

ADVERTISING



Reach more customers with the PGA TOUR.

More than 125,000 spectators will pass through the gates of the Zurich Classic of New Orleans this year. What a great opportunity to increase awareness of your company through live impressions.

Attendance Profile			
Male	68%	HH Income, 75+	46%
Age, 34+	74%	Education, college+	67%

Daily Pairing Sheet \$6,000



- Pairing Sheets distributed at main entrance and course
- 60,000 distributed at the tournament
- 4" x 9" full-color, full panel advertisement
- 20 Single Day Tickets (grounds only)
- 10 Weekly Tickets (grounds only)
- 2 Sponsor Lot Parking Passes (valid all week)

Hole Sponsorship Sign \$5,000



- Your company's name on hole signage on one of 18 tee boxes
- 16 Single Day Tickets (grounds only)
- 8 Weekly Tickets (grounds only)
- 1 Sponsor Lot Parking Pass (valid all week)

Tournament Magazine \$4,000 Full Page \$2,500 Half Page



- 8" x 11" full-color, full page advertisement
- 5,000 copies distributed to corporate sponsors, venues and general public at tournament
- 12 Single Day Tickets (grounds only)
- 6 Weekly Tickets (grounds only)
- 1 Sponsor Lot Parking Pass (valid all week)

(Half page ad ticket package includes 6 Single Day Tickets and 3 Weekly Tickets)

Fan Fest Tent/Booth \$4,000



- 10'x10' floored tent with walls, signage included
- Located in the high-traffic area on the 18th hole
- 12 Single Day Tickets (grounds only)
- 6 Weekly Tickets (grounds only)
- 1 Sponsor Lot Parking Pass (valid all week)

Preview Guide \$2,500



- 5.5" x 8.5" full-color, full page "playbill" style advertisement in the preview guide
- 30,000 distributed throughout New Orleans and Gulf South retail locations
- 10 Single Day Tickets (grounds only)

Jumbotron Outdoor Video Display \$2,500



- Your company will receive several :15 static messages on the giant outdoor video board located at the highest traffic area on the course. (A minimum of two :15 spots per hour, every hour throughout the tournament.)