

# THE CORPORATE EXECUTIVE PRO-AM

Exclusive Events For Entertaining Your Clients In A Distinctive And Memorable Fashion





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The Corporate Executive Pro-Am is designed specifically for companies who wish to use golf to entertain their clients in a distinctive and memorable fashion. It is a customized event that provides both an exclusive and personal sports entertainment vehicle for customer relationship building.

**One and two-day Pro-Am events feature many of the most talented and popular players in professional golf.**

Client guests play with some of the most popular players on the PGA Tour, Champions Tour and LPGA Tour...a blend of Hall of Fame players, current champions and young rising stars. The field is selected on a customized basis to fit the needs of the corporate host and the guests.



## Why A Corporate Executive Pro-Am?

- Appealing to male and female executives alike.
- Exclusive to your company and sustainable year-to-year.
- Completely private with no media or public access.
- Scalable in size; flexible in location.
- Charitable components can be added if desired.
- Pros can provide group lesson clinics or individual instruction.



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A memorable day of building relationships on a notable, sought-after golf course.

NCE specializes in creating, managing and executing one or two-day Pro-Am Tournaments. Typically, the event will involve 100 players: 25 Tour professionals and 75 amateurs. The exact size of the field and the format are specified by the client.

The events are staged at prestigious, private golf clubs with extraordinary appeal to your clients. For example, in the New York metropolitan area, NCE stages events at the Quaker Ridge Golf Club, Winged Foot Golf Club, Hudson National Golf Club and The Stanwich Club. Monday and Tuesday are the most common days to hold these events.

One-day outings begin with either breakfast or lunch followed by golf and conclude with an awards banquet. Guests will meet and interact with the Tour pros throughout the day, with a photographer capturing the highlights.

A two-day event begins typically on a Sunday evening with guests arriving at a nearby host hotel. Gift bags with golf related merchandise add to the sense of special occasion. Guests and pros meet one another at an opening dinner (Pairings Party) where the foursomes are announced and the excitement begins. Informal after-dinner events create an atmosphere to foster friendships.

The next day, after a breakfast buffet at the hotel, participants are transported as a group to the golf course. Prior to the start of the tournament, the pros can give instructional clinics, tailored to the experience level of the amateur guests, or offer personalized tips during the warm-up period. Golf is followed by the awards banquet and departure from the golf course.

## Corporate Executive Pro-Am Typical Agenda

### Day One

- Check-in at host hotel
- Distribution of gift bags
- Pairings Party
- After-dinner entertainment

### Day Two

- Breakfast buffet at host hotel
- Transportation to the golf club
- Instructional clinic or practice session
- 18-hole tournament (format TBD)
- Lunch and refreshments served on the course
- Awards reception and dinner at the golf club
- Presentation of foursome photos



Since the Corporate Executive Pro-Am is customized to meet the needs of the host company, NCE will design the event based on the client's overall budget. Many factors influence the projected costs, including the number and prominence of the Tour pros and the size and scope of the event. NCE consults with its client, secures the commitments of the individual pros, the golf club, lodging, transportation, as well as manages all event logistics.

NCE's knowledge of the golf business, experience in running first-class corporate outings, its dedication to detail and excellence enables the host company to focus on relationship-building as it produces a turn-key event.





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New Century Enterprises, Inc., founded in 1999, is an independent media sales and event management company. In addition to corporate golf Pro-Ams, NCE represents various independent television producers, sports leagues and rights holders who place their events on national television. NCE's role includes developing title sponsors, advertising sales and coordinating with the major broadcast networks. NCE has worked with programming and events in golf, endurance sports, track and field, college football, auto racing and more.



NCE's president, Paul Cioffari, has thirty years' experience in media sales and sports marketing. During his career, Mr. Cioffari has held executive positions with CBS, Ohlmeyer Communications, the PGA TOUR and Kaleidoscope Sports & Entertainment.

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