

AVAYA

2022 Avaya Charity Golf Tournament

TPC Jasna Polana
October 10, 2022

Sponsorship Overview

Save the date for the 4th Annual **Avaya Charity Golf Tournament** and hit the links at [TPC Jasna Polana](#) in renowned Princeton, NJ.

Avaya will be Driving For Good on Monday, October 10, 2022, 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

9:00 AM

Check-in / Breakfast / Hosted Activities

Locker room and driving range access, Pro Shop visit, Putting Challenge, and Avaya CEO welcome

11:00 AM

Tournament Begins (scramble format / shotgun start)

5:30 PM

Awards and Reception

TPC Jasna Polana



Course Information



Photo Gallery



The History

- TPC Jasna Polana was built in the early 1970s as the country home of J. Seward Johnson. Designed by world-renowned architect Wallace Harrison, the result was an exquisite neoclassical country villa.
- When the decision was made to convert the private estate, the Johnson family partnered with the PGA Tour's [TPC Network](#).
- From its stately clubhouse to its Gary Player designed golf course, TPC Jasna Polana is a true gem in the TPC Network of clubs.



JASNA POLANA



The Course

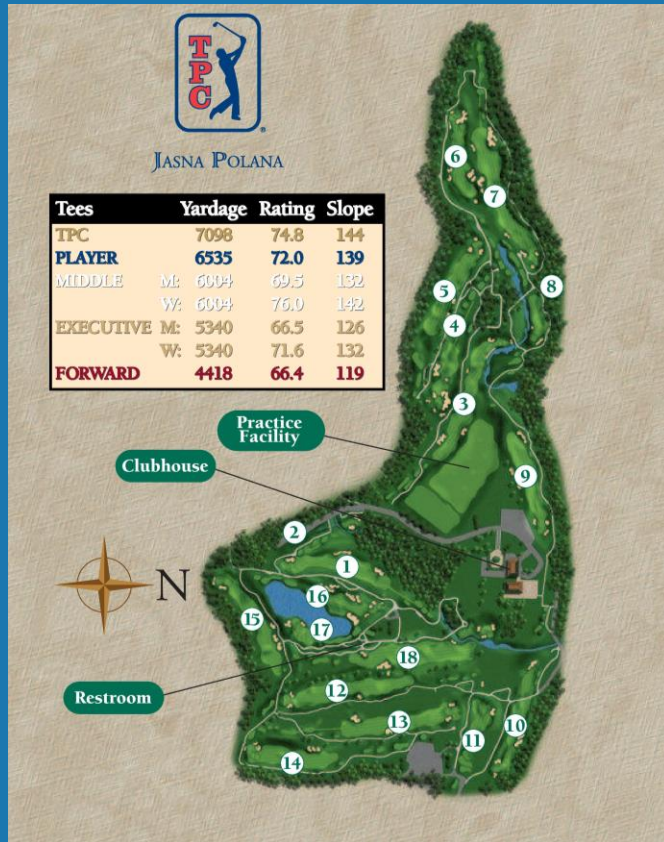
Designer: Gary Player

During a prolific professional career spanning 50 years, South African native **Gary Player** distinguished himself as one of the greatest players of all time – winning nine majors on both the PGA TOUR and Senior Tour; the South African Open a record 13 times; the Australian Open a record seven times; and becoming the only player ever to win all four majors on both the PGA TOUR and Senior Tours.

Player is also one of the world's most acclaimed golf course designers. His design philosophy focuses on combining modern technology with traditional design principles to create unique courses that provide enjoyment for players of all abilities.

Course Map

By the Numbers



HOLE	RATING	SLOPE	1	2	3	4	5	6	7	8	9	OUT	10	11	12	13	14	15	16	17	18	IN	TOTAL	HCP	NET	
TPC	75.0	145	396	145	534	324	388	452	609	203	491	3542	432	188	543	456	430	440	318	200	549	3556	7098			
PLAYER	72.4	139	378	127	480	304	361	427	558	193	441	3269	414	152	517	411	380	419	293	165	515	3266	6535			
BLENDED	71.0	134	378P	127P	480P	304P	361P	395M	508M	162M	414M	3129	400M	152P	480M	411P	380P	356M	293P	165P	515P	3152	6281			
MIDDLE	M: 69.7 L: 75.6	131 145	359	101	474	277	351	395	508	162	414	3041	400	135	480	364	325	356	281	128	494	2963	6004			
MEN'S HANDICAP			9	17	5	15	11	1	13	7	3		2	18	14	6	12	4	16	8	10					
PAR			4	3	5	4	4	4	5	3	4	36	4	3	5	4	4	4	4	3	5	36	72			
EXECUTIVE	M: 66.1 L: 71.3	121 133	326	75	437	251	322	360	476	127	339	2713	281	121	444	330	287	346	233	106	479	2627	5340			
BLENDED	69.3	127	326E	75E	437E	251E	322E	290F	402F	127E	188F	2418	281E	121E	444E	330E	287E	267F	233E	106E	479E	2548	4966			
FORWARD	66.2	117	267	53	401	198	309	290	402	115	188	2223	242	115	345	291	221	267	182	95	437	2195	4418			
LADIES' HANDICAP			13	15	1	17	9	3	7	11	5		16	18	8	6	10	4	12	14	2					
DATE	SCORER											ATTEST														

Sponsorship Elements



Sponsorship Overview

BENEFITS	DOUBLE EAGLE (1 available)	EAGLE (2 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 breakfast OR cocktail reception sponsor Recognition on course as Pin Flag OR Tee Box Marker sponsor (all 18 pin flags OR tee boxes) <i>1st Double Eagle Sponsor selects which of these two selections they prefer. If there is only one Double Eagle Sponsor, the left-over item will be Avaya branded.</i> 	<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"> Banner blades (qty. 4 – 2 on front 9 and 2 on back 9) Hats/visors <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> 	<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 <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> 	<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, club facilities, all food & beverage, and all golfer activities 	<ul style="list-style-type: none"> One foursome, including greens fee, driving range, club facilities, all food & beverage, and all golfer activities 	<ul style="list-style-type: none"> One foursome, including greens fee, driving range, 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	\$7,500
Golf Cart GPS Devices (2)	\$5,000
Golf Carts	SOLD
Beverage & Snack Carts	\$5,000
Hole-in-One	SOLD
Driving Range	SOLD
Closest to the Pin (1)	\$3,000
Longest Drive (2)	\$3,000
Putting Challenge	\$3,000
Mulligan	SOLD



Marketing Promotional Opportunities (non-player)

1

Live Scoring Leaderboard \$7,500

- Recognition on scoring mobile tablet; can view live leaderboard on mobile app.
- Recognition on clubhouse and course live leaderboards.
- Sponsor recognition on event website.

2

Golf Cart GPS Devices \$5,000

- Recognition on the GPS device used in every golf cart. One sponsor logo displayed on the front 9, and the other sponsor logo on the back 9.
- Sponsor logo will be displayed 3 times during play during their 9 holes.
- Sponsor recognition on event website.

(Qty. 2 available – one logo on front 9 and one logo for back 9)

3

Golf Carts \$5,000

- Recognition signage on each golf cart used during the tournament.
- Each sponsor logo on half of the golf carts used. With 112 players, total golf carts used would be 28. Each sponsor would then have signage on 14 carts.
- Carts used by tournament staff will display both logos.
- Sponsor recognition on event website.

(one logo on half of the golf carts and one logo on the other half)

Marketing Promotional Opportunities (non-player)

4

Beverage & Snack Carts \$5,000

- Signage on beverage and snack carts used during the tournament.
- Two carts will be driving through the course continuously to refresh players.
- Carts will carry sports drinks, soft drinks, water, beer, hamburgers, and hot dogs.
- Sponsor recognition on event website.

5

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.

6

Driving Range \$3,000

- Recognition signage as Range sponsor onsite.
- Recognition as Driving Range sponsor on golfer invitations and information confirmation sheets sent to all golfers.
- Sponsor recognition on event website.

Marketing Promotional Opportunities (non-player)

7

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. 1 available)

8

Longest Drive \$3,000

- Recognition signage on course for Longest Drive sponsor on contest hole as well as 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 available – one for Men's and one for Ladies')

Marketing Promotional Opportunities (non-player)

9

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.

10

Mulligan \$1,500

- Recognition signage as Mulligan sponsor on site.
- Recognition as Mulligan sponsor on golfer invitations and information confirmation sheets sent to all golfers.
- Recognition signage at event check-in for Mulligan sponsor during registration process.
- Sponsor recognition on event website.

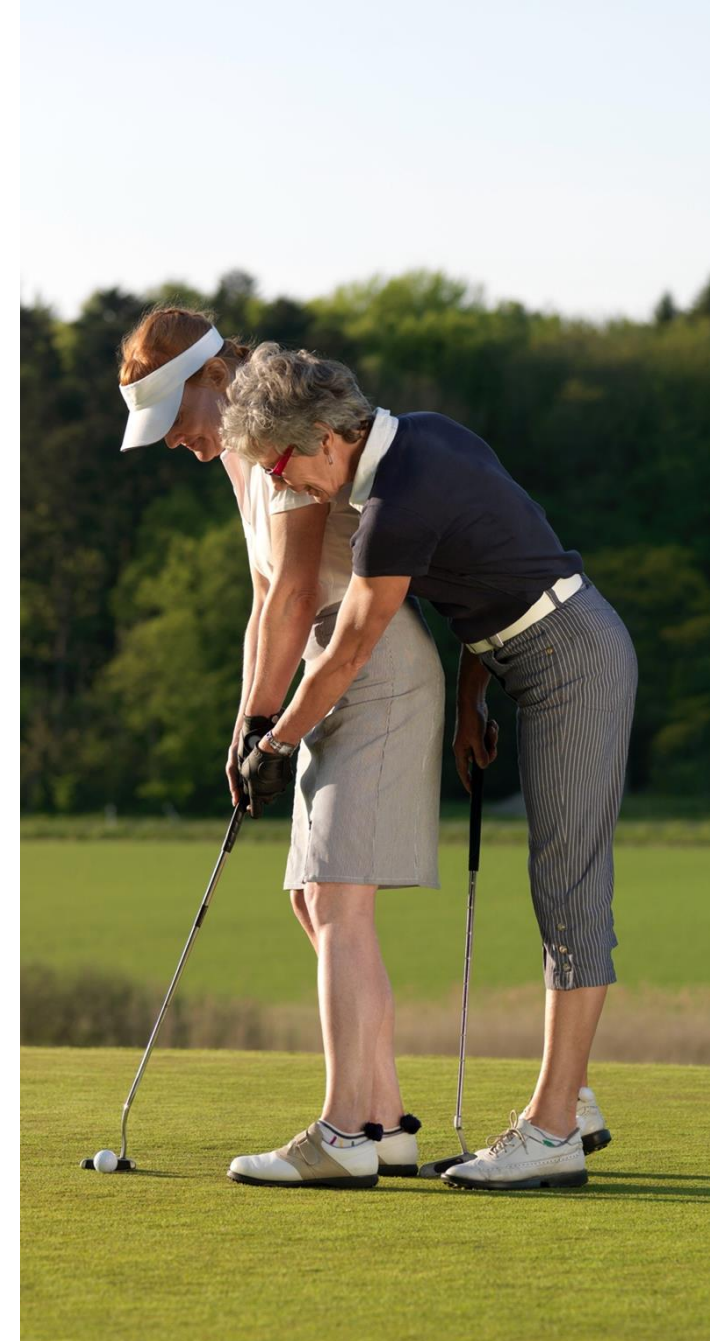
Marketing Promotional Opportunities (player)



Foursome	\$4,000
Threesome	\$3,000
Twosome	\$2,000
Single Player	\$1,000

All player opportunities include:

Greens fee, range access, club facilities, food & beverage and all other golfer activities at TPC Jasna Polana



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!

www.avaya.com