



VIDEO BOARD GUIDELINES

Please submit all Video Board display materials to Jen Stanger at jstanger@salesmanshipclub.org by April 20, 2020.

STATIC VIDEO BOARD DISPLAY SPECS

RESOLUTION: 1920 px (W) x 1080 px (H)

FORMAT: RGB color; JPEG preferred.

Content Restrictions

Because the Salesmanship Club Charitable Golf of Dallas is a 501(c)(3) nonprofit organization, we are required to maintain certain organizational policies regarding sponsor acknowledgements. To maintain the integrity of our nonprofit status, we have put the following organizational policies in place for displays on Tournament video boards:

1. The display cannot solicit direct sales for a product (i.e. listing a specific price point), cannot contain competitive claims (better than, affordable, etc.), cannot contain puffery (we're the best), cannot refer to the quality of the product, and cannot contain language inducing the purchase of the sponsor's product.
2. The display should be "value neutral."
3. The display cannot provide a link to a product page on a website, but can provide a link to a corporate home page as long as the sponsor's products are not detailed on the home page.
4. The display cannot receive substantial return benefit. To ensure adherence to these content restrictions, all video board display materials should be submitted to the AT&T Byron Nelson office for review. The Tournament encourages sponsors to include language in their display that refers to sponsor's support for the AT&T Byron Nelson and/or Salesmanship Club of Dallas. If the sponsor has questions about whether the display meets these criteria, please contact Jen Stanger at 214.944.4356

Copy and Contract Regulations and Terms

The publisher reserves the right to reject any video board displays or to request alteration in content prior to production. Video board displays are accepted and displayed upon the representation and agreement that the sponsor is authorized to display the entire content and subject matter thereof. The sponsor will indemnify and save the display harmless from and against any damage, claim, loss or expense resulting from claims or suits based upon contents or subject matter of the video board displays submitted, including but not limited to claims or suits for libel, violation of rights of privacy, plagiarism, copyright, trademark, and patent infringement. It is understood that this order is subject to the video board display rates and mechanical specifications itemized above from which there will be no deviation. Payment will be made to the Salesmanship Club Charitable Golf of Dallas at its offices in Dallas, Texas, upon receipt of invoice. This contract is the only agreement between the two parties. This contract is subject to cancellation by written notice 30 days prior to production. No person has the power to make contracts at prices other than those stated herein. In the event the copy is not received by the closing date as noted on the front of this form, the publication of the name and address of the sponsor will be considered in compliance with the terms of our agreement. Sponsor will bear cost for any alterations to submitted materials. Exclusively provided by and benefiting Salesmanship Club Charitable Golf of Dallas, Inc.

The Tournament's official name (AT&T Byron Nelson) and logo may not be altered in any way.



DAILY PAIRINGS GUIDE ACKNOWLEDGEMENT GUIDELINES

Please submit all Daily Pairings Guide materials to Jen Stanger at jstanger@salesmanshipclub.org by March 23, 2020.

SPECS

FULL PAGE Trim Size : 4" w x 8.5" h
With Bleed: 4.25" w x 8.75" h
Live Area: 3.5" x 8"

HALF PAGE Trim Size : 4" w x 4.125" h
With Bleed: 4.25" w x 4.375" h
Live Area: 3.5" x 3.875"

RESOLUTION: 300 dpi

Content Considerations

High-resolution PDF preferred using PDF/X settings. Convert all spot colors to CMYK mode. Adobe InDesign or Adobe Illustrator acceptable (Mac format). Package file for output including fonts and support images. Illustrator images must include fonts or be converted to outline fonts. Resolution must be 300 dpi at actual size. All images must be saved as CMYK mode (not RGB). Bitmap images must be 1,000 dpi. Sponsor acknowledgements created in Microsoft Word are not accepted. To ensure that we meet the color expectations of our sponsors, a color proof is recommended. All proofs for color and/or content verification must be generated from the final file and must be 100% in size. If no digital color proof is provided, we have no basis for comparison and are not responsible for any significant color variation that may result. If you are interested in having your acknowledgement designed or altered, there is an additional cost. Contact Jen Stanger for more information.

All Daily Pairings Guide acknowledgement materials are due by March 23, 2020.

Content Restrictions

Because the Salesmanship Club Charitable Golf of Dallas is a 501(c)(3) nonprofit organization, we are required to maintain certain organizational policies regarding sponsor acknowledgements. To maintain the integrity of our nonprofit status, we have put the following organizational policies in place for Daily Pairings Guide Acknowledgements:

1. The acknowledgement cannot solicit direct sales for a product (i.e. listing a specific price point), cannot contain competitive claims (better than, affordable, etc.), cannot contain puffery (we're the best), cannot refer to the quality of the product, and cannot contain language inducing the purchase of the sponsor's product.
2. The acknowledgement should be "value neutral."
3. The acknowledgement cannot provide a link to a product page on a website, but can provide a link to a corporate home page as long as the sponsor's products are not detailed on the home page.
4. The acknowledgement cannot receive substantial return benefit. To ensure adherence to these content restrictions, all acknowledgement materials should be submitted to the AT&T Byron Nelson office for review. The Tournament encourages sponsors to include language in their acknowledgement that refers to sponsor's support for the AT&T Byron Nelson and/or Salesmanship Club of Dallas. If the sponsor has questions about whether the acknowledgement meets these criteria, please contact Jen Stanger at 214.944.4356

Copy and Contract Regulations and Terms

The publisher reserves the right to reject any Daily Pairings Guide acknowledgements or to request alteration in content prior to production. Daily Pairings Guide acknowledgements are accepted and displayed upon the representation and agreement that the sponsor is authorized to display the entire content and subject matter thereof. The sponsor will indemnify and save the displayer harmless from and against any damage, claim, loss or expense resulting from claims or suits based upon contents or subject matter of the Daily Pairings Guide acknowledgement submitted, including but not limited to claims or suits for libel, violation of rights of privacy, plagiarism, copyright, trademark, and patent infringement. It is understood that this order is subject to the Daily Pairings Guide acknowledgement rates and mechanical specifications itemized above from which there will be no deviation. Payment will be made to the Salesmanship Club Charitable Golf of Dallas at its offices in Dallas, Texas, upon receipt of invoice. This contract is the only agreement between the two parties. This contract is subject to cancellation by written notice 30 days prior to production. No person has the power to make contracts at prices other than those stated herein. In the event the copy is not received by the closing date as noted on the front of this form, the publication of the name and address of the sponsor will be considered in compliance with the terms of our agreement. Sponsor will bear cost for any alterations to submitted materials. Exclusively provided by and benefiting Salesmanship Club Charitable Golf of Dallas, Inc.

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