



MACKENZIE  
TOUR



CANADA

*Lethbridge*  
PARADISE CANYON OPEN



## CHAMPIONSHIP OVERVIEW

June 18-24, 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



# MACKENZIE TOUR

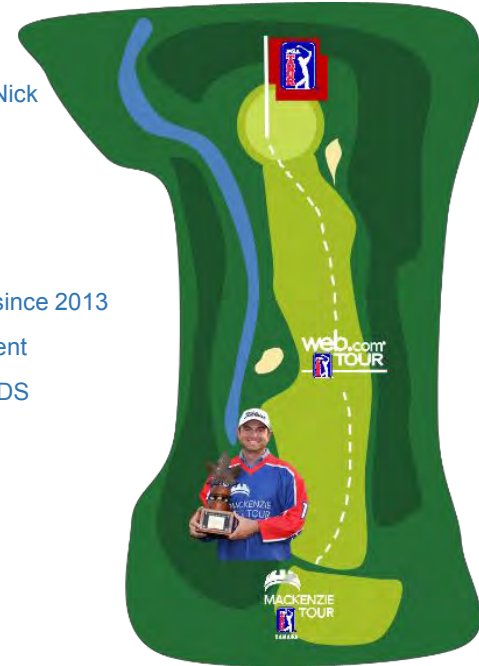
Lethbridge  
PARADISE CANYON OPEN



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







## Anchor Sponsor

**\$25,000+**

- Official Event Sponsor
- Official Pro-Am - 2 teams (6 players)
- Naming rights of ancillary event
- Opportunity to showcase brand on site
- Player/Sponsor Reception - 6 tickets
- VIP Parking passes x 2
- Tee back signage x 2
- VIP Tournament passes x 24+
- Daily Tickets x 50+
- Welcome Sign
- Social Media recognition
- Banner ad on website
- Ad in daily program
- Tied into marketing campaign

## Founding Partner

**\$10,000 - \$15,000**

- Recognition as a founding partner or as an official sponsor
- Official Pro-AM team (3Players)
- Opportunity to showcase brand on site
- On site signage
- Recognition in marketing campaign
- VIP Tournament passes x 10
- Daily Tickets x 25+
- Social Media recognition
- Banner and on website
- Ad in daily program
- VIP Parking passes x 2

## Volunteer Sponsor

**\$10,000**

- Recognition as volunteer sponsor
- Prominent signage on site (Volunteer area)
- Official Pro-AM team (3Players)
- Opportunity to showcase brand on site
- Recognition in marketing campaign
- Logo on volunteer uniforms and in volunteer communications
- VIP Tournament passes x 10
- Daily Tickets x 25
- Social Media recognition
- Banner and on website
- Ad in daily program





## Official Pro-Am

**\$2,500/Team**

- Official Pro-AM team (3 Players)
- Tee gift (\$250/player)
- Tickets to player sponsor reception x 3
- 2 meals on Pro-Am day
- Drink tickets x 8
- Discounts on other sponsor opportunities

- VIP Tournament passes x 6
- Daily Tickets x 4
- Social media recognition
- Logo on website
- Logo in daily program
- Discount on daily tickets

## Hole Sponsorship

**\$2,500**

- Brand one of the 18 Holes
- Host your hole during the Pro-Am
- Conduct a brand activation on your hole
- Tickets to player sponsor reception x 2
- Drink tickets x 8

- VIP Tournament Passes x 4
- Daily Tickets x 6
- Social Media recognition
- Logo on website
- Logo in daily program

## Community Partner

**\$500**

- Tournament passes x 25 (\$625 Value)
- Access to Marketing collateral
- Support of a great community event
- Alignment with PGA Tour Brand

- Social Media recognition
- Logo on website
- Logo in daily program

# 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

**Jr. Pro-Am**  
4:00 Start | Lethbridge Country Club

### 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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