

ATLANTIC PUBLICITY / NBC 2010 AMERICAN CENTURY GOLF TOURNAMENT



ATLANTICPUBLICITY
BECAUSE YOU HAVE A STORY™

Integrated Marketing and Branding
HOSPITALITY AND EXHIBITOR TENTS



WHAT WHERE WHEN

ATLANTICPUBLICITY
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HERE'S A RARE OPPORTUNITY

**to promote your business or organization at
the world's most prestigious Celebrity
sporting event -- NBC Sports' American
Century Championship at Edgewood
Lake Tahoe with Atlantic Publicity**

July 16-18, 2010

ATLANTIC PUBLICITY GIFTING 2010 TAHOE CELEBRITY GOLF TOURNAMENT



ATLANTICPUBLICITY
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Integrated Marketing and Branding
Gifting Suite Opportunities



WHAT WHERE WHEN

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**The 21st annual American Century Championship
Celebrity Golf Tournament
Backstage Gifting Lounge and Branding**

This made-for-TV event owned and broadcast by NBC Sports is a premier celebrity golf tournament within which Atlantic Publicity will host a 3 full day backstage gifting lounge. The event features a record purse of \$ 600,000. The tournament is a 54-hole modified Stableford format and features sports' and entertainment' greatest celebrities who will be gifted backstage from July 13 – 15, 2010

July 13 – 18, 2010, Lake Tahoe, Nevada



WHO

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More than 100 of the biggest sports and entertainment stars. Celebrities scheduled to appear include, among many others, Charles Barkley, Tony Romo, LaDainian Tomlinson, Ray Romano, Michael Jordan, Emmitt Smith, Don Cheadle and Ben Roethlisberger.



*Edgemont Golf Course
Lake Tahoe, NV*



Lance Armstrong & Kate H



Michael Jordan, the Golfer



Jessica Simpson cheered as by T



Hotel property, Mandalay Bay



Joe Montez



LIST OF PLAYERS

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- ▣ Troy Aikman NFL Hall of Fame QB
- ▣ Jared Allen NFL All-Pro DE: Minnesota Vikings
- ▣ Marcus Allen NFL Hall of Fame RB
- ▣ Ray Allen NBA All-Star, Boston Celtics
- ▣ Charles Barkley Former NBA All-Star
- ▣ Brian Baumgartner Actor: The Office
- ▣ Jerome Bettis Former NFL All-Pro RB
- ▣ Drew Brees Current NFL Superbowl MVP, New Orleans Saints
- ▣ Joe Carter Former MLB All-Star OF
- ▣ Chris Chandler Former NFL All-Pro QB
- ▣ Don Cheadle Actor: *Crash, Hotel Rowanda, Oceans Eleven*
- ▣ Vince Coleman Former MLB All-Star OF



LIST OF PLAYERS

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- ▣ Stephen Curry NBA G: Golden State Warriors
- ▣ Vinny Del Negro NBA Head Coach: Chicago Bulls
- ▣ Jack Del Rio Jacksonville Jaguars Football Head Coach
- ▣ Herm Edwards Former NFL Head Coach
- ▣ John Elway NFL Hall of Fame QB
- ▣ Mike Eruzione Captain, 1980 US Hockey Captain
- ▣ Grant Fuhr Former NHL All-Star
- ▣ Anfernee Hardaway Former NBA All-Star
- ▣ Rodney Harrison Former NFL Pro-Bowler
- ▣ AJ Hawk NFL LB: Green Bay Packers
- ▣ Dennis Haysbert Actor: 24
- ▣ Brett Hull Former NHL All-Star



LIST OF PLAYERS

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- ▣ Dan Jansen Former Gold Medal Speed Skater
- ▣ Dale Jarrett NASCAR Driver
- ▣ Michael Jordan NBA Legend
- ▣ Brian Kelly Notre Dame Football Head Coach
- ▣ Jason Kidd NBA All-Star: Dallas Mavericks
- ▣ Kyle Korver NBA G/F: Utah Jazz
- ▣ Mario Lemieux NHL Legend
- ▣ Kenny Lofton Former MLB All-Star
- ▣ Greg Maddux Former MLB All-Star P
- ▣ Bruce McGill Actor: Animal House
- ▣ Jim McMahon Former NFL All-Pro QB
- ▣ Bode Miller Gold Medal Winning Skie



LIST OF PLAYERS

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- ▣ Mike Modano NHL All-Star
- ▣ Kevin Nealon Actor, SNL Alum
- ▣ Carson Palmer NFL All-Pro QB; Cincinnati Bengals
- ▣ Stone Phillips Former Dateline Anchor
- ▣ Dan Quayle Former U.S Vice President
- ▣ Dan Quinn Former NHL C
- ▣ Rick Rhoden Professional Golfer, Former MLB All-Star
- ▣ Alfonso Ribeiro Actor: Fresh Prince of Bel Air
- ▣ Jeremy Roenick Former NHL All Star
- ▣ Tony Romo NFL All Pro QB: Dallas Cowboys
- ▣ Mark Rypien Former All-Pro NFL QB
- ▣ Bret Saberhagen Former MLB Pitcher/World Series MVP



LIST OF PLAYERS

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- ▣ Mike Shanahan NFL Head Coach: Washington Redskins
- ▣ Sterling Sharpe Former NFL All-Pro WR
- ▣ Ryan Sheckler Professional Skateboarder
- ▣ Ozzie Smith MLB Hall of Fame SS
- ▣ Vinny Testaverde Former NFL All-Pro QB
- ▣ Joe Theismann Former NFL All-Pro QB
- ▣ Billy Joe Tolliver Former NFL QB
- ▣ Jack Wagner Actor: Melrose Place
- ▣ Ken Whisenhunt NFL Head Coach: Arizona Cardinals
- ▣ Deron Williams NBA All-Star Guard: Utah Jazz

2010 Confirmed Attendees



2010 Confirmed Attendees



SPONSORS



ATLANTIC PUBLICITY

HORIZON
Casino Resort • Lake Tahoe
You Matter More

Sotheby's
INTERNATIONAL REALTY


LAKE TAHOE
VISITORS AUTHORITY
SOUTH SHORE



ABM **KORBEL**
CALIFORNIA CHAMPAGNE

LAKE TAHOE
Official Host Hotel

 **TaylorMade** Distinctive
Homes

Harrah's  American Century
Investments®



 **EDGEWOOD**
TAHOE

 **Charter**
COMMUNICATIONS®



EMBASSY SUITES®
Lake Tahoe - Hotel & Ski Resort

tahoe
celebrity
golf 

IKON Document Efficiency
At Work.™



Lakeside Inn
AND CASINO • LAKE TAHOE

Raley's
Family of Fine Stores

 **MONTBLEU**
RESORT CASINO & SPA
LAKE TAHOE



MEDIA COVERAGE

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The Celebrity Golf Championship has attracted well over 200 media personnel representing close to 80 different media outlets across the country. The media will be able to interview celebrity players such as Michael Jordan, Charles Barkley, John Elway, Mario Lemieux, and Jerome Bettis from a field of 80+ stars. Phil Weidinger, Tournament Media Director stated that, "Lake Tahoe is ready to tee it up with perfect weather, a great golf course, a stellar field of celebrities and a who's who of media. And with the schedule of evening activities at the casino resorts throughout the week, we'll also discover the real golf and media superstars."



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MEDIA COVERAGE

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National:

ESPN; NFL Network; Associated Press; People Magazine; Yahoo! Sports; NFL.com; Golf Digest; In Touch Weekly; Life & Style Weekly; US Weekly; TahoeCelebrityGolf.com; Sports Illustrated; ESPN The Magazine

Regional:

KCRA-TV, NBC (Sacramento); Reno Gazette-Journal; KRNV-TV, NBC (Reno); KOLO-TV, ABC (Reno); KQVR-TV, CBS (Sacramento); Golf Today, Fairways & Greens; San Francisco Chronicle



MEDIA COVERAGE

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Local:

Tahoe Daily Tribune, RSN-TV, KRLT/KOWL, Nevada Appeal, Tahoe Quarterly, KTHOLive Radio Remotes: KHTK, Sacramento; Fox Sports Radio Network; KPLY, Reno; Sirius Radio; Sporting News Radio Network; Graham Bensinger Show; Golf Talk Radio; KNBR, San Francisco; KFBK, Sacramento...

And more!



MEDIA COVERAGE

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Television programming:

- CBS - Springfield, MA - www.cbs3springfield.com
- CBS 13 - Sacramento - www.gooddaysacramento.com
- ESPN - www.espn.com
- Extra - www.extratv.com
- Golf Channel - www.golfchannel.com
- Inside Edition - www.cbstv.com
- KCRA-TV - NBC Affiliate, Sacramento - www.kcra.com
- KOLO ABC - Reno - www.kolotv.com
- KRNV NBC - Reno - www.mynews4.com
- KTVN-CBS - Reno, NV - www.ktvn.com
- KQTV News10 (ABC) - www.news10.net
- NFL Network - www.nfl.com
- PGA TOUR Productions - www.pgafour.com
- RSN TV - Resort Sports Network - www.rsn.com
- TNT Sports -
- TV 30 - www.tv30.org



MEDIA COVERAGE

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In Print:

- African American Sports Magazine - www.afrosportshill.com
- Arizona Republic - www.azcentral.com
- AvidGolfer Magazine - www.mtavidgolfer.com
- Colorado AvidGolfer Magazine - www.coloradoavidgolfer.com
- Daily Sparks Tribune - www.dailysparkstribune.com
- Denver Post - www.denverpost.com
- Fairways + Greens Magazine - www.fgmagazine.com
- Golf Digest magazine - www.golfdigest.com
- Golf Today Magazine - www.golftodaymagazine.com
- GolfNews Magazine - www.golfnewsmag.com
- In Touch Weekly - www.intouchweekly.com
- Lake Tahoe Action magazine - www.lahoodailytribune.com
- Lake Tahoe Entertainer - www.tahoe360.com
- Life&Style Weekly - <http://lifeandstylemag.hollywood.com>
- Nevada Appeal - www.nevadaappeal.com
- People Magazine - www.people.com
- Placerville Mountain Democrat - www.mtdemocrat.net
- Reno Gazette-Journal - www.rgj.com
- San Francisco Chronicle - www.sfgate.com
- Sierra Nevada Golf Times
- Skier News - www.skiernews.com
- Tahoe Daily Tribune - www.tahoodailytribune.com
- The Associated Press
- The Sacramento Bee - www.sacbee.com
- Total Entertainment News (TEN)
- Us Weekly - www.usmagazine.com
- Woodland Daily Democrat - www.dailydemocrat.com



MEDIA COVERAGE

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Radio (on-site for remotes):

- Golf Talk Radio Show/Sports 1140 - www.golftalk.com
- KHTK - Sacramento - www.khtk.com
-
- KNBR - San Francisco - www.knbr.com
- KPLY Radio ESPN Radio 630
- KRLT 93.9 The Lake, Local Radio - www.krlt.com
- KTHO AM 590 - www.kthradio.com
- Sports Radio 810 WHB - www.810whb.com
- The Graham Bensinger Show - www.GrahamBensinger.com

Radio (live phone interviews to stations):

-
- KFBK - Sacramento -
- KKFT-KCMY - www.991fmTalk.com

Giftng Suite Participation Benefits

- ▣ Receive top notch publicity without spending top advertising dollars
- ▣ Experience rare exposure to the world's best athletes, celebrities and trendsetters
- ▣ Showcase your product to VIPs and media in a personal and intimate setting
- ▣ Directly provide talent with product, press kits, releases, brochures and other promotional material to garner publicity
- ▣ Obtain feedback, quotes and pictures of key influencers with your products **which you can use for PR and marketing purposes, sales, etc. without limitation.**



MEDIA COVERAGE

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John Elway Kate Hudson and Lance Armstrong Darryl Strawberry

The American Century Championship Tournament has hosted celebrity and sports notables including Michael Jordan, Ray Romano, Charles Barkley, Matt Lauer, Donald Trump, Tiki Barber, John Elway and Jerry Rice to their 54-hole tournament at the lakeside Edgewood Tahoe Golf Course. NBC Sports will televise the final rounds live. The Lance Armstrong Foundation will benefit from celebrity donations in our Retreat.



PARTICIPATION FEES



PLATINUM PACKAGE \$ 30,000:

Title Sponsor, Largest Display Area, One Representative on site with all access backstage pass. Designer set-up. Opportunity for product placement with high profile celebrities. Introduction to attending media. Professional Photography. Inclusion in all of our press releases and invites. Step and Repeat Media Wall. Exclusive Editorial by Atlantic Publisher.



PARTICIPATION FEES

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GOLD PACKAGE \$ 20,000 :

Large Display Area, Inclusion in all press releases and invites, introduction to attending media, professional photos with celebrities.

Company/Product /Services recognition by Step and Repeat Media Wall and Exclusive Editorial by Atlantic Publisher.



PARTICIPATION FEES

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BRONZ GIFT BASKET \$ 7,500 : Includes 3 photos with celebrities holding up products in the gifting area. Inclusion in all invites and press releases.

GIFT BASKET \$ 5,000 : Certificates and products in gift bag.

100 GIFT BAGS



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Sightings: Kate & Lance, Diaz and Sting

PA, JUL 11, 2008 11:58 PM EDT by JAMES WALSH



[View a full size of this image](#)

THE TIME Lance Reddick, winning golfers Kate Winslet and Sting has taken with a \$20,000 Full
Rough Competition at the 2008 PGA Championship. Catherine Keener at the American Golf Association's
Lance Winslet, Emily, Sting, Keener and James Diaz to name a few others have joined a host of other
celebrity and professional golfers at the event.

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EDITORIAL





High-Powered
Audience

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ATLANTIC PUBLICITY GIFTING



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Set beneath the picturesque Sierra Nevada Mountains, the Tournament is held at the challenging Edgewood Tahoe Golf Course. NBC Sports broadcasts the second and final rounds of Tournament play, providing five hours of national television coverage over the weekend, July 16-18



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This is an excellent opportunity for corporate client appreciation, incentive and branding in two different capacities.

- 1. Corporate Hospitality Tents**
- 2. Exquisite Exhibition Tents**



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CORPORATE HOSPITALITY SPONSORS RECEIVE:

- Private Hospitality tent (20 x 30) alongside the 9th green
- 50 hospitality credentials per day (Friday – Sunday)
- Company name / logo listed on Sponsor Boards (2) and in front of tent entrance
- Logo appears on daily pairing guides and official website
- Fifty Tournament Programs
- Close circuit television and computer scoring
- Tables, chairs and linens provided
- Restroom facilities provided

CORPORATE HOSPITALITY VIP TENT: \$ 18,000 plus food and beverage.
Limited availability.



HOSPITALITY TENT

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Corporate Sponsors





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HIGH PROFILE EXHIBITOR TENTS RECEIVE:

- Positioned in the middle of all the spectator action
- One exhibitor tent located within main foot traffic area of tournament spectators
- One 8' table and two chairs
- Two grounds badges
- One day tickets as requested, valid one day, Friday – Sunday
- Power outlet 110 V

EXHIBITOR FEE : \$ 6,000 plus food and beverage. Limited availability.



HIGH PROFILE EXHIBITORS

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EXHIBITOR TENT





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