



MACKENZIE  
TOUR



CANADA

*Lethbridge*  
PARADISE CANYON OPEN



## PRO-AM EXPERIENCE

June 19th, 2018 | Lethbridge, AB | Paradise Canyon Golf Resort

The Lethbridge Paradise Canyon Open is a weeklong celebration of golf and entertainment in the City of Lethbridge that provides the community with an opportunity to get involved, while raising funds for Lethbridge Family Services. Held at Paradise Canyon from June 18-24, 2018, the Paradise Canyon Open is a Mackenzie Tour - PGA TOUR Canada event that brings the next generation of PGA TOUR players to Lethbridge.



### FACTS & FIGURES

Field Size:	156 Players
Format:	72-holes stroke play
Cut:	Top 60 + ties
Purse:	\$200,000 CAD
Winner:	\$36,000 CAD

### TOURNAMENT BENEFITS

Affiliation with the PGA TOUR Brand

Create excitement in Lethbridge

Civic Pride

Build a lasting legacy within the community

Family Focused

Offer partners hosting and hospitality

Drive charitable awareness and dollars locally

Generate economic activity

Deliver greater ROI for stakeholders

Exciting golf competition by future PGA TOUR stars

Draw international and domestic media coverage

# PRO-AM EXPERIENCE

June 19th

Lethbridge  
PARADISE CANYON OPEN

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## BENEFITS

The Lethbridge Paradise Canyon Open will aim to leverage a unique value proposition that focuses on driving economic activity and awareness in the community, while generating charitable impact, harnessing civic pride and creating a lasting legacy. The event will provide Pro-Am Participants with a breadth of hosting and hospitality opportunities for current and prospective clients, in addition to brand awareness and engagement.

### Pro-Am Team:

An unforgettable opportunity to invite key clients, stakeholders, partners or suppliers for the ultimate inside-the-ropes experience, playing alongside a Mackenzie Tour professional. The experience includes round of golf at Paradise Canyon for 3 players, VIP tee gift (\$250 value) per player, plus two meals.

### Player-Sponsor Reception:

Tickets to the exclusive Paradise Canyon Open Reception, featuring appetizers and refreshments prepared by Paradise Canyon chefs. Meet and socialize with the Pros and other Pro-Am participants

### Brand Exposure:

You will receive exposure on the tournament website, social media and in the daily player pairings program

### VIP Passes:

Entertain current or prospective customers for the ultimate golf viewing experience. You will receive 6 passes to access to the VIP chalet, located adjacent to the 18<sup>th</sup> green, access to the clubhouse and 8 drink tickets.

### Activation:

**Option** to brand one of the holes at Paradise Canyon for the entire tournament week, and to conduct a brand activation during the Pro-Am

### Additional Passes:

**Option** to Leverage weekly general admission tickets to invite key clients, employees and their families or to conduct product promotions.

**Team Entry Fee**  
**\$2,500**

\*Limited space available

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Lethbridge  
PARADISE CANYON OPEN

Adam Hadwin  
PGA TOUR Winner  
Mackenzie Tour Graduate

MACKENZIE  
TOUR  
CANADA

VIP

JUNE 18-24 - PARADISE CANYON

LETHBRIDGE PARADISE CANYON OPEN  
JUNE 18-24, 2018  
PARADISE CANYON GOLF RESORT





Entering its sixth season, the Mackenzie Tour - PGA TOUR Canada is the only premier golf circuit in Canada that leverages PGA TOUR resources to provide a PGA TOUR-like experience across the country. At the end of each season, the Top 5 players on the Order of Merit are awarded status on the Web.com Tour, the only path to the PGA TOUR.

## HIGHLIGHTS SINCE 2013

- 3 alumni have won on the PGA TOUR: Mac Hughes, Nick Taylor, Tony Finau
- 20 alumni have earned PGA TOUR cards
- 166 alumni have earned Web.com Tour cards
- 13 alumni have won on the Web.com Tour
- \$3.02 million raised for local charities across Canada since 2013
- \$2-4 million in economic activity generated at each event
- 30-minute highlight show airing on Global, TSN and RDS (Quebec)



## GROWTH TIMELINE



LETHBRIDGE PARADISE CANYON  
OPEN JUNE 18-24, 2018  
PARADISE CANYON GOLF RESORT



# Lethbridge

PARADISE CANYON OPEN



## SCHEDULE OF EVENTS JUNE 18-24, 2018

### MONDAY, JUNE 18

**Open Qualifier (10 spots available)** | Lethbridge  
Country Club

**Mackenzie Tour - PGA TOUR Canada Practice Rounds**  
All Day | Paradise Canyon

**Player-Sponsor Reception**  
7:00pm | Paradise Canyon

### TUESDAY, JUNE 19

**Official Pro-Am**  
1:00pm Start | Paradise Canyon

### WEDNESDAY, JUNE 20

**Mackenzie Tour - PGA TOUR Canada  
Practice Rounds** | Paradise Canyon

### THURSDAY, JUNE 21

**First Round of the Lethbridge Paradise  
Canyon Open**  
Tee times start at 7:00am | Paradise Canyon

### FRIDAY, JUNE 22

**Second Round of the Lethbridge Paradise  
Canyon Open**  
Tee times start at 7:00am | Paradise Canyon

### SATURDAY, JUNE 23

**Third Round of the Lethbridge Paradise  
Canyon Open**  
Tee times start at 8:00am | Paradise Canyon

### SUNDAY, JUNE 24

**Final Round of the Lethbridge Paradise  
Canyon Open**  
Tee times start at 8:00am | Paradise Canyon

**Lethbridge Paradise Canyon Open  
Trophy Presentation & Awards Ceremony**  
18<sup>th</sup> Green | Paradise Canyon

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