



2020 Avaya Charity Golf Tournament

Streamsong Resort | November 16, 2020

Navigating through COVID-19

The health and safety of our guests and employees remains our top priority. Avaya is continuing to monitor the situation around COVID-19. Alerts regarding the tournament status will be provided to our guests on the tournament website and via email. Any efforts to support enhanced hygiene standards onsite will be communicated in advance and will be developed from guidelines set by the Centers for Disease Control & Prevention, the State of Florida, and the USGA.

If you have any questions or need additional information, please contact the Avaya events team at golf@avaya.com so that we may address your concerns.



Sponsorship Overview

Save the date for the 3rd Annual **Avaya Charity Golf Tournament** and hit the links at the [Streamsong Resort](#) in beautiful Bowling Green, Florida.

Avaya will be Driving For Good on Monday, November 16, 2020, 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

Monday, November 16

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

Streamsong Resort



Course Information

Virtual
Tour

Holes in
Sequence

The History

- **Streamsong Golf Resort and Spa** is set on 16,000 acres of land formerly utilized as a phosphate strip mine.
- The land was mined for nearly 100 years, most recently by Mosaic Company, a leading global producer of phosphate and potash fertilizer components.
- Golfweek magazine named Streamsong the best new golf course in 2012 and put the courses amongst the top 40 public courses in the world in 2013.



The Course

- **Course:** Streamsong Black
- **Designer:** Gil Hanse
 - Hanse, designer of the 2016 Olympic Course in Rio de Janeiro, is one of the most talented and entrusted architects in the game, restoring many of America's most prominent private clubs.
- **What to Expect:**
 - Proclaimed 2017 Best New Course of the Year by Golf Magazine.
 - A dazzling Par-73 championship layout offering breathtaking views of the vast landscape, which includes flowing elevation, rolls, tumbles and sand ridges.

Course Map

By the Numbers



Black

Hole	1	2	3	4	5	6	7	8	9	Out
Green	573	361	480	601	211	342	178	427	450	3623
Black	508	326	423	581	177	321	158	408	408	3310
Silver	466	309	394	550	158	299	135	377	360	3048
Gold	420	276	306	450	135	252	103	357	317	2616
Par	5	4	4	5	3	4	3	4	4	36
+/-										
Handicap	12	16	4	2	6	18	14	8	10	

10	11	12	13	14	15	16	17	18	In	Total	Hcp	Net
548	463	571	L 430 R 441	298	133	463	205	586	3708	7331		
524	395	531	L 409 R 421	286	131	442	189	530	3449	6759		
502	378	510	L 368 R 382	261	110	400	154	495	3192	6240		
434	320	404	L 308 R 321	242	78	323	124	431	2677	5293		
5	4	5	4	4	3	4	3	5	37	73		
11	3	7	9	15	17	1	13	5				

Marker: _____

Competitor: _____ Date: _____

7/17

No.	PAR
No. 1	5
No. 2	4
No. 3	4
No. 4	5
No. 5	3
No. 6	4
No. 7	3
No. 8	4
No. 9	4
OUT	36
No. 10	5
No. 11	4
No. 12	5
No. 13	4
No. 14	4
No. 15	3
No. 16	4
No. 17	3
No. 18	5
IN	37
TOTAL	73





Sponsorship Elements

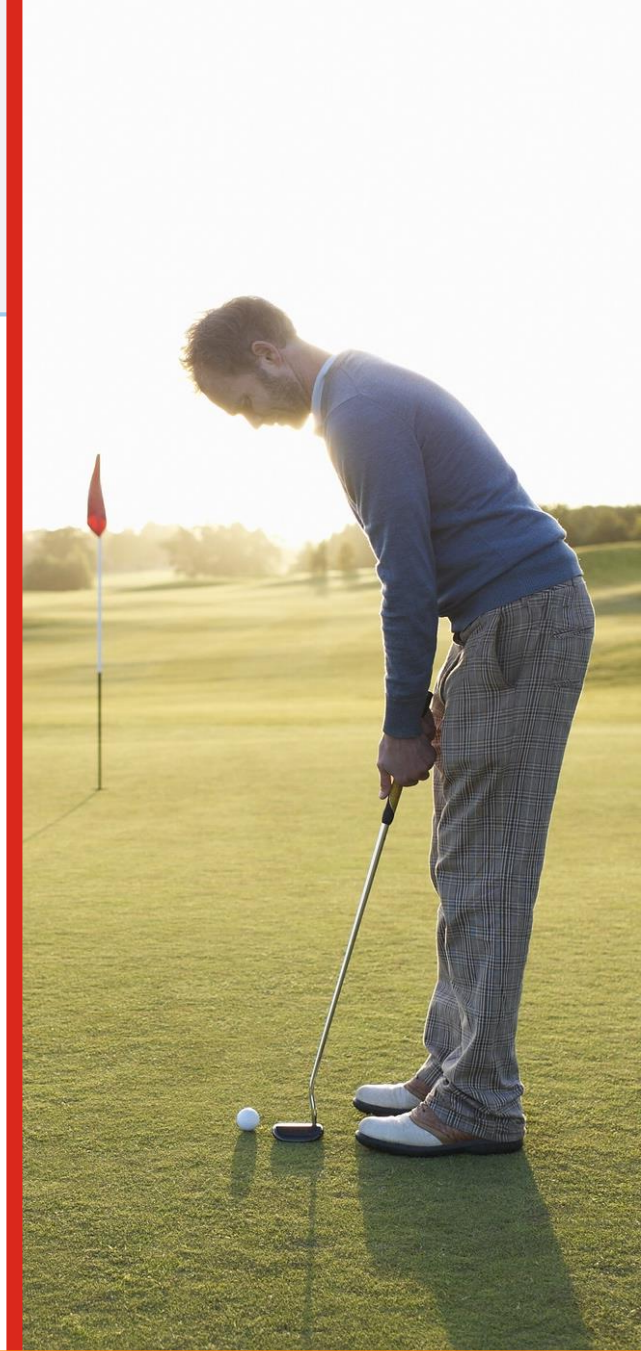


Sponsorship Overview

BENEFITS	DOUBLE EAGLE (2 available)	EAGLE (2 available)	BIRDIE (4 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 4 Hospitality Tent	\$7,500
Trick Shot Pro Sponsor	\$7,500
@ the Turn – Halfway House Hospitality	\$5,000
Cart Sponsor	\$5,000
Hole-in-One	\$5,000
Range Sponsor	\$3,000
Closest to the Pin	\$3,000
Longest Drive	\$3,000
Putting Challenge	\$3,000
Beverage Carts	\$3,000
Mulligan Sponsor	\$1,500



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 and onsite

Hole 4 Hospitality \$7,500

- Signage and branded tent at Hole 4 hospitality area on course
- Recognition as Hole 4 Hospitality sponsor on golfer invitations and information confirmation sheets sent to all golfers
- Sponsor recognition on event website and onsite

Trick Shot Pro Sponsor \$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 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 and onsite

Cart Sponsor \$5,000

- Signage on all carts used by players throughout the day
- Sponsor recognition on event website and onsite

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 and onsite

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 and onsite

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 and onsite

(Qty. 2)

Longest Drive Sponsor \$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 and onsite

(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 and onsite

Beverage Carts Sponsor \$3,000

- Signage on stationary beverage carts on the course used by players throughout the day
- Sponsor recognition on event website and onsite

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 and onsite
- 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 Streamsong Resort

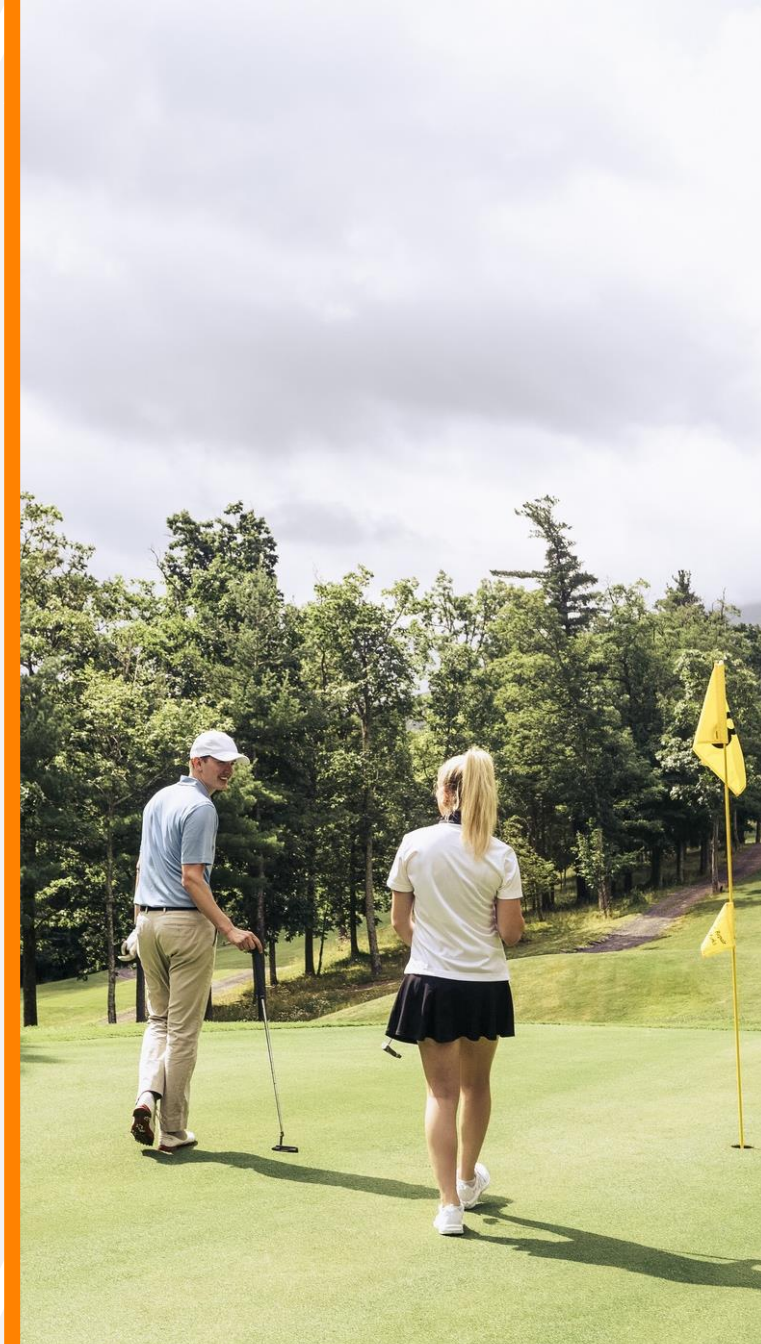
Next Steps

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.