

5TH ANNUAL  
 **BIG TEX**<sup>®</sup>  
GOLF  CLASSIC

**Monday, September 14, 2015**  
**Old American Golf Course**

*Benefiting the State Fair of Texas  
Youth Scholarship Program*

**Co-Title Sponsorship Package**



presented by  
**STATE FAIR OF TEXAS  
CHAIRMAN'S TASK FORCE**

## 5TH ANNUAL BIG TEX GOLF CLASSIC

### BENEFITTING THE STATE FAIR OF TEXAS YOUTH SCHOLARSHIP PROGRAM

**DATE:** Monday, September 14, 2015  
**LOCATION:** Old American Golf Club  
**TIME:** 11a - 12:30p: Lunch / Registration  
1p: Shotgun Start

### BIG TEX GOLF CLASSIC BACKGROUND AND PROCEEDS

The State Fair of Texas Chairman's Task Force is pleased to present the 5th Annual Big Tex Golf Classic. Proceeds from this year's tournament will benefit the State Fair Youth Scholarship Program.

The State Fair Youth Scholarship Program is open to eligible high school seniors who participate in State Fair livestock shows and to outstanding students attending the following Fair Park-area high schools: Lincoln, James Madison, North Dallas, Woodrow Wilson and the Irma L. Rangel Young Women's Leadership School.

### ABOUT THE STATE FAIR OF TEXAS

Since its inception in 1886, the State Fair of Texas has celebrated all things Texan by promoting agriculture, education, and community involvement through quality entertainment in a family-friendly environment. The State Fair of Texas is a non-profit organization with all proceeds helping to preserve and improve Fair Park and underwrite museum, community and scholarship programs for inner city youth and students pursuing agricultural careers. The 2015 exposition runs September 25 through October 18 in Fair Park.

The State Fair of Texas is a 501(c)(3) nonprofit organization, and does not receive any government funding or support. Its nonprofit purpose is funded through the proceeds from the annual State Fair of Texas event. The net proceeds from the Fair are reinvested in Fair Park, in the form of capital improvements; given as scholarships to deserving youth throughout the state of Texas; used to support the Fair Park museum facilities and community outreach programs; and used to improve the State Fair's operation.

## EVENT DETAILS

### DONATIONS

If you cannot attend the tournament, but wish to support it, then please consider a donation. All donations are 100% tax deductible.

### TIME, PLACE, AND FORMAT

The tournament is being held at the the Old American Golf Club on Monday, September 14, 2015. Registration begins at 11a. Carts will leave at 12:45p. The tournament will start promptly at 1p. The tournament format is a 4-person scramble.

### LUNCH AND DINNER

Lunch and dinner are complimentary. Lunch will begin at 11a. Dinner will begin at completion of play.

### MULLIGAN / RAFFLE

Mulligan tickets cost \$50 each. An accompanying prize with a value of at least \$50 comes with each mulligan. One mulligan per player. A separate raffle will be held at the tournament dinner. Raffle tickets will be available for purchase at registration and prior to the start of the raffle. Must be present to win.

### RAIN POLICY

Given the tournament's charitable nature and dependency on weather, there are no refunds of any kind. Unless the golf course prohibits play due to rain, the tournament will be played. If the golf course prohibits play, then the tournament will be rescheduled by tournament personnel.

## BENEFITS OF SPONSORSHIP

### Use your sponsorship at this year's golf classic:

- To reward high-performing local and state wide high school students
- To provide face time with key clients
- As a team building event
- To make a charitable contribution to a 501(c)(3) nonprofit organization
- To reward top producing staff
- As a "thank you" to deserving individuals or groups

## **CO-TITLE SPONSOR - \$ 10,000 (LIMITED TO 3 CO-TITLE SPONSORS)**

### **PUBLICITY BENEFITS**

- “Presenting” recognition with Co-Title Sponsors in two, 1/4-page ads in *The Dallas Morning News* sports section.
- “Presenting” recognition in one State Fair of Texas tweet (approximately 37,300 followers promoting tournament).
- “Presenting” recognition with Co-Title Sponsors in one distribution of the State Fair of Texas electronic newsletter (approximately 56,000 readers) promoting tournament.
- “Presenting” recognition in one State Fair of Texas Facebook postings (approximately 286,000 Facebook friends) promoting tournament.
- “Presenting” recognition with Co-Title Sponsors in all media related to tournament.
- Recognition at 2015 State Fair of Texas Youth Livestock Auction.
- Primary recognition with Co-Title Sponsors on all tournament common signage/website.
- Recognition at Big Tex Golf Classic Awards Dinner.
- Exclusive recognition on one of first three holes.
- Recognition with Co-Title Sponsors on sponsor gift baskets.

### **OTHER BENEFITS**

- 50 General Admission (any day) tickets to the State Fair of Texas (\$900).
- One (1) Season Pass and one (1) Season Parking Pass to the State Fair of Texas (\$300).
- Four (4) one-time parking passes to the State Fair of Texas (\$60).
- One (1) Honor Guest Pass to the State Fair of Texas - allows up to six people in vehicle and vehicle free admission and parking (\$125).
- One (1) invitation for sponsor & guests to the 2015 Youth Livestock Auction (all f & b included).
- Four (4) seats at the 2016 State Fair Scholarship Luncheon (all f & b included).

### **TOURNAMENT BENEFITS (IF DESIRED)**

- Eight (8) players (two Teams) in tournament with lunch, dinner, and player appreciation package.
- Two (2) Sponsor gift baskets.