

# 2016 PRODUCTS

MAY 16-22, 2016

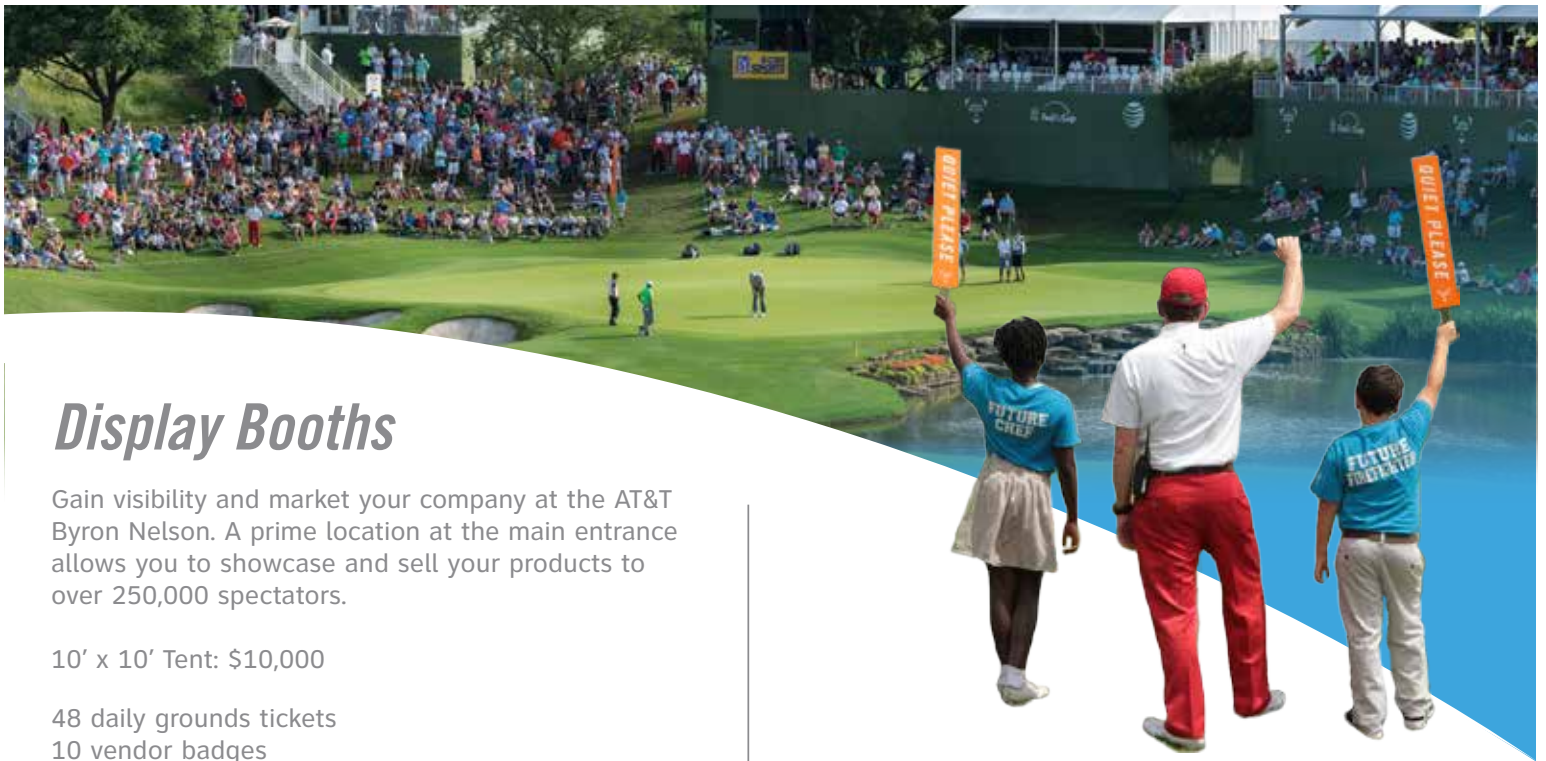


<b>Private Hospitality</b>					
	Description	Location	Price	Tickets	Parking
Patio Villas	Whether inside or outside, luxe comfort and sweeping views abound from our all-inclusive ground level suites.	18 green	\$47,500	50 daily venue	5 valet 2 courseside
Skyboxes	Elevate your corporate entertaining with deluxe seating inside air-conditioned skyboxes with dramatic views.	16 green 17 tee 17 green	\$38,750	56 daily venue	2 valet 10 courseside
Balcony Villas	While not every golf swing will live up to the hype, our all-inclusive balcony suites always do.	18 green	\$37,000	40 daily venue	5 valet 2 courseside
Poolside Villas	Our modified version of surf and turf is the perfect setting for client meetings or private entertaining.	18 green	\$10,000	50 daily venue	2 valet 2 courseside

<b>Shared Hospitality</b>					
	Description	Location	Price	Tickets	Parking
Signature Suites <i>presented by Michelob ULTRA</i>	Pristine views paired with all-inclusive food and beverage make for the sweetest of spots to take in all of the tournament action.	17	\$46,000	44 daily venue	2 valet 10 courseside
Balcony Villas – Shared	While not every golf swing will live up to the hype, our all-inclusive balcony suites always do. Shared with one other company.	18 green	\$19,000	20 daily venue	3 valet 2 courseside
Platinum Club Villas	An exclusive oasis in the heart of the action, these villas provide picturesque views and all-inclusive food, beer and wine.	18 green	\$14,500	20 daily venue	3 valet 2 courseside
Chairman's Guest <i>presented by Ill Forks Steakhouse</i>	Complimentary buffet. Open bar. Premier view. No wonder this hot spot has been dubbed "the best seat in the house."	17	\$4,900	4 daily venue 24 daily grounds	2 courseside
Chairman's Guest Reserve	Everything that Chairman's Guest offers, plus upgraded and reserved seating overlooking our signature hole.	17	\$7,500	4 daily venue 24 daily grounds	2 courseside

<b>Pro-Ams &amp; Golf Events</b>						
	Description	Location	Price	Tickets	Walking	Parking
Alcatel-Lucent Gold Pro-Am Wednesday, May 18	Compete with our field's top-ranked pros on the eve of tournament play in our most exclusive and high-profile Pro-Am.	TPC Four Seasons	\$11,000 1 spot	2 Gold +60 daily grounds	Yes	1 valet
Celebrity-Am Tuesday, May 17	Enjoy an unforgettable experience at the prestigious Dallas National Golf Club with an exclusive, star-studded field.	Dallas National	\$7,750 1 spot	2 Gold +60 daily grounds	No	1 valet
Champions Pro-Am Monday, May 16	Clubs? Check. Poise? Check. A-game? Always. Bring them all when you play alongside PGA TOUR professionals in this VIP experience.	TPC Four Seasons	\$5,000 1 spot	2 Gold +60 daily grounds	No	1 valet
Operation Appreciation Sunday, May 15	Sponsor active duty military personnel to participate in a special golf outing on the tournament course. Sponsorship is 100% tax deductible.	TPC Four Seasons	\$3,000 1 spot	n/a	No	n/a
Corporate Challenge Wednesday, May 4	Are your colleagues up to par? Office outside for the day and let your dream team compete for a chance to win four spots in our exclusive, sold-out Gold Pro-Am.	TPC Four Seasons	\$12,000 4 spots	2 Gold +48 daily grounds	No	1 valet

<b>Tickets</b>			
	Description	Price	Tickets
Charity Partner	Exclusive access to valet parking, the Grey Goose 19th Hole Lounge on No. 17 and 18 and daily lunch in the Verandah.	\$3,750	2 Gold
Sterling/Bronze/Blue	An economical way to show your support of our charity and impress a few clients at the same time. The bigger the package, the bigger the discount.	\$1,600/\$800/\$400	48/24/12 Daily Grounds
Grey Goose 19th Hole Lounge	Picture a mini pub crawl on the green. Enjoy the ultimate viewing experience on two signature holes: Nos. 17 and 18. MUST BE 21 YEARS OR OLDER TO ENTER.	\$85	1 daily venue
Grey Goose 19th Hole Lounge +	Everything the Grey Goose 19th Hole Lounge has to offer, plus 4 free drinks.	\$125	1 daily venue



## Display Booths

Gain visibility and market your company at the AT&T Byron Nelson. A prime location at the main entrance allows you to showcase and sell your products to over 250,000 spectators.

10' x 10' Tent: \$10,000

48 daily grounds tickets  
10 vendor badges

## Daily Pairings Guide

Full-color display acknowledgments receive significant exposure to leading corporations, influential decision makers and affluent golf fans.

Pairings Deadlines:  
Space reservation: March 23  
Print materials: March 31

Full-page: \$6,000	Half-page: \$3,500
24 daily grounds	12 daily grounds

## Video Boards

Bright lights, big impact -- enhance awareness of your business on our four HD video boards. Spots are displayed a minimum of once per hour Wednesday-Sunday, 8 a.m.-6 p.m.

30-second static spot: \$3,750  
24 daily grounds

## Let's Get Social

Connect with us for insider info, prizes and much, much more!



For more information on products, visit [www.attbyronnelson.org](http://www.attbyronnelson.org)

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