

RBC Heritage & The State of South Carolina Partnership Agreement



MARKETING BENEFITS

- The State of South Carolina shall receive two 60 second video spots on the main transportation buses that transport general spectators from parking lots #1 through #5 Monday through Sunday of Tournament week.
- The State shall receive coverage on the jumbo-tron.
- The State of South Carolina logo (“Just Right”) shall appear on the year-around sponsor board located at the Harbour Town Golf Links and on the daily pairings sheet Wednesday through Sunday.
- One 4-color full page ad in the Official Spectator Guide and to coordinate ad placement.
- The State of South Carolina shall receive a listing and link on the sponsor page of the official website www.rbcheritage.com and the Tournament specific site on www.pgatour.com.
- Marketing program designed to promote State Park golf product (E-blasts to RBC Heritage’s database with a golf offer at Hickory Knob and Cheraw State Parks).
- The State of South Carolina shall receive media credentials and parking for two.
- Heritage Expo Village (TBD).
- Year-round branding opportunities.

TOURNAMENT AMENITIES

- Two foursomes in the Boeing Pro-Am to be played on Monday.
- Honorary Observers for two people on Friday, Saturday, or Sunday.
- 50 Sponsor Badges: weeklong Clubhouse Badge with company name - access to the Clubhouse and enhanced Clubhouse venues on the course – 7th and 15th.
- 50 Day Specific Tickets and Invitations: Thursday through Sunday – access to the Friends of the Heritage Hospitality Tent on the 18th tee and the 17th green skybox suites, admittance includes food & beverage service daily 11am – 6pm.
- 50 Any Day Clubhouse Tickets: access to the Clubhouse and enhanced Clubhouse venues on the course – 7th and 15th.
- 5 weeklong sponsor parking passes to Lot #16 at the Harbour Town Marina.
- 10 weeklong sponsor parking passes to Lot #8 on Greenwood Drive before Fraser Circle (includes mini-shuttle ride to the Clubhouse).
- Friday only: shuttle bus transportation to be arranged by the RBC Heritage Tournament from the State Host Hotel (TBD) to the Clubhouse. Specific times to be determined (one pick up/drop off in morning and one pick up/drop off in the afternoon).

PALMETTO STATE RECEPTION

- Partner in the Palmetto State Reception.

RATE \$60,000

