



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

Affiliation with the PGA TOUR Brand

Build a lasting legacy within the community

Drive charitable awareness and dollars locally

Create excitement in Lethbridge

Civic Pride

Family Focused

Offer partners hosting and hospitality

Generate economic activity

Deliver greater ROI for stakeholders

Exciting golf competition by future PGA TOUR stars

Draw international and domestic media coverage

MACKENZIE TOUR





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

 Nine tournaments are held across

2013

Canada

- The very first 'The Five' graduate to the Web.com Tour
- An additional 27 members earn Web.com Tour status for 2014
- Three new events are added to the schedule (12 total)

2014

- 37 members earn Web.com Tour status for 2015
- Freedom 55
 Financial introduces
 the Canadian Player
 of the Year (\$25K)
 and Week (\$2,500)
 Awards

2015

- Canadian Nick Taylor becomes the first Mackenzie Tour era player to win on the PGA TOUR, only 14 months after graduating
- Mackenzie Investments make a six-year commitment as the umbrella sponsor of PGA TOUR Canada
- Purse increases to \$175,000 from \$150,000
- Charitable contributions increase 60.5%
- Six alumni earned PGA TOUR cards since 2013
- Three of 'The Five' play their way into the Web.com Tour Finals (Equivalent to FedEx Cup)

2016 ___

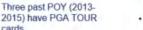
- 6 alum have PGA TOUR status
- 62 members and alumni have Web,com Tour status
- 12 regular season events scheduled
- Introduction of the Aruba Cup Team Tour Event
- Four Mackenzie Tour qualifiers held (up from three) to meet the demand from players interested in joining the tour
- Alum Tony Finau wins on the PGA TOUR (Puerto Rico Open)
- Over \$1 million raised for charity (single season record) with total over \$2 million since 2013.

2017 • 20 alum to-date have

achieved PGA TOUR status, including 14 players for the 2017-18 season

2018

- 166 alum to-date have achieved Web.com Tour status
- 13 alum to-date have won on the Web.com Tour
- Increase purses to \$200,000 from \$175,000
- Five Qualifying School sites of 660 players sold out in 2 minutes and 2 seconds
- Two new events added to the schedule – Windsor Championship and Lethbridge Paradise Canyon Open



cards 12 events scheduled for the season

19 alum to-date have

achieved PGA TOUR

2013 POY Mackenzie

Hughes wins in his 5th

start on the PGA TOUR

70 alum have Web.com

status

Tour status

- Mackenzie Investments Open presented by Jaguar Laval in Mirabel, Quebec added to the schedule
- Five Qualifying School sites of 600 players sold out in 3 minutes and 40 seconds
- Second straight year over \$1 million raised for charity, with over \$3 million since 2013













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

- 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

\$10,000 - \$15,000

- 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

- 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

\$10,000

- VIP Tournament passes x 10
- Daily Tickets x 25
- Social Media recognition
- Banner and on website
- Ad in daily program







Official Pro-Am

- 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

\$2,500/Team

- 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

- 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

\$2,500

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

Community Partner

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

\$500

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



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 I Paradise Canyon

TUESDAY, JUNE 19

Official Pro-Am

1:00pm Start | Paradise Canyon

Jr. Pro-Am

4:00 Start I 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
18th Green | Paradise Canyon

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