

## ENTITLEMENT & CO-PROMOTION SPONSORSHIPS

Entitlement Sponsorship of a Designated Area:

<b>SPECTATOR VILLAGE</b>	\$15,000
<b>DRIVING RANGE</b>	\$7,000
<b>PUTTING GREEN</b>	\$7,000
<b>GOLF CARTS</b>	\$10,000

*Tax not included in prices shown.*



View from Ocean Club Skybox at 17th Green



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**JANUARY 12-18 2009**  
WAIALAE COUNTRY CLUB

**2009  
CORPORATE SPONSOR  
OPPORTUNITIES**





## PRO-AM OPPORTUNITIES

### PLATINUM SPONSOR PARTNER \$47,000

Includes Four (4) Playing Spots in the Sony Open in Hawaii Pro-Am Tournament (Wednesday) and all corresponding values

### GOLD SPONSOR PARTNER \$13,000

Includes One (1) Playing Spot in the Sony Open in Hawaii Pro-Am Tournament (Wednesday) and all corresponding values

### SILVER SPONSOR PARTNER \$10,000

Includes One (1) Playing Spot in the Sony Open in Hawaii Pro-Am Tournament (Wednesday) and all corresponding values

## SKYBOX OPPORTUNITIES

### VIP SKYBOX \$18,000

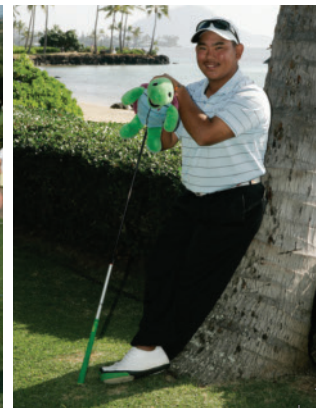
- Private, elevated hospitality venue with a great greenside view of world class golf
- Available at the 16th and 17th Greens
- Includes 400 tickets, an appearance by a PGA TOUR player in your skybox and live TV broadcast
- Food and beverages not included

### OCEAN CLUB SKYBOX (INDIVIDUAL SKYBOX SEATING)

Watch the drama unfold on Waialae's signature Par 3 oceanfront 17th hole with a scenic backdrop of Koko Crater and the Pacific Ocean. Includes food and beverages (Thursday–Sunday).

Ocean Club Skybox Daily Pass	per selected day	\$175
Ocean Club Skybox Badge	(Thursday–Sunday)	\$700

Left: Pro-Am golfers share a laugh at 18. Center (left to right): Todd Garner, Kevin James, Charles Howell III, Adam Sandler and Sandy Wernick team up at the 2008 Pro-Am. Far Right: Tadd Fujikawa relaxes between rounds.



## ADDITIONAL SPONSOR OPPORTUNITIES

### KING AUTO GROUP PRO-JUNIOR SKILLS CHALLENGE SPONSOR PARTNER \$5,000

Branding opportunity as Entitlement Sponsor to one (1) of three (3) skills challenges

### HONORARY OBSERVER PROGRAM per day \$500

Here's your chance to walk inside the ropes with a pro! All the fun of being a PGA TOUR Player without having to qualify.

### VIP HOSPITALITY TENT \$8,000

- One (1) 15' x 15' VIP Hospitality Tent for twenty-five (25) guests
- 150 daily tickets and all corresponding values

### SPECTATOR PAVILION per square foot \$45

- Exhibit Space during tournament week
- On-Course promotional Signage Recognition
- Company Identification on Sony Open in Hawaii Sponsor Board

## ADVERTISING PLACEMENTS

Official Program (plus 100 Daily Tickets) **\$7,000**  
(full-page, four-color—20,000 distribution)

Spectator Guide **\$3,000**  
(full-page, four-color—40,000 distribution)

Please call (808) 523-7888 for details. Tax not included in prices shown.