



Invest in the Future Stars of the LPGA at the IOA Championship



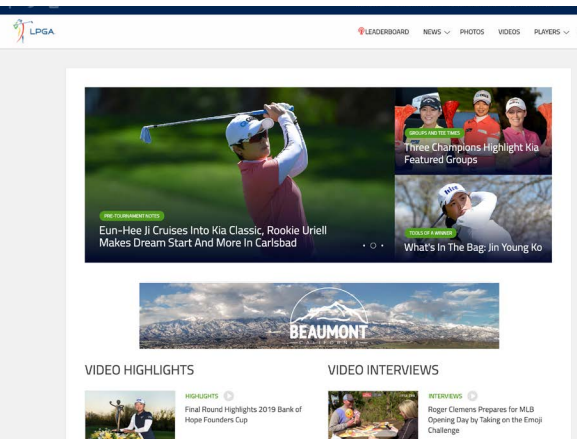
Social Media & Web Exposure

- Symetra Tour will include #ACityElevated or any other desired hashtags provided by the city on social media accounts during tournament week
- Encourage Symetra Tour players to include #ACityElevated on all social media posts during tournament week
 - I.e. Amy Boulden has over 15K followers on Twitter
- Include "About Beaumont" blurb on SymetraTour.com and IOAChampionship.com with a link to the Beaumont website
- Access to player interviews for Beaumont to leverage social media stories



Hospitality

- Three (3) teams in the Official Pro-Am on Thursday, March 26th
 - Utilize the three teams to create a "Council Cup" with local cities playing against each other
- 24 Invitations to the Pro-Am Party at Cielo Steakhouse at Morongo Casino Resort & Spa on Wednesday, March 25th



Target Markets

Last years IOA Championship delivered over \$400,000 in earned media value the week of the tournament for the Beaumont community.

- With Beaumont's commitment, Symetra Tour can promote #ACityElevated on social media and Internet focusing on target markets provided by Beaumont
- Placement of Beaumont banner ad on LPGA.com and SymetraTour.com leading up to the tournament
 - I.e. Website example with banner ads on websites



Marketing & Promotion

- Opportunity to distribute Beaumont items to Symetra Tour Players in welcome bags
 - Provide 144 Symetra Tour Pros handouts / bounce-backs to local restaurants and shops in the area
- Opportunity to create a taste of Beaumont event one night during the week to gather community support

Investment: \$10,000