
 2011
VALERO TEXAS OPEN
Benefit for Children
GOLF CLASSIC
 Sunday and Monday, April 17-18

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 2010, we treated over 2,100 attendees to an incredible Welcome Party at the fabulous new [JW Marriott San Antonio Hill Country Resort & Spa](#) and a spectacular day of golf on 10 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. In 2011, the Benefit for Children returns for its second year at the magnificent JW Marriott/TPC San Antonio resort. The excitement begins with Sunday's extraordinary Welcome Party immediately following the conclusion of the Valero Texas Open, then continues on Monday with morning and afternoon golf outings on great courses in and around San Antonio. Please join us as we come together to raise much-needed funds for children's charities all across the country!

GOLF SPONSORSHIPS:

Valero Exclusive Partner

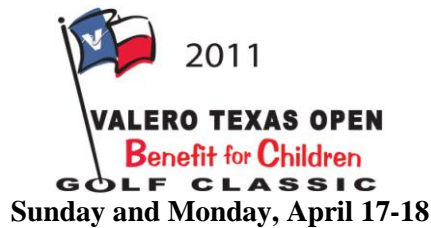
Over \$250,000

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 and other sponsors on Monday, February 28 - includes a special round of golf the next day Tuesday, March 1 on the Valero Texas Open Tournament Course
- 36 credentials (good Thursday-Sunday, April 14-17) to Valero's private hospitality facility on the 18th 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, April 17
- 36 playing spots (9 foursomes) on Monday, April 18 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 and other sponsors on Monday, February 28 - includes a special round of golf the next day Tuesday, March 1 on the Valero Texas Open Tournament Course
- 24 credentials (good Thursday-Sunday, April 14-17) to Valero's private hospitality facility on the 18th 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, April 17
- 24 playing spots (6 foursomes) on Monday, April 18 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, April 14-17) to Valero's private hospitality facility on the 18th 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, April 17
- 12 playing spots (3 foursomes) on Monday, April 18, 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

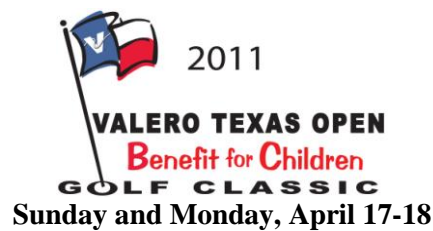
\$35,000

- 12 credentials (good Thursday-Sunday, April 14-17) to Valero's private hospitality facility on the 18th 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, April 17
- 12 playing spots (3 foursomes) on Monday, April 18, 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, April 14-17) to Valero's private hospitality facility on the 18th 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, April 17
- 8 playing spots (2 foursomes) on Monday, April 18, 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, April 14-17) to Valero's private hospitality facility on the 18th 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, April 17
- 4 playing spots on Monday, April 18, 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, April 14-17) to Valero's private hospitality facility on the 18th 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, April 17
- 2 playing spots on Monday, April 18, 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, April 14-17) to Valero's private hospitality facility on the 18th 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, April 17
- 1 playing spot on Monday, April 18, 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

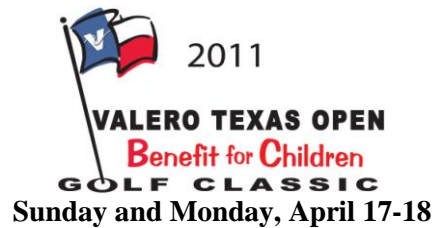
Bronze Sponsor (Note: Recognition Only) \$2,000

- 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, April 17
- Full-page advertisement on back cover of commemorative program
- One invitation to attend exclusive private dinner in San Antonio with Valero top management and other sponsors on Monday, February 28 - includes a special round of golf the next day Tuesday, March 1 on the Valero Texas Open Tournament Course
- 12 credentials (good Thursday-Sunday, April 14-17) to Valero's private hospitality facility on the 18th 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, April 18, including pre-round Breakfast or Lunch and post-round Awards Reception
- 4 gift packages



SPONSORSHIP OPPORTUNITIES (Cont.)

<p>Commemorative Program Sponsor (1 available) SOLD</p> <ul style="list-style-type: none"> • 12 credentials (good Thursday-Sunday, April 14-17) to Valero’s private hospitality facility on the 18th 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, April 17 • Full-page advertisement on inside front cover of commemorative program 	\$25,000
<p>Gift Package Sponsor (1 available) SOLD</p> <ul style="list-style-type: none"> • 12 credentials (good Thursday-Sunday, April 14-17) to Valero’s private hospitality facility on the 18th 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, April 17 • 4 playing spots on Monday, April 18, including pre-round Breakfast or Lunch and post-round Awards Reception • 4 gift packages • Special recognition on gift cards and gift card redemption website • Recognition in commemorative program • Onsite presence at gift package distribution area in the JW Marriott on Sunday, April 17 for product display and interaction with sponsors 	\$25,000
<p>Awards Reception Sponsor (2 available) SOLD</p> <ul style="list-style-type: none"> • 12 credentials (good Thursday-Sunday, April 14-17) to Valero’s private hospitality facility on the 18th 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, April 17 • Special recognition and signage at all golf courses at AM or PM Awards Reception on Monday, April 18 • Recognition in commemorative program 	\$20,000
<p>Breakfast or Lunch Sponsor (15 available)</p> <ul style="list-style-type: none"> • Up to 25 good-any-day tickets to the Valero Texas Open (good for general tournament access) • Special recognition and signage at all golf courses at pre-round Breakfast or Lunch on Monday, April 18 • Recognition in commemorative program 	\$5,000
<p>Driving Range Sponsor (15 available)</p> <ul style="list-style-type: none"> • Up to 25 good-any-day tickets to the Valero Texas Open (good for general tournament access) • Prominent signage at all golf courses on driving range on Monday, April 18 • Recognition in commemorative program 	\$5,000
<p>Putting Green Sponsor (15 available)</p> <ul style="list-style-type: none"> • Up to 25 good-any-day tickets to the Valero Texas Open (good for general tournament access) • Prominent signage at all golf courses on putting green on Monday, April 18 • Recognition in commemorative program 	\$5,000
<p>Honorable Mention</p> <ul style="list-style-type: none"> • Recognition in commemorative program 	\$1,000
<p>Extra Invitation to Welcome Party</p> <ul style="list-style-type: none"> • 1 invitation to the Benefit for Children Welcome Party on Sunday evening, April 17 	\$500