
 2010  
**VALERO TEXAS OPEN**  
*Benefit for Children*  
**GOLF CLASSIC**  
 Sunday and Monday, May 16-17

## SPONSORSHIP OPPORTUNITIES



*JW Marriott San Antonio Hill Country Resort & Spa / TPC San Antonio*

Thank you for considering sponsorship of the Valero Texas Open Benefit for Children Golf Classic, one of Valero's most important charitable events. In 2009, we treated over 2,200 attendees to an incredible Welcome Party and a spectacular day of golf. The 2010 Benefit for Children will offer a whole new level of excitement, beginning with Sunday's extraordinary Welcome Party at the fabulous new [JW Marriott San Antonio Hill Country Resort & Spa](#), then continuing on Monday with morning and afternoon golf outings on some of San Antonio's top courses, including both the Greg Norman and Pete Dye courses at the beautiful new [TPC San Antonio](#), new home of the Valero Texas Open. We hope you'll join us for what promises to be a truly memorable experience!

### GOLF SPONSORSHIPS:

#### **Valero Exclusive Partner**

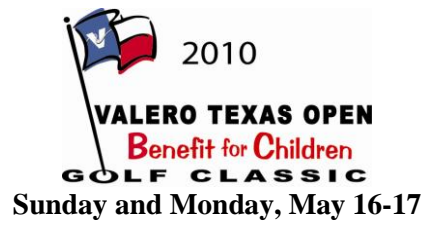
**Over \$250,000**

We will work with you to customize a sponsorship package to best suit your needs plus all the benefits of the Valero Executive Partner sponsorship. Contact us so we can arrange a unique package for your organization which could include Honorary Observer opportunities at the Valero Texas Open or additional opportunities to interact with management and PGA Professionals.

#### **Valero Executive Partner**

**\$250,000**

- Two invitations to attend exclusive private dinner in San Antonio with Valero top management, PGA TOUR representatives, and other sponsors on Monday, March 29 - includes a special round of golf the next day Tuesday, March 30 on the Valero Texas Open Tournament Course (*dates are tentative*)
- 36 credentials (good Thursday-Sunday, May 13-16) to Valero's private hospitality facility on the 18<sup>th</sup> green during the Valero Texas Open
- Up to 150 good-any-day tickets to the Valero Texas Open (good for general tournament access)
- 36 invitations to the Benefit for Children Welcome Party on Sunday evening, May 16
- 36 playing spots (9 foursomes) on Monday, May 17 with choice of AM or PM shotgun and golf course (subject to availability), including pre-round Breakfast or Lunch and post-round Awards Reception
- 36 gift packages
- Prominent recognition on sponsor boards at all golf courses and in commemorative program
- Full-page advertisement in commemorative program



## **SPONSORSHIP OPPORTUNITIES (Cont.)**

### **Valero Partner**

**\$100,000**

- One invitation to attend exclusive private dinner in San Antonio with Valero top management, PGA TOUR representatives, and other sponsors on Monday, March 29 - includes a special round of golf the next day Tuesday, March 30 on the Valero Texas Open Tournament Course (*dates are tentative*)
- 24 credentials (good Thursday-Sunday, May 13-16) to Valero's private hospitality facility on the 18<sup>th</sup> green during the Valero Texas Open
- Up to 100 good-any-day tickets to the Valero Texas Open (good for general tournament access)
- 24 invitations to the Benefit for Children Welcome Party on Sunday evening, May 16
- 24 playing spots (6 foursomes) on Monday, May 17 with choice of AM or PM shotgun and golf course (subject to availability), including pre-round Breakfast or Lunch and post-round Awards Reception
- 24 gift packages
- Prominent recognition on sponsor boards at all golf courses and in commemorative program
- Full-page advertisement in commemorative program

### **Premier Sponsor**

**\$50,000**

- 12 credentials (good Thursday-Sunday, May 13-16) to Valero's private hospitality facility on the 18<sup>th</sup> green during the Valero Texas Open
- Up to 75 good-any-day tickets to the Valero Texas Open (good for general tournament access)
- 12 invitations to the Benefit for Children Welcome Party on Sunday evening, May 16
- 12 playing spots (3 foursomes) on Monday, May 17, including pre-round Breakfast or Lunch and post-round Awards Reception
- 12 gift packages
- Prominent recognition on sponsor boards at all golf courses and in commemorative program
- Full-page advertisement in commemorative program

### **Diamond Sponsor**

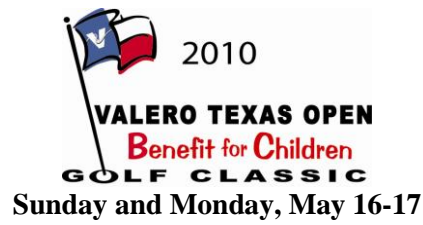
**\$35,000**

- 12 credentials (good Thursday-Sunday, May 13-16) to Valero's private hospitality facility on the 18<sup>th</sup> green during the Valero Texas Open
- Up to 50 good-any-day tickets to the Valero Texas Open (good for general tournament access)
- 12 invitations to the Benefit for Children Welcome Party on Sunday evening, May 16
- 12 playing spots (3 foursomes) on Monday, May 17, including pre-round Breakfast or Lunch and post-round Awards Reception
- 12 gift packages
- Special recognition on sponsor boards at all golf courses and in commemorative program

### **Platinum Sponsor**

**\$25,000**

- 8 credentials (good Thursday-Sunday, May 13-16) to Valero's private hospitality facility on the 18<sup>th</sup> green during the Valero Texas Open
- Up to 40 good-any-day tickets to the Valero Texas Open (good for general tournament access)
- 8 invitations to the Benefit for Children Welcome Party on Sunday evening, May 16
- 8 playing spots (2 foursomes) on Monday, May 17, including pre-round Breakfast or Lunch and post-round Awards Reception
- 8 gift packages
- Recognition on sponsor boards at all golf courses and in commemorative program



## **SPONSORSHIP OPPORTUNITIES (Cont.)**

### **Gold Sponsor**

**\$15,000**

- 4 credentials (good Thursday-Sunday, May 13-16) to Valero's private hospitality facility on the 18<sup>th</sup> green during the Valero Texas Open
- Up to 20 good-any-day tickets to the Valero Texas Open (good for general tournament access)
- 4 invitations to the Benefit for Children Welcome Party on Sunday evening, May 16
- 4 playing spots on Monday, May 17, including pre-round Breakfast or Lunch and post-round Awards Reception
- 4 gift packages
- Recognition on sponsor boards at all golf courses and in commemorative program

### **Sterling Sponsor**

**\$10,000**

- 2 credentials (good Thursday-Sunday, May 13-16) to Valero's private hospitality facility on the 18<sup>th</sup> green during the Valero Texas Open
- Up to 10 good-any-day tickets to the Valero Texas Open (good for general tournament access)
- 2 invitations to the Benefit for Children Welcome Party on Sunday evening, May 16
- 2 playing spots on Monday, May 17, including pre-round Breakfast or Lunch and post-round Awards Reception
- 2 gift packages
- Recognition on sponsor boards at all golf courses and in commemorative program

### **Silver Sponsor**

**\$5,000**

- 1 credential (good Thursday-Sunday, May 13-16) to Valero's private hospitality facility on the 18<sup>th</sup> green during the Valero Texas Open
- Up to 8 good-any-day tickets to the Valero Texas Open (good for general tournament access)
- 1 invitation to the Benefit for Children Welcome Party on Sunday evening, May 16
- 1 playing spot on Monday, May 17, including pre-round Breakfast or Lunch and post-round Awards Reception
- 1 gift package
- Recognition on sponsor boards at all golf courses and in commemorative program

### **Bronze Sponsor (Note: Recognition Only)**

**\$2,000**

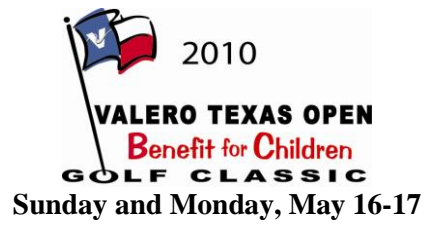
- 1 tee box recognition sign at all Benefit for Children golf courses
- Recognition in commemorative program

## **ADDITIONAL SPONSORSHIP OPPORTUNITIES:**

### **Welcome Party Sponsor (~~1 available~~) SOLD**

**\$100,000**

- Special recognition and signage at the Benefit for Children Welcome Party on Sunday evening, May 16
- Full-page advertisement on back cover of commemorative program
- One invitation to attend exclusive private dinner in San Antonio with Valero top management, PGA TOUR representatives, and other sponsors on Monday, March 29 - includes a special round of golf the next day Tuesday, March 30 on the Valero Texas Open Tournament Course (*dates are tentative*)
- 12 credentials (good Thursday-Sunday, May 13-16) to Valero's private hospitality facility on the 18<sup>th</sup> green during the Valero Texas Open
- Up to 100 good-any-day tickets to the Valero Texas Open (good for general tournament access)
- 12 invitations to the Welcome Party
- 4 playing spots on Monday, May 17, including pre-round Breakfast or Lunch and post-round Awards Reception
- 4 gift packages



## **SPONSORSHIP OPPORTUNITIES (Cont.)**

<p><b>Commemorative Program Sponsor (<del>1</del> available) <b>SOLD</b></b></p> <ul style="list-style-type: none"> <li>• 12 credentials (good Thursday-Sunday, May 13-16) to Valero’s private hospitality facility on the 18<sup>th</sup> green during the Valero Texas Open</li> <li>• Up to 50 good-any-day tickets to the Valero Texas Open (good for general tournament access)</li> <li>• 12 invitations to the Benefit for Children Welcome Party on Sunday evening, May 16</li> <li>• Full-page advertisement on inside front cover of commemorative program</li> </ul>	<b>\$25,000</b>
<p><b>Gift Package Sponsor (<del>1</del> available) <b>SOLD</b></b></p> <ul style="list-style-type: none"> <li>• 12 credentials (good Thursday-Sunday, May 13-16) to Valero’s private hospitality facility on the 18<sup>th</sup> green during the Valero Texas Open</li> <li>• Up to 50 good-any-day tickets to the Valero Texas Open (good for general tournament access)</li> <li>• 12 invitations to the Benefit for Children Welcome Party on Sunday evening, May 16</li> <li>• 4 gift packages</li> <li>• Special recognition on gift cards and gift package distribution website</li> <li>• Recognition in commemorative program</li> </ul>	<b>\$20,000</b>
<p><b>Awards Reception Sponsor (<del>2</del> available) <b>SOLD</b></b></p> <ul style="list-style-type: none"> <li>• 12 credentials (good Thursday-Sunday, May 13-16) to Valero’s private hospitality facility on the 18<sup>th</sup> green during the Valero Texas Open</li> <li>• Up to 50 good-any-day tickets to the Valero Texas Open (good for general tournament access)</li> <li>• 12 invitations to the Benefit for Children Welcome Party on Sunday evening, May 16</li> <li>• Special recognition and signage at all golf courses at AM or PM Awards Reception on Monday, May 17</li> <li>• Recognition in commemorative program</li> </ul>	<b>\$20,000</b>
<p><b>Breakfast or Lunch Sponsor (20 available)</b></p> <ul style="list-style-type: none"> <li>• Up to 25 good-any-day tickets to the Valero Texas Open (good for general tournament access)</li> <li>• Special recognition and signage at all golf courses at pre-round Breakfast or Lunch on Monday, May 17</li> <li>• Recognition in commemorative program</li> </ul>	<b>\$5,000</b>
<p><b>Driving Range Sponsor (20 available)</b></p> <ul style="list-style-type: none"> <li>• Up to 25 good-any-day tickets to the Valero Texas Open (good for general tournament access)</li> <li>• Prominent signage at all golf courses on driving range on Monday, May 17</li> <li>• Recognition in commemorative program</li> </ul>	<b>\$5,000</b>
<p><b>Putting Green Sponsor (20 available)</b></p> <ul style="list-style-type: none"> <li>• Up to 25 good-any-day tickets to the Valero Texas Open (good for general tournament access)</li> <li>• Prominent signage at all golf courses on putting green on Monday, May 17</li> <li>• Recognition in commemorative program</li> </ul>	<b>\$5,000</b>
<p><b>Honorable Mention</b></p> <ul style="list-style-type: none"> <li>• Recognition in commemorative program</li> </ul>	<b>\$1,000</b>
<p><b>Extra Invitation to Welcome Party</b></p> <ul style="list-style-type: none"> <li>• 1 invitation to the Benefit for Children Welcome Party on Sunday evening, May 16</li> </ul>	<b>\$500</b>