

# THE TERRACE AT 18 PRESENTED BY



## PAR 5, 591 YARDS

Be right on top of the action as the Valero Texas Open champion is crowned. The Terrace offers your key clients and top performers a first class hospitality experience complete with beautiful views overlooking the challenging final hole. Relax inside the air-conditioned dining room or enjoy the tournament from the outdoor theater style tiered seating. **NEW for 2012, guests will also have the option of taking in the action from a covered observation deck which features 180° viewing of the 18th hole.** Additional amenities include conveniences such as large screen televisions, VIP parking and luxury restrooms.



### DRIVER PACKAGE \$9,000

- 6 hospitality admissions per day good for Terrace and tournament access
- Unlimited food & beverage (bottled water, soft drinks, beer, wine, spirits and margaritas)
- 20 good any day tickets, good for general tournament access
- 4 VIP parking passes and 6 general parking passes
- Sponsor recognition in Tournament Magazine and Spectator Guide\*

### 3-WOOD PACKAGE \$6,500

- 4 hospitality admissions per day good for Terrace and tournament access
- Unlimited food & beverage (bottled water, soft drinks, beer, wine, spirits and margaritas)
- 10 good any day tickets, good for general tournament access
- 2 VIP parking passes and 4 general parking passes
- Sponsor recognition in Tournament Magazine and Spectator Guide\*

### HYBRID PACKAGE \$3,500

- 2 hospitality admissions per day good for Terrace and tournament access
- Unlimited food & beverage (bottled water, soft drinks, beer, wine, spirits and margaritas)
- 4 good any day tickets, good for general tournament access
- 2 general parking passes
- Sponsor recognition in Tournament Magazine and Spectator Guide\*

\*Visit [valerotexasopen.org/sponsors](http://valerotexasopen.org/sponsors) for information on recognition deadlines.

# THE CABANA AT 16

## PRESENTED BY



## PAR 3, 183 YARDS

Make a lasting impression with valued customers, colleagues and friends as you overlook one of the most exciting par 3's on the PGA TOUR. Your guests will have a variety of seating options: an air-conditioned dining room, outdoor theater style tiered seating facing the 16th green, bar top viewing of the 17th tee box or the observation deck viewing which features 180° viewing of the 16th and 17th holes. The combination of prime real estate and exclusivity make for a perfect atmosphere. Additional amenities include conveniences such as large screen televisions, VIP parking and luxury restrooms.



★ 90 ★

### PITCHING WEDGE PACKAGE \$8,400

- 8 hospitality admissions per day good for Cabana and tournament access
- Unlimited food & beverage (bottled water, soft drinks, beer, wine, spirits and margaritas)
- 20 good any day tickets, good for general tournament access
- 5 VIP parking passes and 10 general parking passes
- Sponsor recognition in Tournament Magazine and Spectator Guide\*

### GAP WEDGE PACKAGE \$5,000

- 4 hospitality admissions per day good for Cabana and tournament access
- Unlimited food & beverage (bottled water, soft drinks, beer, wine, spirits and margaritas)
- 10 good any day tickets, good for general tournament access
- 2 VIP parking passes and 4 general parking passes
- Sponsor recognition in Tournament Magazine and Spectator Guide\*

### SAND WEDGE PACKAGE \$2,750

- 2 hospitality admissions per day good for Cabana and tournament access
- Unlimited food & beverage (bottled water, soft drinks, beer, wine, spirits and margaritas)
- 4 good any day tickets, good for general tournament access
- 2 general parking passes
- Sponsor recognition in Tournament Magazine and Spectator Guide\*

# THE CANTINA AT 16 TEE - NEW

PAR 3, 183 YARDS

The Cantina provides a comfortable and relaxing environment with a ticket price that's worth celebrating! In addition to having prime viewing of the 15th green, 16th tee and 11th tee, your guests will also enjoy complimentary beer, soft drinks, bottled water and dry snacks. High five and root for your favorite PGA TOUR players as they walk by The Cantina from 15 green to 16 tee. Other amenities include table seating, large screen televisions and luxury restrooms.



★ 90 ★

## MACDONALD PACKAGE \$4,000

- 8 hospitality admissions per day good for Cantina and tournament access
- Unlimited snacks & beverage (bottled water, soft drinks, beer, wine, spirits and margaritas)
- 20 good any day tickets, good for general tournament access
- 5 VIP parking passes and 10 general parking passes
- Sponsor recognition in Tournament Magazine and Spectator Guide\*

## HAGEN PACKAGE \$2,200

- 4 hospitality admissions per day good for Cantina and tournament access
- Unlimited snacks & beverage (bottled water, soft drinks, beer, wine, spirits and margaritas)
- 10 good any day tickets, good for general tournament access
- 2 VIP parking passes and 4 general parking passes
- Sponsor recognition in Tournament Magazine and Spectator Guide\*

## KIRKWOOD PACKAGE \$1,300

- 2 hospitality admissions per day good for Cantina and tournament access
- Unlimited snacks & beverage (bottled water, soft drinks, beer, wine, spirits and margaritas)
- 4 good any day tickets, good for general tournament access
- 2 general parking passes
- Sponsor recognition in Tournament Magazine and Spectator Guide\*

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# PRESIDENTIAL PASS – NEW

\$1,600 SINGLE / \$3,000 TWOSOME

One credential, three venues – the ultimate Valero Texas Open hospitality experience. All presidential pass holders will have unlimited access to The Terrace at 18, The Cabana at 16 and new for 2012, The Cantina at 16 Tee. Of course, access to each venue includes complimentary food, beverage, and all the amenities. Quantities are limited so order today!

- Access to The Terrace at 18, The Cabana at 16, and The Cantina at 16 Tee all four days of competition
- Complimentary food and beverage in each facility and access to all the amenities
- 1 Weekly VIP parking pass



## BRAND RECOGNITION

If you're interested in reaching a targeted demographic, you have the choice of recognition opportunities below. Whether it's print, expo space, video screens or data-mining, we can help you reach your audience.

**SPECTATOR GUIDE \$6,750** The Valero Texas Open Spectator Guide is an opportunity to talk directly to VTO spectators and your potential customers. Primarily an onsite publication (free for spectators), the Spectator Guide is full of valuable information such as hole layouts and details, a course map and spectator amenities. As added value, this Spectator Guide is accessible online for a greater audience reach.

**TOURNAMENT MAGAZINE \$4,250** Gain pre-event exposure in 200+ Valero Corner Stores with an advertisement in the VTO Retail Magazine. Chock-full of tournament insight, the Tournament Magazine has everything readers need to know about the upcoming Valero Texas Open. This publication will also be accessible online for a greater audience reach.

**EXHIBITOR SPACE \$5,750** Having an exhibitor booth at the Valero Texas Open allows you to meet tournament spectators face to face. All exhibitors are located in a high traffic area that is ideal for distributing information, data-mining and sampling. Includes tent, tables, chairs and on-site storage.

**ELECTRONIC BRANDING** Using state-of-the-art "jumbo-tron" technology, sponsors can communicate their brand message through electronic messaging. The Valero Texas Open offers video screens that are strategically located in the high traffic areas of the tournament. These high definition LED screens will be a focal point for all tournament spectators, and will offer a variety of sponsorship options based on exposure time and sponsor features. Please call 210-345-3898 for pricing and availability.

### **PRACTICE FACILITIES: DRIVING RANGE / PUTTING AND CHIPPING GREENS - NEW**

The Practice Facilities sponsorship offers an excellent opportunity for a company who wants to reach thousands of spectators during tournament week. Signage on the practice facilities will prominently display your company's logo/message all week long during activities such as programs, "Rudy's on the Range", Caddie Party, private corporate clinics, etc...The practice facilities are one of the most visible and highest traffic areas on the course. Please call 210-345-3898 for pricing and availability.

### **HOLE SPONSORSHIPS \$3,000 - \$4,000 - NEW**

With a Hole Sponsorship, your company's logo/signage is on prime display to the gallery as PGA TOUR players tee off. Your company logo will also be prominently displayed on the hole diagram and course map pages in the Tournament Spectator Guide, Tournament Magazine and Tournament Website.

### **PREFERRED SEATING SPONSOR - NEW**

This sponsorship package gives local and regional companies a chance to sponsor sections of the general spectator viewing bleachers around TPC San Antonio. Your company will have excellent signage and exposure that is visible all tournament week. Please call 210-345-3898 for pricing and availability.



# PRIVATE HOSPITALITY SUITES

Private Villas at the Valero Texas Open deliver an exceptional customer experience by combining privacy, comfort and exclusivity with personalized service to ensure your week-long experience is unmatched. Your representative will be glad to share specifics on available locations, venue design, additional admissions and VIP parking.

Due to the limited nature of private suites, preferred locations will be determined by the date of your commitment.



## AIR-CONDITIONED VILLA \$55,000

- 75 passes per day (seating for 54 people—24 inside, 30 outside)
- Wednesday – Sunday
- Air-conditioned dining room
- Theater-style padded seats
- Luxury restroom facilities, television and landscaping
- Credentials package including preferred parking options
- Custom food & beverage options for your account
- Sponsor recognition in Tournament Magazine and Spectator Guide\*

## OPEN-AIR VILLA \$40,000

- 75 passes per day (seating for 54 people)
- Wednesday – Sunday
- Theater-style padded seats
- Luxury restroom facilities, television and landscaping
- Credentials package including preferred parking options
- Custom food & beverage options for your account
- Sponsor recognition in Tournament Magazine and Spectator Guide\*