional Email Blast to All Attendees
- Logo Inclusion on Newspaper Print Ad Campaigns
- Logo Inclusion on Digital Sweepstakes Campaigns

ON-SITE SPONSORSHIP BENEFITS

- Inclusion of Sponsor's Products, Fliers, etc. in the VIP Gift Packages (Sponsor Provides Product, First-Come First-Served)
- Opportunity to Feature Sponsor's Products or Services in an On-Site Activation
- Four General Admission tickets to the *Golfweek Legends Party*

Investment: \$10,000 (10 available)

MORE PARTIES

2022 LEGENDS PARTY SCHEDULE

The *Golfweek Legends Party* at the Masters is one of three epic nightlife events that make up the *Legends Party Series*, including events at the Super Bowl and College Football Championship. Sponsor all three *Legends Parties* to lock down access to our affluent and influential attendees!



Friday, February 11th
Venue: Club Avalon
1,200 Attendees



**COLLEGE
FOOTBALL
PLAYOFF**

Saturday, January 7th, 2023
Los Angeles
Venue: TBD
1,000 Attendees



**More 2022 events may be added*