

10TH ANNIVERSARY
LIFE ROLLS ON
CHARITY GOLF TOURNAMENT



Monday, July 21, 2008 + Malibu Country Club

The Tournament and Charity

□ **About the Day:**

The LRO Charity Golf Tournament will be more exciting than ever with celebrity guests, fabulous prizes and tournament surprises to celebrate its 10-year anniversary! The tournament is one of Life Rolls On's most anticipated fundraisers of the year, as a fun day is had by all – regardless of your golf score! Welcomed upon arrival by The Los Angeles Laker Girls, tunes by KROQ-106.7 FM and continental breakfast, golfers tee-off in a scramble format to enjoy a fantastic day on the links. Starting with a putting contest, there are plenty of opportunities to win great prizes, such as custom-LRO Musty Putters and tickets to see the Los Angeles Kings, while enjoying relaxing activities like a soothing massage or complimentary refreshments by Red Bull, Jagermeister, Corazon Tequila and Ketel One. Golfers are treated to lunch on the course and a cocktail and award reception following play. While this entertaining tournament is all about fun, for serious competitors, there are fabulous prizes to be won, generously provided by companies such as Nike and Oakley as well as the coveted crystal trophies for winning teams.

□ **About LRO:**

Life Rolls On Foundation (LRO) is a non-profit organization dedicated to improving the quality of life for young people affected by spinal cord injury and utilizes action sports to demonstrate what is possible after spinal cord injury. Through quality of life programs, spinal cord injury awareness campaigns, and research grants to find a cure, LRO proudly impacts the lives of more than 100,000 people each year. Its signature program, They Will Surf Again, is a powerful afternoon that empowers paraplegics and quadriplegics to experience the freedom of mobility by surfing a wave with the assistance of adaptive surfboards and able-bodied volunteers. In 2007, LRO received its first EMMY® nomination for Best National PSA, while its outstanding work has been featured on national television, print and radio.



Tournament Schedule

- Monday, July 21, 2008
- Malibu Country Club
901 Encinal Canyon Road, Malibu, CA 90265 + 818.889.6086 + www.malibucountryclub.net

- 9:00 AM Registration and Breakfast
- 10:00 AM Putting Contest
- 11:00 AM Shotgun Start
 - Lunch and beverages on course
 - Par 3 contests, long drive competitions, hole-in-one opportunities, on-course poker and other fun competitions

- 4:00 PM Awards Dinner Reception



Sponsorship Opportunities

Sponsoring the Life Rolls On Charity Golf Tournament is an exciting opportunity to make a tax-deductible donation, enjoy a tremendous day of golf and spend a day with corporate executives, prospective clients and friends, while marketing your company to some of Southern California's premier industry leaders.

To reserve a sponsorship or for further inquiries, contact:

Kris Nakamura

Life Rolls On Foundation

310.807.5488

kris@liferollson.org



Title Sponsorship

\$10,000

- Company Name Integrated into Event Title (i.e., Company's LRO 10th Anniversary Charity Golf Tournament)
- Logo and/or Name Recognition in all Printed and Marketing Materials Pre-, During and Post-Event
- Category Exclusivity Throughout the 2008 Golf Tournament
- Prominent Company Banner Placement at the Breakfast and Awards Dinner Reception
- Logo Recognition on All Event Signage (Tee Signs, Directional Signage, Credentials, etc.)
- Logo Recognition on Tournament Trophies
- Logo Recognition on all Cart Signs
- Logo Recognition on all Photo Jackets
- Logo Recognition on all Golf Shirts (Embroidered on Tournament Shirt Sleeve)
- Prominent Logo Recognition on Official Tournament T-Shirt Professionally Designed by an Action Sports Company
- Opportunity to Place Company Promotional or Collateral Materials in Golfer Gift Bags and/or at one Hole On Course
- Special Acknowledgment at the Awards Dinner Reception with Opportunity to Address Golfers
- Logo Recognition in LRO Viral Post-Event Marketing of the Tournament (including LifeRollsOn.org, MySpace, YouTube, etc.)
- Logo and/or Name Recognition in 2008 Life Rolls On Foundation Annual Report
- Company Profile in Sponsor Spotlight of the September 2008 LRO e-Newsletter
- Logo Recognition with Company Profile and Link to Company Website on LifeRollsOn.org for One Year
- Twelve Golf Playing Spots (Three Foursomes)
- Breakfast, Lunch and Dinner for Each Golfer (Special Reserved Seating at Cocktail/Awards Reception)
- Commemorative Golf Shirt for Each Golfer
- Luxury Gift Bag for Each Golfer
- Souvenir Tournament Photo for Each Golfer



Awards Dinner Reception Sponsor

\$7,000

- Prominent Company Banner Placement at the Awards Dinner Reception
- Name/Logo Recognition as the Awards Dinner Reception Sponsor in all Printed and Marketing Materials Pre-, During and Post-Event
- Logo Recognition on Dinner Napkins at Award Ceremony
- Special Acknowledgment at the Awards Dinner Reception with Opportunity to Address Golfers
- Prominent Logo Recognition on Official Tournament T-Shirt Professionally Designed by an Action Sports Company
- Opportunity to Place Company Promotional or Collateral Materials in Golfer Gift Bags and/or at one Hole On Course
- Logo Recognition in LRO Viral Post-Event Marketing of the Tournament (including LifeRollsOn.org, MySpace, YouTube, etc.)
- Logo and/or Name Recognition in 2008 Life Rolls On Foundation Annual Report
- Company Profile in Sponsor Spotlight of a Future LRO e-Newsletter with Name Recognition in the September 2008 LRO e-Newsletter
- Logo Recognition with Link to Company Website on LifeRollsOn.org for One Year
- Eight Golf Playing Spots (Two Foursomes)
- Breakfast, Lunch and Dinner for Each Golfer (Special Reserved Seating at Cocktail/Awards Reception)
- Commemorative Golf Shirt for Each Golfer
- Luxury Gift Bag for Each Golfer
- Souvenir Tournament Photo for Each Golfer



Golf Cart Sponsor

\$4,000

- Logo Recognition on all Cart Signs
- Logo Display on the Cart-Equipped GPS System for all 18 Holes, which Each Foursome will Use Throughout Play
- Name/Logo Recognition as the Lunch Sponsor in all Printed and Marketing Materials Pre-, During and Post-Event
- Logo Recognition on Official Tournament T-Shirt Professionally Designed by an Action Sports Company
- Special Acknowledgment at the Awards Dinner Reception
- Logo Recognition on Official Tournament T-Shirt Professionally Designed by an Action Sports Company
- Opportunity to Place Company Promotional or Collateral Materials in Golfer Gift Bags
- Company Name Recognition in the September 2008 LRO e-Newsletter
- Logo Recognition with Link to Company Website on LifeRollsOn.org for One Year
- Four Golf Playing Spots (One Foursome)
- Breakfast, Lunch and Dinner for Each Golfer
- Commemorative Golf Shirt for Each Golfer
- Luxury Gift Bag for Each Golfer
- Souvenir Tournament Photo for Each Golfer



Lunch Sponsor

\$3,000

- Logo Recognition at Lunch (i.e., Lunch Courtesy of Company Name in Box Lunches or Prominently Displayed at Lunch Area)
- Logo Recognition on Lunch Napkins
- Name/Logo Recognition as the Lunch Sponsor in all Printed and Marketing Materials Pre-, During and Post-Event
- Special Acknowledgment at the Awards Dinner Reception
- Logo Recognition on Official Tournament T-Shirt Professionally Designed by an Action Sports Company
- Opportunity to Place Company Promotional or Collateral Materials in Golfer Gift Bags
- Company Name Recognition in the September 2008 LRO e-Newsletter
- Logo Recognition with Link to Company Website on LifeRollsOn.org for One Year
- Four Golf Playing Spots (One Foursome)
- Breakfast, Lunch and Dinner for Each Golfer
- Commemorative Golf Shirt for Each Golfer
- Luxury Gift Bag for Each Golfer
- Souvenir Tournament Photo for Each Golfer



Tee Box Sponsorship

\$1,000

- Logo Recognition on one Tee Sign at a Designated Hole
- Opportunity to Distribute Product or Demonstrate Service on a Designated Hole
- Logo Recognition on Official Tournament T-Shirt Professionally Designed by an Action Sports Company
- Opportunity to Place Company Promotional or Collateral Materials in Golfer Gift Bags
- Company Name Recognition in the September 2008 LRO e-Newsletter



Golfing Sponsorships

\$1,200 per Foursome / \$350 per Individual

Foursome

- Four Golf Playing Spots (One Foursome)
- Breakfast, Lunch and Dinner for Each Golfer
- Commemorative Golf Shirt for Each Golfer
- Luxury Gift Bag for Each Golfer
- Souvenir Tournament Photo for Each Golfer

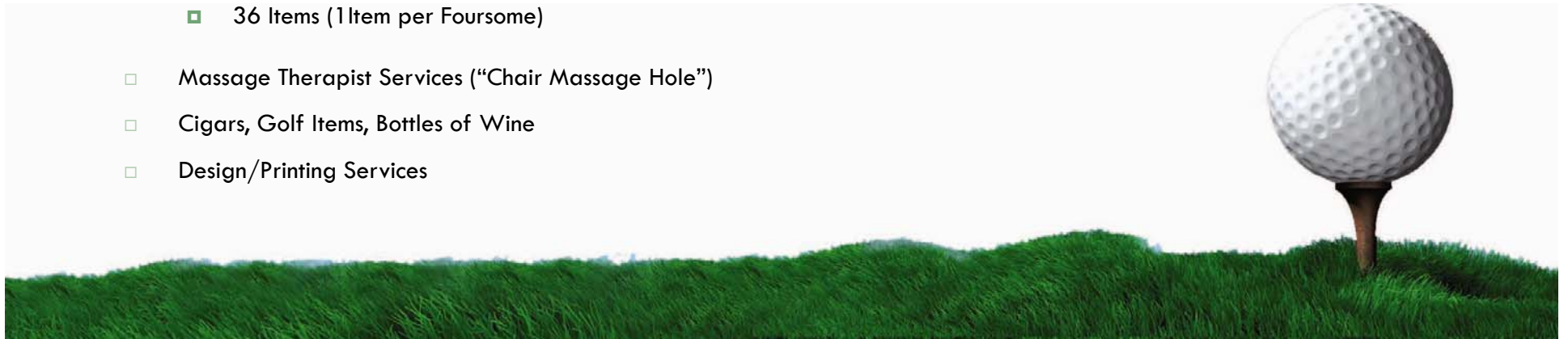
Individual Golfer

- One Golf Playing Spot
- Breakfast, Lunch and Dinner for One
- One (1) Commemorative Golf Shirt
- One (1) Luxury Gift Bag
- One (1) Souvenir Tournament Photo



In-Kind Donations/Services Needed

- Golf Shirts
- Gift Bags (Nice Duffel or Backpacks)
- Gift Bag Items
 - 150 Items
 - Sunscreen, CDs/DVDs, Apparel, Gift Cards, etc.
- Opportunity Drawing Prizes Valued at \$50.00 +
- Hole-in-One Prize Car (Insurance)
- Tournament Prizes (3 Foursomes will be Awarded Prizes)
 - 4 Items Valued at \$150+/each
- On-Course Prizes
 - 150 Items for All Golfers
 - 36 Items (1 Item per Foursome)
- Massage Therapist Services (“Chair Massage Hole”)
- Cigars, Golf Items, Bottles of Wine
- Design/Printing Services
- Beverages for Golfers and Volunteers
 - Water, Soda, Wine, Beer, Spirits
 - 175 people
- On-Course Snacks for Golfers and Volunteers
 - 175 people
- Lunch for Golfers and Volunteers
 - 175 people
- Dinner for Golfers and Volunteers
 - 175 people
- Volunteers
 - Pre-Event, Day of Event, Post-Event
- Photography/Videography Throughout the Event



Don't Leave Us Hanging!

Sign Up
TODAY!

We look forward to seeing you on July 21 at Malibu Country Club!



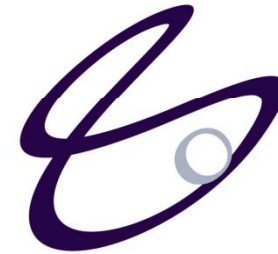
Upcoming 2008 Life Rolls On Events

They Will Surf Again
June 21 – Wrightsville Beach, NC
June 22 – Long Branch, NJ
July 19 – Malibu, CA
August 9 – Virginia Beach, VA
August 16 – Huntington Beach, CA

1st Annual LRO Family Fair
Mt. St. Mary's College
September 6

East Coast LRO Golf Tournament
Erma, NJ
September 27

Night by the Ocean
Kodak Theatre
October 12



LIFE ROLLS ON™
F O U N D A T I O N

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www.liferollson.org/golf

