



2018 AVAYA INAUGURAL CHARITY GOLF TOURNAMENT – SPONSORSHIP PROSPECTUS

Baltusrol Golf Club | August 20, 2018

AVAYA

SPONSORSHIPS OVERVIEW



A day of golfing and giving, along with some great food, drinks, and networking. We'll have it all at the **Inaugural Avaya Charity Golf Tournament**, Monday, August 20, 2018 on the upper course of [Baltusrol Golf Club](#) in New Jersey, home to 7 U.S. Championships and 2 PGA Championships.

Avaya will be Driving for Good, with net proceeds* from this event supporting our [Corporate Responsibility](#) vision around the world. This year, we are proud to highlight [Save The Children](#) and their [Girls' Educational Programming](#).

Save the Children is an international non-governmental organization that promotes children's rights, provides relief, and helps support children in developing countries.

You'll enjoy a tremendous day on the golf course with Avaya executives and employees—as well as your colleagues, partners, and industry peers. The event will include brunch, a scramble format golf tournament, and a cocktail and awards reception.

It won't just be good, it will be great!

** Net proceeds from the Avaya Charity Golf Tournament will be donated to charity.*

AGENDA



- 9:00am ▶ Check-in
- 9:30am ▶ Hosted Activities (including brunch, locker room and practice range access, Pro Shop visit, and Avaya CEO welcome)
- 11:00am ▶ Tournament Begins (scramble format / shotgun start)
- 4:00pm ▶ Awards and Reception



BALTUSROL GOLF CLUB



BALTUSROL GOLF CLUB LAYOUT / MAP



COURSE ARCHITECT: A.W. TILLINGHAST, 1922





SPONSORSHIP ELEMENTS

AVAYA INAUGURAL GOLF OUTING SPONSORSHIPS OVERVIEW



BENEFITS	DOUBLE EAGLE (1 available)	EAGLE (2 available)	BIRDIE (4 available)
	\$25,000	\$15,000	\$10,000
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)
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 sponsor Pin flags Tee box 	<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 bib 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
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
Mulligans	<ul style="list-style-type: none"> One per golfer 	N/A	N/A

MARKETING PROMOTIONAL OPPORTUNITIES (NON-PLAYER)



▶ Live Scoring Leaderboard	\$10,000
▶ Beverage Cart	\$3,000
▶ Closest to the Pin	\$1,500 (Qty. 2)
▶ Longest Drive	\$1,500 (Qty. 2)
▶ Hole-in-One	\$5,000
▶ Putting Challenge	\$1,500
▶ Golf Ball / Towel & Gift Bag	\$7,500
▶ Reception	\$10,000

MARKETING PROMOTIONAL OPPORTUNITIES



Live Scoring Leaderboard Sponsor \$10,000

- ▶ Recognition on caddie iPad scoring tablets; can view live leaderboard on iPad
- ▶ Recognition on clubhouse live leaderboard
- ▶ Sponsor recognition on event website

Beverage Cart Sponsor \$3,000

- ▶ Signage on beverage cart(s)
- ▶ Sponsor recognition on event website

Closest to the Pin Sponsor \$1,500 (Qty. 2)

- ▶ Recognition signage as Closest to the Pin sponsor onsite
- ▶ Recognition as Closest to the Pin sponsor on golfer invitations and information confirmation sheets sent to all golfers
- ▶ Sponsor recognition on event website
- ▶ Recognition signage on course for Closest to the Pin sponsor on contest hole, as well as, other prize holes

MARKETING PROMOTIONAL OPPORTUNITIES



Longest Drive Sponsor \$1,500 (Qty. 2 – one for Men's Longest Drive, one for Ladies' Longest Drive)

- ▶ Recognition signage as Longest Drive sponsor onsite
- ▶ Recognition as Longest Drive sponsor on golfer invitations and information confirmation sheets sent to all golfers
- ▶ Sponsor recognition on event website
- ▶ Recognition signage on course for Closest to the Pin sponsor on contest hole, as well as, other prize holes

Hole-in-One Sponsor \$5,000

- ▶ Recognition signage as Hole-in-One sponsor onsite
- ▶ Recognition as Hole-in-one sponsor on golfer invitations and information confirmation sheets sent to all golfers
- ▶ Sponsor recognition on event website
- ▶ Recognition signage on course for Hole-in-One sponsor on contest hole, as well as, other prize holes

MARKETING PROMOTIONAL OPPORTUNITIES



Putting Challenge Sponsor \$1,500

- ▶ Recognition signage as Putting Challenge sponsor onsite
- ▶ Recognition as Putting Challenge sponsor on golfer invitations and information confirmation sheets sent to all golfers
- ▶ Sponsor recognition on event website
- ▶ Recognition signage on course for Putting Challenge sponsor on contest hole, as well as, other prize holes

Golf Ball / Towel Sponsor & Gift Bag Sponsor \$7,500

- ▶ Logo on golf balls & towels given to all players
- ▶ Gift bags given to 112 golfers with your company logo
- ▶ Recognition signage as Gift Bag Sponsor at check in
- ▶ Sponsorship recognition on printed promotional materials
- ▶ Sponsorship recognition on event website

MARKETING PROMOTIONAL OPPORTUNITIES



Reception Sponsor \$10,000

- ▶ Sponsor recognition on event website
- ▶ Sponsor recognition on onsite signage
- ▶ Sponsor recognition at Awards & Reception at end of day
- ▶ Placement of promotional materials in gift bag

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 Inaugural Golf Outing, please contact Eugene Watts at wewatts@avaya.com for more information. We look forward to your partnership and your support!

AVAYA