



Nelly Korda



TOURNAMENT OF  
**CHAMPIONS**<sup>™</sup>  
DIAMOND RESORTS<sup>®</sup>

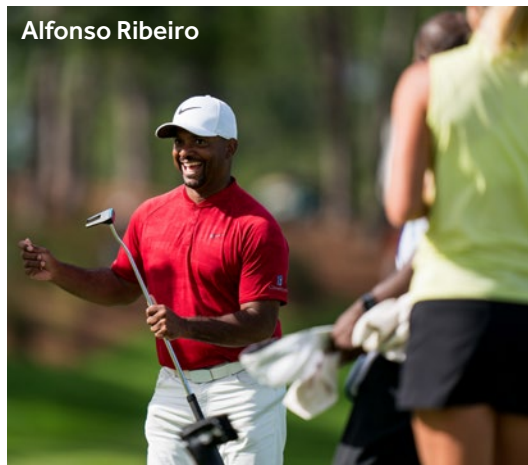
January 21-24, 2021  
Orlando, FL



It's Not Just  
A Golf Tournament,  
**It's An  
Experience**



Jessica Korda



Alfonso Ribeiro

**Forget what you think you know about professional golf.**

The Diamond Resorts Tournament of Champions takes the game to a whole new level as a true winners-only event, featuring LPGA champions from the previous two seasons playing alongside a roster of top-tier sports and entertainment celebrities. Competition for the title is tough, and the stakes are high with the LPGA professionals playing for \$1.2 million in official prize money and the celebrities competing for their own \$500,000 purse.

All four days take place at the prestigious Four Seasons Golf and Sports Club Orlando and are televised on Golf Channel and NBC. But the action doesn't end at the golf course. From live entertainment to world-class hospitality, the LPGA's "Party on Tour" is not to be missed.





# You've Got to Be Here

**Mike Flaskey**  
CEO, Diamond Resorts

As a global leader in the hospitality and entertainment industries, Diamond Resorts helps members make a habit of breaking from the routine.

From unforgettable getaways to exclusive concerts and events, members turn to Diamond to recharge, reconnect and remind each other of what matters most in life.

Since launching its experiential events platform in 2016, Diamond has been transforming the vacation ownership industry with innovative, once-in-a-lifetime experiences just like this tournament. As our flagship event, the Diamond Resorts Tournament of Champions incorporates all of the elements that set Diamond apart: exceptional hospitality, unparalleled customer service and unforgettable vacation experiences. Spectators, sponsors and players don't just get a taste of what we offer – they have the opportunity to fully enjoy what makes Diamond different.



## Televised International Distribution

**185,302,235**  
Total Global  
Household Reach

**74 Global**  
Total Territories

Over 135 hours  
of Live Coverage

**North America**  
**82,100,000**  
Households  
2 Territories

**Europe**  
**19,437,100**  
Households  
27 Territories

**Asia**  
**78,115,135**  
Households  
18 Territories

**Africa**  
**Middle East**  
**2,000,000**  
Households  
25 Territories

**Australia Asia**  
**3,650,000**  
Households  
2 Territories

# A Global Reach

The 2020 Diamond Resorts Tournament of Champions was the most-watched LPGA season opening event in 11 years and generated:

- 4.25+ million unique viewers
- 306,000 average viewers per minute across Golf Channel and NBC
- 231 million social media impressions for #DiamondLPGA
- More than 7,000 news media mentions

## Attendee Overview\*

Over 30,000 fans lined the fairways of the 2020 Diamond Resorts Tournament of Champions, with millions more tuning into the television coverage. Year after year, the tournament continues to grow and bring in new audiences to experience our unique twist on professional golf.

## Where they're from:

- 74% Florida Resident
- 14% Other U.S.
- 12% International



Tournament partners have unique opportunities to share their brand's story with Golf Channel and NBC's diverse audiences.

## Available media assets include:

- 30-second commercial units during the NBC broadcast
- 30-second commercial units during the Golf Channel broadcast
- Opening and closing billboards
- In-telecast features
- Custom social media campaigns
- Advertisements on the official tournament website
- Placements in the printed tournament program and daily pairings guides

\* Scarborough Multi-Market Research 2018



Larry the Cable Guy



Marcus Allen

# Keep the Party Going

The party never stops at the Diamond Resorts Tournament of Champions. From on-course suites stocked with premium catering and open bars to headline concerts featuring platinum-selling artists such as Boyz II Men, Counting Crows, Jake Owen, Cole Swindell and more, this is truly a week of nonstop fun!

Tournament partners have exclusive access to the week's events, plus enjoy:

- Private or shared hospitality suites on course
- Mingling with celebrities and LPGA professionals
- Strategic business networking events
- Engaging client entertainment opportunities
- Custom brand activations



Boyz II Men





Erin Oprea

## Exceeding Expectations

The week-long vacation experience known as the Diamond Resorts Tournament of Champions provides unforgettable memories that will keep you coming back year after year. From well-appointed accommodations to group workout sessions led by celebrity trainers, our partners will testify that once you have experienced this event, it will become a permanent fixture on your calendar for years to come.

### You and your VIPs can expect:

- Turnkey hospitality, including suite accommodations
- Strategic business-to-business networking opportunities
- Engaging client entertainment opportunities
- Exclusive on-site activities





# Get Connected

## Business Opportunities

The Business-to-Business (B2B) Leadership Summit provides our partners the opportunity to build lasting relationships with like-minded business leaders. It is one of the aspects that distinguishes the Diamond Resorts Tournament of Champions from other events. Executives from a wide variety of companies come together in a relaxed environment to hear the latest developments within Diamond Resorts and other keynote speakers from major brands. If you need an excuse back at the office to validate all the fun you had throughout the week, the B2B Leadership Summit does just that.

Brands featured at the 2020 event included:







## Community Outreach

Charity is a key tenet of the Diamond Resorts brand and has been ingrained in the Diamond Resorts Tournament of Champions since its inception. The Diamond Resorts International Foundation is a recognized 501(c)3 organization that benefits underprivileged communities, military veterans and those in need. It has provided financial aid and volunteer support to numerous charitable organizations, including post-disaster recovery efforts, and supporting children and families facing cancer or other life-threatening diseases.

Each year, net proceeds from the event's live and silent auctions go to nominated charities and good causes. Since 2013, the tournament has helped raise more than \$3.7 million dollars to support the Foundation in benefiting children's hospitals in Florida. The money raised during the 2020 tournament allowed Diamond to assist individuals and families impacted by the COVID-19 global pandemic, helping provide financial relief for basic necessities, such as food, clothing or shelter, and larger needs like unexpected medical bills.

It is a privilege to give back and share the achievements made through the generosity of others, who make the live and silent auctions a success every year.





Jack Wagner, Bronte Law and Sterling Sharpe



# Pro-Am Packages

## Insurance Office of America Pro-Am at Four Seasons Golf and Sports Club

Each amateur golfer will receive the following:

- Five (5) nights (Tuesday-Sunday) in a two-bedroom unit at a Diamond Resorts host property
- VIP gifting package, including an 8-day/7-night vacation certificate to any Diamond Resorts-managed property in the continental U.S.
- Two (2) tickets to Pairing's Party
- Two (2) tickets to Tournament Reception and Headline Concert
- Two (2) tickets to Gala and Headline Concert
- Two (2) VIP credentials to shared hospitality skybox, including fully catered lunch buffet and open bar from Thursday-Sunday
- Opportunity to advance from Pro-Am into Official Tournament

**Cost: Foursome: \$40,000, Individual: \$15,000**

## Partners at the Palm Pro-Am

Each amateur golfer will receive the following:

- Tournament Gifting Package
- Two (2) tickets to Pairing's Party
- Two (2) tickets to Tournament Reception and Headline Concert
- Two (2) tickets to Gala and Headline Concert
- Two (2) VIP credentials to shared hospitality skybox, including fully catered lunch buffet and open bar from Thursday-Sunday

**Cost: Foursome: \$20,000, Individual: \$7,500**

## Upgrade Options:

### Corkcicle Club

Upgrade all credentials to the exclusive Corkcicle Club on Hole 18 featuring premium catering and open bar from Thursday-Sunday.

### Priority Draft Pick

Guarantee a priority draft pick at the Pairing's Party for a better chance to golf with your first-choice celebrity or LPGA golfer. Very limited quantities available.







Justin Verlander and Larry Fitzgerald

# Golf and Hospitality Package

- Weekly passes to the Corkcicle Club
- Reserved space within Corkcicle Club to entertain clients and guests
- Tickets to Tournament Reception and Headline Concert
- Tickets to Gala and Headline Concert
- One (1) VIP valet parking pass (per 10 tickets purchased) at Four Seasons Resort Orlando
- One (1) half-page ad in tournament program

**10 People: \$17,500**

**20 People: \$30,000**

Accommodation options available. Inquire for more information.



Inbee Park



Jake Owen



# Honorary Observer

Get even closer to the action by walking inside the ropes during one day of official tournament play. Engage with the celebrities or LPGA champions in your group, and celebrate their victories right alongside them.

- Two (2) Inside-the-Ropes passes for one day
- Two (2) commemorative shirts and hats
- Two (2) weekend passes in a shared hospitality suite
- One (1) VIP Valet parking pass at Four Seasons Resort Orlando

Limited quantities available. For additional information, contact Aaron Stewart at [Aaron.Stewart@diamondresorts.com](mailto:Aaron.Stewart@diamondresorts.com)



Grant Hill



Marina Alex and Iván Rodríguez





## Engage and Activate

Showcase your brand or product to thousands of on-site consumers with one of our premier expo opportunities.

- 10 x 10 custom activation space
- 20 x 10 custom activation space
- Public Viewing Platform naming rights
- Custom activation footprint within high traffic areas

**Opportunities start at \$5,000**



A man and a woman are in the foreground, smiling and taking a selfie with a smartphone. The man is wearing a dark blue blazer over a dark blue shirt and glasses. The woman is wearing a light blue button-down shirt and glasses. In the background, a man in a green t-shirt is playing a guitar on a stage, with red and yellow stage lights visible.

# One Size Doesn't Fit All

Enhance any package, or build your own, with the list of available items below:

- Pro-Am team
- Gifting package
- Lodging at Diamond Resorts Host Property
- Lodging at Four Seasons Resort Orlando
- Grounds passes
- Private and shared suite access
- Tickets to Pairings Party
- Tickets to Tournament Reception and Headline Concert
- Tickets to Gala and Headline Concert
- Golf Channel commercials
- NBC commercials
- Golf course signage
- In-telecast features
- TV billboards
- Tournament program ads
- Daily pairings guide ads
- Tickets to the Business-to-Business Leadership Summit
- Engagement opportunities
- Event and location naming rights
- Custom brand activations



Lexi Thompson



Alfonso Ribeiro and Mi Jung Hur

Cole Swindell



Michael Peña

Ray Allen



Ben Higgins



Brooke Henderson



# 2021 Schedule of Events\*

## Tuesday, January 19

Welcome Reception and Pro-Am Pairings Party

## Wednesday, January 20

Insurance Office of America Pro-Am

Pro-Am at The Palm

Pro-Am Awards Reception

## Thursday, January 21

Round 1 of the Diamond Resorts Tournament of Champions

Tournament Reception and Headline Concert

## Friday, January 22

Round 2 of the Diamond Resorts Tournament of Champions

Business-to-Business Leadership Summit

## Saturday, January 23

Round 3 of the Diamond Resorts Tournament of Champions

Gala and Headline Concert

## Sunday, January 24

Final Round of the Diamond Resorts Tournament of Champions

Trophy Presentation

\*Schedule of Events subject to change





Gaby Lopez



John Smoltz



## 2020 Champions

# Don't Miss Out!

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**DiamondLPGA.com**

