



2021 Avaya Charity Golf Tournament

Bayonne Golf Club | October 12, 2021

Sponsorship Overview

Save the date for the 3rd Annual **Avaya Charity Golf Tournament** and hit the links at the [Bayonne Golf Club](#) in historic Bayonne, New Jersey.

Avaya will be Driving For Good on Tuesday, October 12, 2021, 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. We know you will truly enjoy this one-of-a-kind course!

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



Agenda



Tuesday, October 12

9:00 AM

Check-in / Breakfast / Hosted Activities

Locker room and driving range access, Pro Shop visit, trick shot entertainment, meet & greet with members of Gotham FC, and Avaya CEO welcome

11:00 AM

Tournament Begins (scramble format / shotgun start)

5:30 PM

Awards and Reception

Bayonne Golf Club



Course Information

Virtual
Tour

Holes in
Sequence

The History

- **Bayonne** was built on an old sanitary landfill covered with 7 million cubic yards of fill, much of it dredged from the harbor in efforts to make the harbor deep enough for supertankers.
- The deposits were piled up to 10 stories high, which developer-designer Eric Bergstol then shaped into towering faux sand dunes.
- Called “the most audacious golf course in the world” by *Sports Illustrated*



BAYONNE GOLF CLUB
New York Harbor

The Course

- **Designer:** Eric Bergstol (2006)
- **What to Expect:**
 - Bayonne’s design pays homage to the great seaside courses of Scotland and Ireland.
 - The unique waterfront setting provides dazzling views of New York Harbor’s dynamic landscape and Manhattan’s iconic skyline.
 - “A round at Bayonne can seem like Alice’s fall down the rabbit hole. The location — only four miles across the Hudson River from Wall Street — is unreal.” – Travel & Leisure Golf



Sponsorship Elements

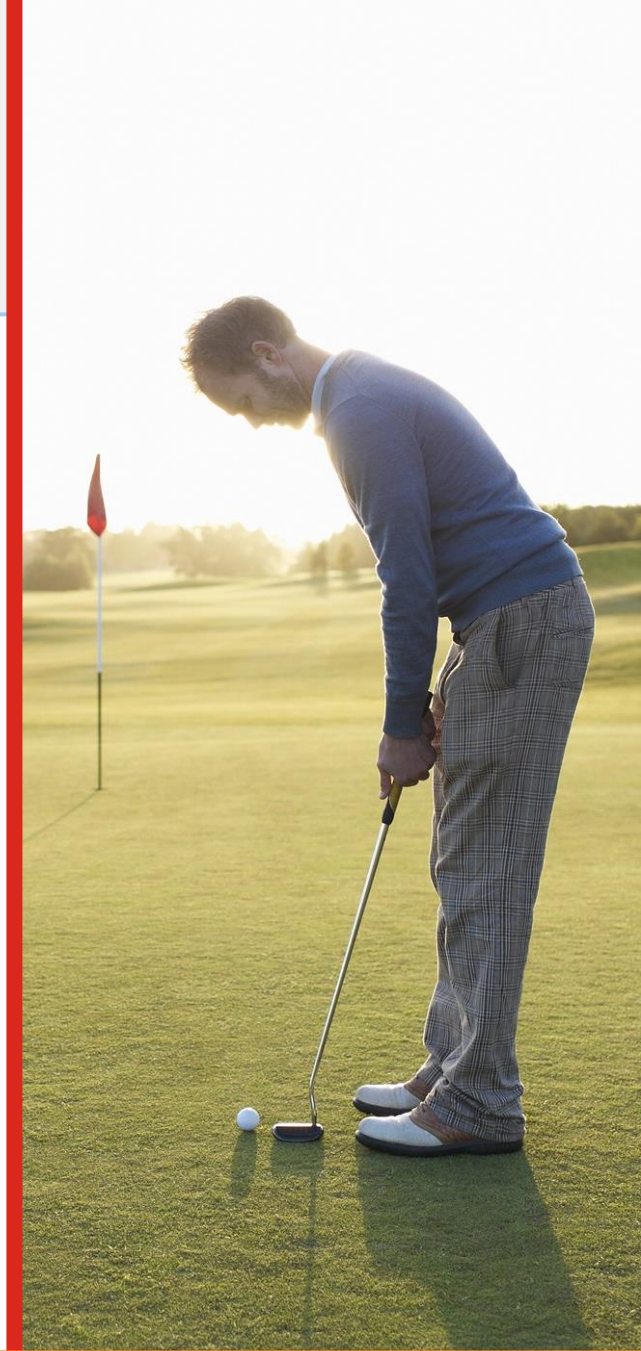


Sponsorship Overview

BENEFITS	DOUBLE EAGLE (2 available)	EAGLE (1 available)	BIRDIE (3 available)	PAR (1 available)
	\$25,000	\$20,000	\$15,000	\$12,500
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 Marker sponsor (all 18 pin flags OR tee boxes) <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 bibs Hats/visors <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 balls Golf towels Bag tags Gift bags <p><i>Birdie Sponsors select which of these selections they prefer, in order of signing up as a sponsor. If there are fewer than four Birdie sponsors, the left-over items 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, caddies, club facilities, all food & beverage, and all golfer activities 	<ul style="list-style-type: none"> One foursome, including greens fee, driving range, caddies, club facilities, all food & beverage, and all golfer activities 	<ul style="list-style-type: none"> One foursome, including greens fee, driving range, 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 7 Hospitality	\$7,500 SOLD
Trick Shot Pro	\$7,500
@ The Turn Hospitality	\$5,000 SOLD
Water Taxi	\$5,000
Hole-in-One	\$5,000 SOLD
Driving Range	\$3,000
Closest to the Pin	\$3,000
Longest Drive	\$3,000
Putting Challenge	\$3,000 SOLD
Mulligan	\$1,500 SOLD



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 7 Hospitality \$7,500

- Signage and branded tent at Hole 7 hospitality area on course
- Recognition as Hole 7 Hospitality sponsor on golfer invitations and information confirmation sheets sent to all golfers
- Sponsor recognition on event website

Trick Shot Pro \$7,500

- Recognition signage on course for Trick Shot Pro sponsor at entertainment location
- Recognition as Trick Shot Pro sponsor on golfer invitations and information confirmation sheets sent to all golfers
- Sponsor recognition on event website and trick shot pro attire
- Trick shot pro to play with sponsor's foursome for 1st three holes

Marketing Promotional Opportunities (non-player)

@ The Turn Hospitality \$5,000

- Signage at refreshments position at halfway point on the course
- Recognition as @ The Turn sponsor on golfer invitations and information confirmation sheets sent to all golfers
- Sponsor recognition on event website

Water Taxi \$5,000

- Signage at embark/disembark point of water taxi between Bayonne and Manhattan
- Sponsor recognition on event website

Hole-in-One \$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)

Driving Range \$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

Closest to the Pin \$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 \$3,000

- Recognition signage on course for Closest to the Pin sponsor on contest hole & 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 and 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 \$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, caddie fee, club facilities, food & beverage and all other golfer activities at Bayonne Golf Club

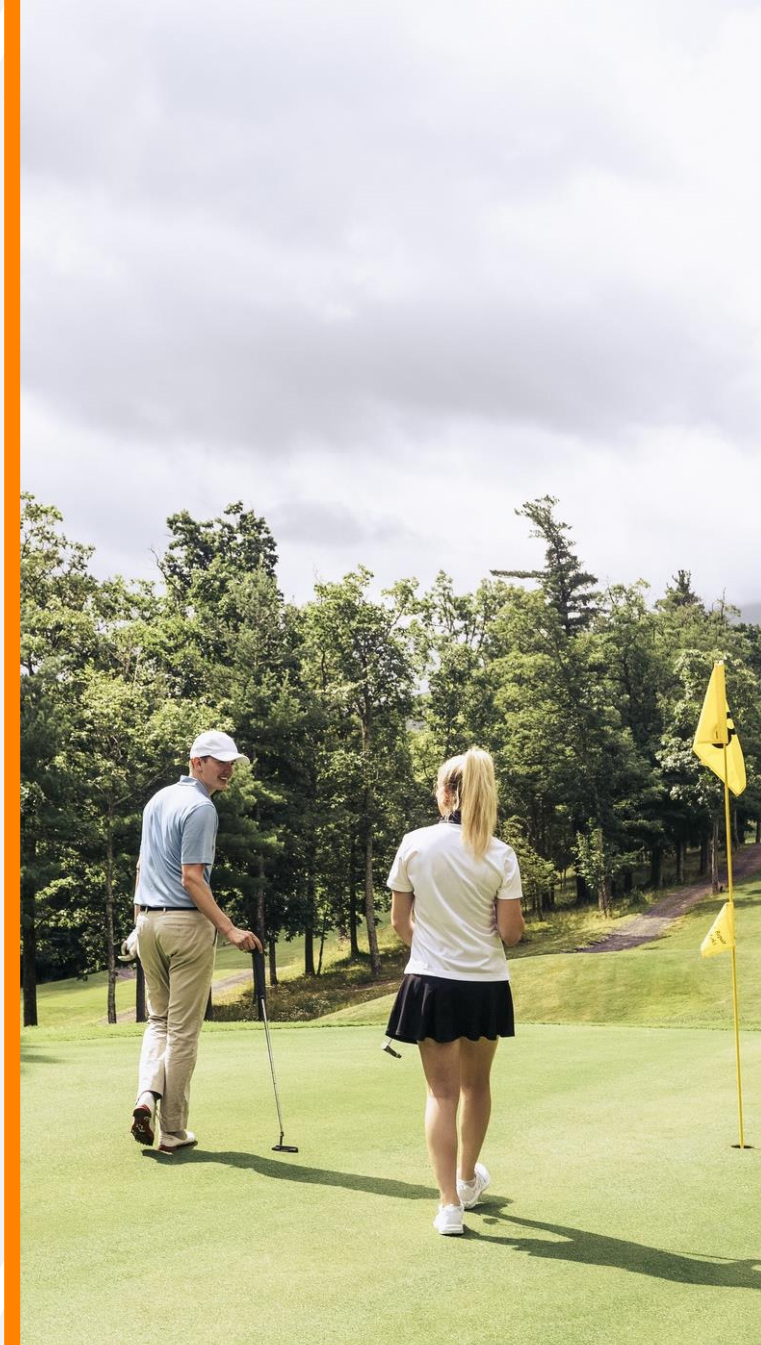
Next Steps

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 Avaya events team at golf@avaya.com for more information.

We look forward to your partnership and your support!





Thank you.