



Event Overview: Kraft Nabisco Championship Golf Tournament and WITI Events

The Kraft Nabisco Championship (KNC) has been known by many as the original Dinah Shore Classic. This year Women In Technology International (WITI) will join forces with Kraft and Nabisco at this international celebration featuring the brightest stars in women's golf. You along with 75,000 spectators can watch in anticipation of the first Women's Major of the year with a \$1.8 million purse.

This event is specially geared for companies who are looking for a quality event. The KNC provides the opportunity to entertain, to mingle and to brand to thousands of women and families. The events, centered around the Dinah Shore Course at Mission Hills Country Club, Palm Springs, California, will be nationally televised by ESPN and CBS.

The KNC was originally designed for Kraft Nabisco executives to entertain over 300 key sponsor executives, their clients and senior level executives from the nationwide food industry via parties, participation in the Pro AM Golf Event, Tennis and Golf Camps and the Championship Golf Tournament. The KNC is now expanding that invitation (via WITI) to other companies that want to leverage the advantages of a unique event.

At the same time as the KNC, WITI will be holding their distinguished Women's Leadership Summit, as well as, hosting the WITI Spectator Village Pavilions: The Ultimate Women's Lifestyle Exhibit area. Here, companies that want to focus on the female market place, will have a top notch venue to do so. The WITI Spectator Village Pavilions will be a place where participants can sample, explore and try new products and service. We expect it to be very interactive and encourage companies to design their booth to provide value and great experience.

There are many ways a company can participate- from sponsoring hospitality tents (where a company can reward their top people and entertain key clients while mingling with top KNC brass) to garnering the attention of the 75,000 spectators who will visit the WITI Spectator Village strategically positioned as the gateway to and from the course.

We will provide descriptions of the events, a calendar and sponsorship details. This package will contain some standard packages that can be modified. We know that you might want to customize your participation. We welcome the opportunity to design the most advantageous combination a part of meeting your marketing and sales goals.

As a WITI Sponsor, your company has a number of ways to maximize your participation at this very special event. Participation choices include:

- Sponsorship of the WITI Women's Leadership Summit
- Sending Key Executives to the Women's Leadership Summit
- Sponsorship of the KNC Pro AM Events
- Participation in the WITI Spectator Village, exhibiting Products or Services
- TV Media: Satellite Video Tours, Commercial Spots, Segment Sponsorships
- Print Media, Event's Website and many others...



Overview of the KNC WITI Sponsorship Opportunities

1. WITI Women Leadership Summit Package \$50,000

Be the Presenting Sponsor of the Summit:

- Premiere Profile Recognition at this inaugural Summit
- Send Individuals or Groups to Participate in the Summit.

This sponsorship includes:

- A Gala Sponsorship Package (see below)
- An additional 4 participants to the Leadership Summit (8 total)
- Highlighted Presenting Sponsorship recognition in all Pre-Event promotion
- 4 additional tickets to the Tuesday KNC Championship Gala and Wednesday KNC Wrap Up party
- On Site Recognition at Summit and KNC Arrival
- 4 additional passes for the WITI Hospitality Tent at the 18th Hole
- PR, Press and more

2. WITI Gala Sponsorship Package \$27,500 (4 Max)

Pro-AM and Championship Golf Tournament Sponsorships

This sponsorship includes:

- 4 participants to the Leadership Summit (internal or guests)
- 4 tickets to the Tuesday KNC Championship Gala and Wednesday KNC Wrap Up party
- On site recognition at Summit and KNC Arrival
- 4 passes for the WITI Hospitality Tent at the 18th Hole
- 6 KNC Clubhouse Passes/16 KNC General Admission Anyday Passes
- ...and more!

3. WITI Hospitality Tent Package \$17,500 (4 Max)

Pro-AM and Championship Golf Tournament Sponsorships

This sponsorship includes:

- 2 participants to the Leadership Summit (internal or guests)
- 2 tickets to the Tuesday KNC Championship Gala and Wednesday KNC Wrap Up party
- On site recognition at Summit and KNC arrival
- 2 passes for the WITI Hospitality Tent at the 18th Hole
- 4 Clubhouse and 10 General Admission Anyday passes
- ...and more!

4. WITI Technology Pavilion Package \$8,500

KNC Championship Golf Tournament Sponsorships

This sponsorship includes:

- 10' x 10' Exhibit Booth
- 2 passes for the WITI Hospitality Tent at the 18th Hole
- WITI/ KNC Arrival Signage
- 4 Clubhouse and 10 General Admission Anyday Passes
- Pre-Event publicity

5. WITI Savvy Lifestyle Pavilion Package \$8,500

KNC Championship Golf Tournament Sponsorships

This sponsorship includes:

- 10' x 10' Exhibit Booth
- 2 passes for the WITI Tent at the 18th Green
- WITI KNC Arrival Signage
- 4 Clubhouse and 10 General Admission Anyday Passes
- Pre-Event publicity

6. WITI Satellite Media Tour \$10,000 (less for several spots)

KNC Championship Golf Tournament Sponsorships

This sponsorship includes:

- A live, televised report on your product
- KNC Tournament Tickets
- PR Opportunities

7. WITI Cyber Café \$30,000

KNC Championship Golf Tournament Sponsorships

This sponsorship includes:

- Area for spectators to check email and surf the net...
- Podcast opportunities
- International PR Release

8. KNC Championship Golf Tournament Sponsorships

Through WITI, you'll be able to access special opportunities for national sponsorship and advertising including:

30 Second National TV spots (CBS/Cable)

- TV commercial of your product
- Special Segment vignettes

Print Media Opportunities

- Tournament Program
- Daily Spectator Guide and Pairing Sheet

Special Events Sponsor

- Sr. Appreciation Days
- Jr. Golf Clinics
- Putting Contest

On Site Advertising

- Jumbotron
- Leaderboards



WITI women in
technology
international™

building
inspire

Sponsorships: Kraft Nabisco WITI Women's Golf Tournament & Events

CLIENT INFORMATION

Name: _____ Title: _____

Company: _____ Phone: _____

Cell Phone: _____ Fax: _____

Email: _____ WITI Contact: _____

CLIENT INTEREST IN THE WITI KNC

- WITI Leadership Summit
 - WITI KNC Pro AM Gala Sponsorship
 - WITI KNC Hospitality Tournament Tent Sponsorship
 - WITI KNC WITI Spectator Village
 - WITI KNC Product Satellite Media Tours
 - WITI KNC Print Media (Program, Parking tags, Daily Spectator Guide and Pairing Sheet)
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- WITI KNC Television
 - WITI KNC Cyber Cafe
 - WITI KNC Website
 - WITI KNC Other (Jumbotron, Leaderboards, etc...)
 - WITI KNC Autograph Tent
 - WITI KNC Special Events (Jr Golf Clinics, First Aid Tent, etc...)

CARD(S)

