



The 2014 RBC Heritage





The Heritage Golf Tournament

- The *RBC Heritage*, South Carolina's only PGA TOUR event, is recognized as one of the premier golf tournaments in the country
- Played at the famed Harbour Town Golf Links in The Sea Pines Resort since 1969, the event has rich history in the Lowcountry that continues to flourish year after year
- The 2014 *RBC Heritage* will take place April 14th thru the 20th





The Heritage/WHHI-TV Partnership

- The Heritage Classic Foundation and WHHI-TV have an established relationship that dates back to 2008:
 - Once again, WHHI-TV has been given the exclusive rights to create a DVD that will air on all 12 of the buses that transport guests from the parking lot to the course and back during the tournament.
 - For the 2nd year in a row, the 2014 RBC Heritage will have a large Video Board on the course at the tournament between the 17th Green and the 18th Tee Box. WHHI-TV has been given the exclusive rights to create content and sell advertising space on the Video Board.





Video Board Info



- The video board is located in the middle of ALL the action in between 17th Green and 18th Tee Box.
- The layout is such that EVERY patron must walk directly in front of the video board every day.
- The Board is 10' tall and 17' wide.
- Video Board will be turned on all day every day. Covering all the golf action and airing WHHI created content.
- WHHI TV will have available space during the following times
 - Monday thru Wednesday All Day (9 hours each day)
 - Thursday and Friday 9am-3pm (6 hours)
 - Saturday and Sunday 9am-1:30pm (4.5 hours)
 - Commercial Breaks During Tournament Coverage All Day Each Day.

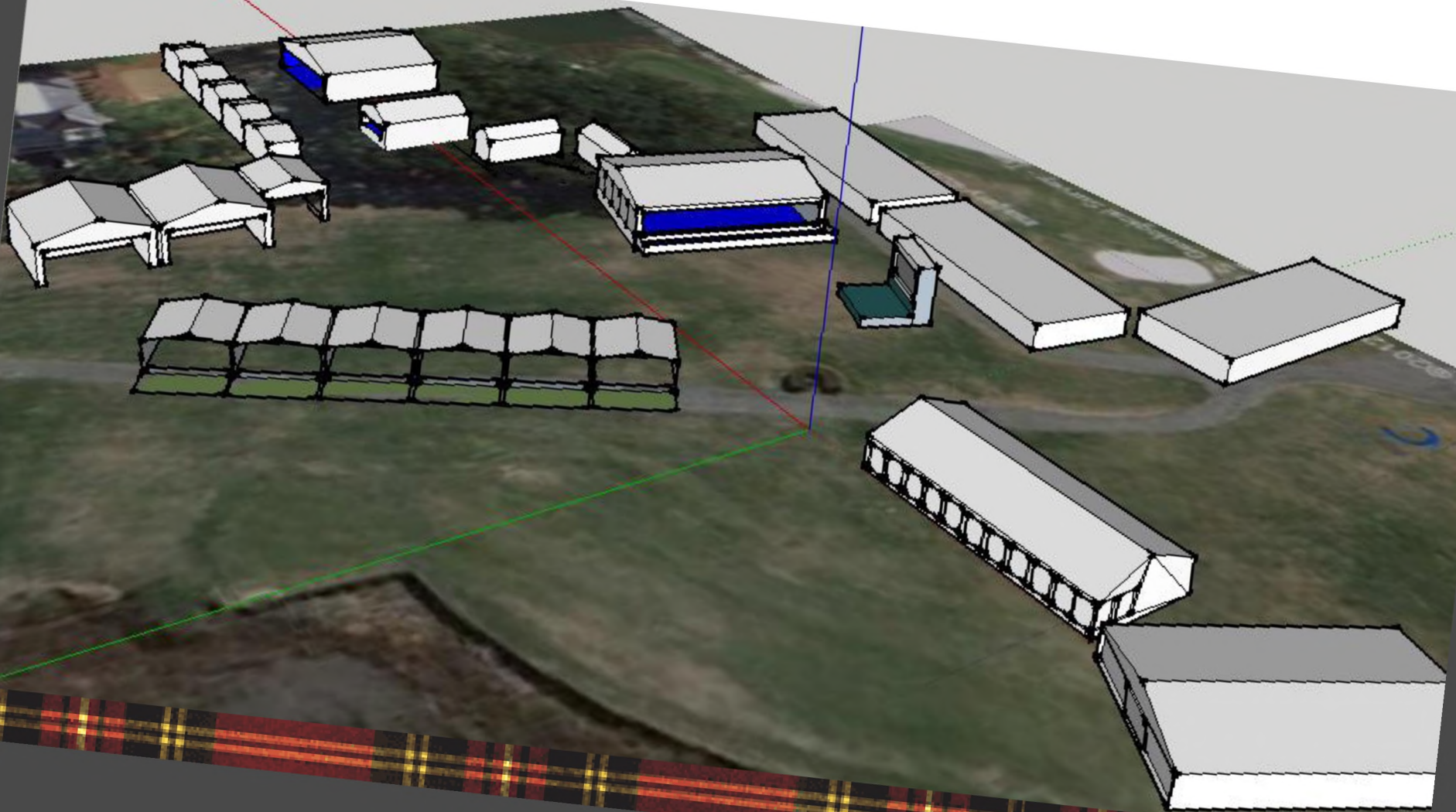


Video Board - Heritage Lawn Entrance View





Video Board - Heritage Lawn Ocean View





How It Works...



- Each day WHHI will be creating a Half Hour “Show” that will loop that day of the tournament. There are several ways to have your company featured on the board. The Content will consist of:
 - Heritage and Hilton Head Trivia
 - History of the Area
 - Heritage Classic Foundation Charity Spotlight
 - Harbour Town Golf Links Hole Features
 - Daily On the Course Reports from the WHHI News Team
 - Live Tournament Coverage from The Golf Channel and CBS
- WHHI-TV sales staff will sell the available time on the Video Board.



00:30 Second Commercial Spot Package – Video Board

- 1 time each half hour a 00:30 commercial featuring your company will air on the video board.
- Your commercial will air in the commercial breaks during tournament coverage.

Frequency-

- Monday thru Wednesday: 18 airings per day
- Thursday and Friday: 12 airings per day
- Saturday and Sunday: 09 airings per day
- 5 Spots Per Day During Live Coverage Thursday Thru Sunday

- Weekly TOTAL: 116 airings



Shuttle Bus DVD

- All 12 buses carry 55 people per trip.
- All 12 buses are equipped with DVD players.
- Each bus trip is 8 minutes in length.
- The DVD WHHI-TV creates is 8 minutes in length.
- Round trip impressions are 20,000 per day. Multiple that number by the 4 actual tournament days and there are 80,000 impressions on the buses during the week. (Monday thru Wednesday practice rounds have 7,000 impressions per day. These days will be added value for DVD participants).



Who Will Be at the Tournament?

Total Estimated On-site Attendance: 135,000

AGE (Avg. Age: 50.8)

5% 18 & Under
20% 19-24
65% 25-54
8% 55-64
2% 65 & Above

GENDER

65.9% Male
34.1% Female

RACE

65% White
25% African American
8% Asian
2% Hispanic

GEOGRAPHIC REACH

South Carolina: Hilton Head Island; Charleston; Columbia; Greenville/Spartanburg (55% of Attendees)
North Carolina: Charlotte; Greensboro/W-S; Raleigh/ RTP, Wilmington
Georgia: Savannah; Augusta; Macon; Atlanta; Columbus
Florida: Jacksonville; North West Panhandle

HOUSEHOLD INCOME

9.5% Under \$50k
28.1% \$50k - \$99k
27.9% \$100k - \$149k
12.5% \$150k - \$199k
22% \$200k +

EDUCATION LEVEL

11.5% High School Grad
18 % Professional
62% College Grad
8.5% Grad School

% OF HOUSEHOLDS W/ CHILDREN

40% Children At Home

(Source of Audience Data: Outsourced On-site Surveys by Clemson University in 1999 and 2005)