

Event Details	
Event Name	Wyndham Cup
Event Date(s)	July 4 - 7, 2017
Event Description	National Junior Golf Invitational - Ryder Cup Style Format Top 20 Boys & Girls from East of the Mississippi VS. West Counterparts Four day event designed for college coaches to catch a glimpse at the Top-40 U.S. players competing in match-play format
Event Location	Mayacama Golf Club
Is this a new or returning event?	New event to Mayacama Golf Club. 28th Annual Wyndham Cup Nationally.
Contact Name Phone Email Mailing Address	Scott Geary Regional Director, West & Director of Corporate Partnerships American Junior Golf Association (1980 Sports Club Drive, Braselton, GA 30517) E-mail: sgeary@ajga.org Phone: (678) 617-2417
Legally Responsible Organization	American Junior Golf Association (AJGA)
Total Event Cost	Approximately \$150,000. (2016 Total Event cost = \$146,932)
Amount Requested	\$10,000 - \$20,000
How Will Funds from SRTBIA Be Used?	Funds will be used to alleviate site fees (golf course fees, F&B expenses, equipment rentals for opening and closing ceremonies, cost to bring in USGA Officials, etc..) Additionally, SRTBIA will become a Tournament Partner of the event and will be recognized as such on-site and in all local, regional and national media.

General Event Information (Please answer all questions fully)

<p>How many room nights will the event generate?</p>	<p>A room block of 265 will be set up at a host hotel. Guests/Coaches may stay at other properties, so ~ 350</p>
<p>Who is the target audience for this event?</p>	<p>All of Sonoma County, golf enthusiasts, national college coaches, young junior golfers, local/regional media. This event will also target Golf Digest, Golfweek, Global Golf Post, and Golf Channel with the National Media Coverage.</p>
<p>What is the anticipated attendance?</p> <p>Attendees from out of Sonoma County?</p> <p>Attendees from within Sonoma County?</p>	<p>800 - 1,000 people per day</p> <p>Nearly all will be from outside of Sonoma County, but goal is to bring out a lot of local attention.</p> <p>100 - 200 people per day</p>
<p>What is the history of this event?</p>	<p>2017 will be the 28th annual Wyndham Cup. Since 1990 this event has brought together the top 40 players in the country to compete. Alumni from the event include Tiger Woods, Rickie Fowler, Jordan Spieth, Patrick Reed, Matt Kuchar, Christie Kerr Paula Craemer, Morgan Pressel, Lexi Thompson, etc...</p>
<p>If this is an existing event, how many room nights has it produced in the past and what hotels were used?</p>	<p>The numbers given for how many room nights the event will generate is based off of a 28 year average. To be honest I suspect a higher number of room nights generated given that it will be held in such a tourist desitnation.</p>
<p>Have you approached or contracted with any hotels for the event for which you are requesting support? If so, what hotel(s) and how many room nights have you requested?</p>	<p>I have been going through the SRTBIA already for assistance and have received offers from Hyatt Vineyard Creek Hotel & Spa, Hilton Sonoma Wine Country, Flamingo Conference Resort. I have requested a block of 265 room nights in the RFP at all of these properties.</p>
<p>If you receive event support from the SRTBIA, we ask that you exclusively use the Santa Rosa CVB services for securing room nights (there is no charge for this service). Will you be able to do so? If not, why?</p>	<p>Yes - this process has already begun and SRTBIA has been a huge help!</p>
<p>Describe the event's capacity to incubate (Can this event grow in the future years?) What kind of room night growth do you anticipate over the years?</p>	<p>This specific event moves to different parts of the country from year to year. It is our goal to return the Wyndham Cup in 3 - 4 years if the event runs smoothly. With that said, we would also like to bring a consistent OPEN tournament to the area for a 96-player field which would generate more room night revenue.</p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	<p>Santa Rosa would align itself with not only the top junior golf organization in the word, but also with our attending partners: TaylorMade-adidas, ROLEX, POLO, TransAmerica and Wyndham Worldwide, Golf Channel, Golfweek, Global Golf Post, etc...</p>

<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>It is our goal to develop a local committee to help support the event through charity Pro-Am fundraising, volunteer support, media coverage, in kind donations of water, fruit, meals, private housing for any players traveling alone, etc...</p>
<p>How will this event be funded in the future?</p>	<p>The event will be funded similar to how it always has been: \$100,000 from Wyndham Worldwide \$50,000 + from local Pro-Am & Tournament Partners * If different type of event were to return in 2018, we would work with SRTBIA to secure local sponsorship through business leaders</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>Please see attach Tournament Partner proposal Also, Santa Rosa will get a publication in our online digital magazine, The Insider, which goes out to 180,000 opt-in viewers. Finally, Santa Rosa will receive a team in the Pro-Am, invites to the opening/closing ceremonies, AJGA created banner onsite, Wyndham Cup website recognition, etc... We can work with you based on what level of support there is.</p>
<p>Will there be media coverage of this event? Local – Regional – National</p> <p>With this media coverage, describe who will be covering this event</p>	<p>Yes. We will work with all of our regional and national outlets to promote the tournament on our end. We will work with the local committee for enhanced local media coverage.</p> <p>The tournament will be covered by Golfweek, Global Golf Post, Golf Digest, Golf Channel, AJGA Insider and all of the AJGA Social Media Outlets.</p>
<p>Additional information or comments.</p>	<p>I have included some more information for your review. It is our goal to have an AJGA event in the area for years to come and see this tournament and opportunity as the perfect way to garner local interest to support a longstanding event. This is one of the most esteemed tournaments on our schedule and alumni from the tournament have gone on to be the top collegiate and professional players in the world. I strongly believe that this is an opportunity for SRTBIA to align itself with some of the best in the game of golf.</p>

Applications will be reviewed and considered only at regularly scheduled SRTBIA board meetings. Please attach any other documentation that you fill will be beneficial to the SRTBIA in making its decision regarding funding for this event. *All events receiving funding are required to meet state, local and federal requirements, including any insurance, licensing, permits, certificates, etc.*



AMERICAN JUNIOR GOLF ASSOCIATION

The AJGA is dedicated to the overall growth and development of young men and women who aspire to earn college golf scholarships through competitive junior golf. Our mission can be seen at the more than 118 tournaments conducted annually.

Global Branding

The AJGA of 2017 is a global enterprise with its roots in the United States and more than 6,700 juniors from 49 states and more than 55 countries. The AJGA has conducted events in Spain, Sweden, Canada and Mexico.

In the Headlines

The AJGA and its juniors are covered on the pages of *USA Today*, *Golfweek*, *Golf Digest*, *Global Golf Post*, *Sports Illustrated*, *Dallas Morning News*, and *Los Angeles Times*, among many others.

Network Television Exposure

The Golf Channel airs highlights of AJGA Invitationals as well as player features, company announcements and Polo Golf Ranking updates.

Best in Show

The professional manner in which AJGA championships are staged is a great source of pride to members and alumni. Tournament atmospheres are rivaled by only the major professional tours.

Major Venues

The AJGA has conducted events at some of the top golf courses in the country — Blessings Golf Club, The Bridges at Rancho Santa Fe, Capital City Club, The Club at Carlton Woods, Dalhousie Golf Club, Long Cove Club, Forest Highlands Golf Club, Karsten Creek, The Stanwich Club, TPC Sawgrass and Victoria National Golf Club.

Key Corporate Partnerships

The AJGA maintains relationships with more than 110 corporate partners annually who support more than 60 percent of the AJGA's expenses.

Visit www.ajga.org to learn more.



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WYNDHAM CUP PARTNERSHIP OPPORTUNITY

ABOUT THE PARTNERSHIP

- Wyndham Cup brings together the top-20 boys and girls from the East to face off against their counterparts from the West. Notable alumni include Tiger Woods, Jordan Spieth, Patrick Reed, Paula Creamer, Chirstie Kerr and Lexi Thompson to name a few. Tournament partners support the event with tournament proceeds going to alleviate expenses and ideally be used in a charitable effort.

BENEFITS

- A Tournament Partner can choose to be the sponsor of one of the following tournament components:
 - Driving range or Putting green
 - Junior-Am Reception
 - Tournament Cookout / Social Activity
 - Other hospitality function
- One 3 x 5 banner displayed at selected tournament component.
- Invitation to Opening and Closing Ceremonies / tournament gift bag.
- Invitation to play in the Junior-Am Fundraising event receiving TM Driver, adidas shirt, New Era hat, sleeve of TM balls, McArthur Golf towel and much more...
- On-site access to tournament participants, families, coaches and other supporters.
- Ability to distribute product or step up a promotional display during the Junior-Am.
- Verbal mentions during the event and social media mentions via Twitter and facebook.
- Website recognition on the tournament microsite including direct link to company.

INVESTMENT Partnership opportunities range from \$10,000 - \$20,000.



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The **Wyndham Cup** had an impact on the Greenwich, Connecticut, economy. The AJGA bases the following estimates on information received from participants at tournament registration. The hotel rates include a 15 percent tax.

VISITOR SPENDING

 HOTELS:	\$160 average room rate x 233 room nights =	\$37,246
 RENTAL CARS - TOURNAMENT:	16 cars x \$45 / day = \$720 x 4 days =	\$2,880
 TOTAL VISITOR SPENDING:		\$40,126

ADMINISTRATIVE COSTS

 COURSE FEES:		\$0
 AJGA FOOD:		\$60,000
 AJGA TRANSPORTATION:		\$8,500
 AJGA HOTEL:		\$20,000
 TOTAL ADMINISTRATIVE COSTS:		\$88,500

TOTAL DIRECT SPENDING:	\$128,626
REGIONAL MULTIPLIER:	X 2.37
2016 TOTAL ECONOMIC IMPACT:	\$304,842

Regional Multiplier: Is a value by which direct spending is multiplied to estimate the economic impact. Direct spending results in cycles of secondary spending in the local economy.