



2019 Avaya Charity Golf Tournament

Pinehurst No. 2 | October 7, 2019

Sponsorship Overview

Save the date for the 2nd Annual **Avaya Charity Golf Tournament** and hit the links at historic [Pinehurst No. 2](#) in beautiful Pinehurst, North Carolina.

Avaya will be Driving For Good on Monday, October 7, 2019, with net proceeds from this event driving our [Corporate Responsibility](#) vision around the world through the **Avaya Month of Giving Program**.

You'll support philanthropy and diversity and enjoy a tremendous day of the golf course with Avaya executives as well as your colleagues, partners, and industry peers. On behalf of all of us at Avaya, we invite you to join us for a day of golfing and giving, along with some great food, drinks, and networking. It won't just be good, it will be great!

Contact Golf@avaya.com for more information about how to get involved!



Agenda

Sunday, October 6

6:30 PM ○ Welcome Reception

Monday, October 7

9:00 AM ○ Check-in

○ Hosted Activities

Includes locker room and practice range access, Pro Shop visit, and Avaya CEO welcome

11:00 AM ○ Tournament Begins (scramble format / shotgun start)

5:30 PM ○ Awards and Reception

A photograph of two men in golf attire standing next to a golf cart on a golf course. The man on the left is wearing a light blue sweater vest over a white shirt and a white visor. The man on the right is wearing a blue polo shirt and a blue cap. They are both smiling and looking towards the right. A golf bag is visible in the foreground, partially obscuring the view of the cart.

Pinehurst No. 2

Course Information

Pinehurst Resort

- Three-time U.S. Open Site
- Three-time winner of Travel + Leisure Golf Magazine's Best Golf Resort in America
- The home of the famed No. 2 golf course



Pinehurst No. 2

- **Designer:** Donald Ross (1907)
- **What to Expect:**
 - Pinehurst No. 2 has hosted more single golf championships than any golf course in America.
 - "...best known for its crowned, undulating greens, which are some of the most complex and widely hailed in the world."
 - "In February of 2010, the design firm of Bill Coore & Ben Crenshaw began to restore the natural and strategic characteristics that were the essence of Ross's original design."
- I have great memories of visiting Pinehurst in the old days. For a kid from Latrobe to visit the golf capital of the world was a special treat. - **Arnold Palmer**



Sponsorship Elements

Sponsorship Overview

| BENEFITS | DOUBLE EAGLE (2 available) | EAGLE (1 available) | BIRDIE (3 available) | PAR (1 available) |
|--------------------|---|--|--|---|
| | \$30,000 | \$25,000 | \$15,000 | \$15,000 |
| Attendee Lists | <ul style="list-style-type: none"> Pre-event: all registrants (company, title, city, state only) Post-event: full contact information for all registrants (for those who opt-in) | <ul style="list-style-type: none"> Pre-event: all registrants (company, title, city, state only) Post-event: full contact information for all registrants (for those who opt-in) | <ul style="list-style-type: none"> Pre-event: all registrants (company, title, city, state only) | <ul style="list-style-type: none"> Pre-event: all registrants (company, title, city, state only) |
| Brand Recognition | <ul style="list-style-type: none"> Event website, including 200-word company profile Promotional materials Onsite signage Sponsorship recognition on avaya.com Placement of promotional materials in gift bag Recognition onsite as brunch OR cocktail reception sponsor Recognition on course as Pin flag OR Tee box sponsor <p><i>1st Double Eagle Sponsor selects which of these two selections they prefer. If there is only one Eagle Sponsor, the left-over item will be Avaya branded.</i></p> | <ul style="list-style-type: none"> Event website, including 100-word company profile Promotional materials Onsite signage Placement of promotional materials in gift bag Additional recognition <ul style="list-style-type: none"> Caddie Bib Cart Sponsor <p><i>1st Eagle Sponsor selects which of these two selections they prefer. If there is only one Eagle Sponsor, the left-over item will be Avaya branded.</i></p> | <ul style="list-style-type: none"> Event website, including 50-word company profile Promotional materials Onsite signage Placement of promotional materials in gift bag Additional recognition <ul style="list-style-type: none"> Golf ball Golf Towel Hats/visors Gift Bags <p><i>1st Birdie Sponsor selects which of these two selections they prefer. If there is only one Birdie sponsor, the left-over item will be Avaya branded.</i></p> | <ul style="list-style-type: none"> Event website Promotional materials Onsite signage Placement of promotional materials in gift bag Additional recognition <ul style="list-style-type: none"> Wager Game Golf Pro Branding |
| Tournament Players | <ul style="list-style-type: none"> Two foursomes, including greens fee, driving range, carts, caddies, club facilities, all food & beverage, and all golfer activities | <ul style="list-style-type: none"> One foursome, including greens fee, driving range, carts, caddies, club facilities, all food & beverage, and all golfer activities | <ul style="list-style-type: none"> One foursome, including greens fee, driving range, carts, caddies, club facilities, all food & beverage, and all golfer activities | <ul style="list-style-type: none"> N/A |
| Mulligans | <ul style="list-style-type: none"> One per golfer | <ul style="list-style-type: none"> One per golfer | <ul style="list-style-type: none"> One per foursome | <ul style="list-style-type: none"> N/A |

Marketing Promotional Opportunities (non-player)



| | | | |
|---|---|----------|-----------------|
| Live Scoring Leaderboard | → | \$10,000 | |
| Hole 3 Hospitality | → | \$10,000 | |
| Bag Tags | → | \$7,500 | SOLD OUT |
| @ The Turn (10 th hole snacks/beverages) | → | \$5,000 | SOLD OUT |
| Beverage Cart | → | \$5,000 | SOLD OUT |
| Hole-in-One | → | \$5,000 | SOLD OUT |
| Range Sponsor | → | \$3,000 | SOLD OUT |
| Lodging Sponsor | → | \$3,000 | SOLD OUT |
| Closest to the Pin | → | \$3,000 | SOLD OUT |
| Longest Drive | → | \$3,000 | SOLD OUT |
| Putting Challenge | → | \$3,000 | SOLD OUT |
| Mulligan Sponsor | → | \$1,500 | SOLD OUT |

Marketing Promotional Opportunities (non-player)

Live Scoring Leaderboard \$10,000

- Recognition on scoring mobile; can view live leaderboard on mobile app.
- Recognition on clubhouse and course live leaderboards.
- Sponsor recognition on event website

Hole 3 Hospitality \$10,000

- Signage at Hole 3 hospitality area on course
- Recognition as Hole 3 Hospitality sponsor on golfer invitations and information confirmation sheets sent to all golfers
- Sponsor recognition on event website

Bag Tags \$7,500

- Customized bag tags for each golfer upon check in with sponsor logo
- Sponsor recognition on event website

SOLD OUT

Marketing Promotional Opportunities (non-player)

@ The Turn Sponsor \$5,000

Signage at halfway house on course

Recognition as @ The Turn sponsor on golfer invitations and information confirmation sheets sent to all golfers

Sponsor recognition on event website

Beverage Cart Sponsor \$5,000

Signage on beverage cart(s)

Sponsor recognition on event website

Hole-in-One Sponsor \$5,000

Recognition signage on course for Hole-in-One sponsor on contest hole, as well as, other prize holes

Recognition as Hole-in-One sponsor on golfer invitations and information confirmation sheets sent to all golfers

Sponsor recognition on event website

Marketing Promotional Opportunities (non-player)

Range Sponsor \$3,000

- Recognition signage as Range sponsor onsite
- Recognition as Range sponsor on golfer invitations and information confirmation sheets sent to all golfers
- Sponsor recognition on event website

Lodging Sponsor \$3,000

- Recognition signage as Lodging sponsor onsite
- Recognition as Lodging sponsor on golfer invitations and information confirmation sheets sent to all golfers
- Sponsor recognition on event website
- Opportunity for exclusive sponsored room drop upon guest arrival

Marketing Promotional Opportunities (non-player)

Closest to the Pin Sponsor \$3,000

Recognition signage on course for Closest to the Pin sponsor on contest hole, as well as, other prize holes

Recognition as Closest to the Pin sponsor on golfer invitations and information confirmation sheets sent to all golfers

Sponsor recognition on event website

(Qty. 2)

Longest Drive Sponsor \$3,000

Recognition signage on course for Closest to the Pin sponsor on contest hole, as well as, other prize holes

Recognition as Longest Drive sponsor on golfer invitations and information confirmation sheets sent to all golfers

Sponsor recognition on event website

(Qty. 2 – one for Men's Longest Drive, one for Ladies' Longest Drive)

Marketing Promotional Opportunities (non-player)

Putting Challenge \$3,000

- Recognition signage on course for Putting Challenge sponsor on contest hole, as well as, other prize holes
- Recognition as Putting Challenge sponsor on golfer invitations and information confirmation sheets sent to all golfers
- Sponsor recognition on event website

Mulligan Sponsor \$1,500

- Recognition signage as Mulligan sponsor onsite
- Recognition as Mulligan sponsor on golfer invitations and information confirmation sheets sent to all golfers
- Sponsor recognition on event website
- Recognition signage at event check-in for Mulligan sponsor during registration process

Marketing Promotional Opportunities (Player)

| | | |
|----------------------|--------|---------|
| Foursome | —————> | \$4,000 |
| Threesome | —————> | \$3,000 |
| Twosome | —————> | \$2,000 |
| Single Player | —————> | \$1,000 |

All player opportunities include:

Greens fee, range access, cart, caddie fee, club facilities, food & beverage and all other golfer activities at Pinehurst No. 2

Next Steps

What are the next steps?

Review the sponsorship offerings in this prospectus for the opportunities that best suit your business objectives, and discuss your selections and the event with your Avaya support team.

If you would like to secure a sponsorship at the Avaya Charity Golf Tournament, please contact Eugene Watts at wewatts@avaya.com for more information.

We look forward to your partnership and your support!



Thank you