

MOBILIZE YOUR MARKETING MOMENTUM AT HAWAII'S LARGEST CHARITY SPORTS EVENT

Sony Open in Hawaii sponsorships are designed to showcase your products, services, and business. From advertising and co-marketing, to on-site promotions and hospitality, there is a fit for you.

The Sony Open in Hawaii Official Pro-Am tournament is a relationship-building event that offers valuable business benefits, and is the most popular sponsorship offering. Customized sponsorship packages are also available.



SCHEDULE OF EVENTS

Monday 11:00 AM	January 10 Sony Dream Cup Pro-Am	FREE ADMISSION
Tuesday All Day 3:00 PM	January 11 Professional Practice Round King Auto Group Pro-Junior Skills Challenge	FREE ADMISSION
Wednesday 6:50 AM 11:30 AM	January 12 Sony Open in Hawaii Official Pro-Am, Waialae CC Sony Open Satellite Pro-Am, Mid-Pacific CC	PRO-AM DAY
Thursday-Sunday All Day	January 13-16 TOURNAMENT COMPETITION Four Rounds of the Sony Open in Hawaii, Broadcast Live on Golf Channel	
Sunday 5:15 PM	January 16 Million Dollar Shot Finals	POST EVENT

Sony Open
in Hawaii

JANUARY 10-16 | 2011
WAIALAE COUNTRY CLUB

TICKET PACKAGES

Season Badges	\$50
Daily Tickets	\$20

*\$15 tickets available at www.friendsofhawaii.org or at First Hawaiian Bank branches on Oahu (beginning Dec. 2010). Service fees apply for on-line purchases.

2011 Sony Open in Hawaii TOURNAMENT INFORMATION

For more information, please visit
www.friendsofhawaii.org
or call the Tournament office at
808-523-7888 or 888-742-7669.

A Friends of Hawaii Charities Event
WITH CHARITY PARTNER
The Harry & Jeanette Weinberg Foundation, Inc.
www.sonyopeninhawaii.com





1

1. The Signature 17th Hole at Waialae Country Club, adjacent to the Pacific Ocean
2. PGA TOUR professional Kenny Perry with Sony Pictures actor Adam Sandler
3. Sony Pictures actors Adam Sandler and Kevin James enjoy the Pro Am
4. Tadd Fujikawa, youngest player in 50 years to make the cut at a PGA TOUR tournament
5. Ernie Els, 2003 & 2004 Sony Open in Hawaii Champion
6. 2010 King Auto Group Pro-Jr. Skills Challenge Champions, Jerry Kelly and Justin Keiley
7. 2010 Sony Open Champion Ryan Palmer holding a Sony HDR-CX550V Camcorder, featuring the 'Golf Shot' attribute which creates a single collage of 22 still images.
8. Senior VP of Sony Corporation, Kiyoshi Shikano; 2010 Sony Open Champion, Ryan Palmer; Friends of Hawaii Charities President, Corbett Kalama; and Sony Open Tournament Director, Ray Stosik



2



3



6



7

"Our relationship with the Sony Open in Hawaii these past several years has been both great for developing business and new friendships on and off the golf course. Sponsorship is definitely worth every penny invested!"
James Schaefer, Salon Director – Harry Winston

2011 GOLF & SPONSORSHIP OPPORTUNITIES

OFFICIAL & SATELLITE PRO-AM PACKAGES

(price range: \$2,000 – \$47,000)

ADVERTISING

(price range: \$1,500 – \$10,000)

- Official Program Full-Page, Four-Color Ads
- Spectator Guide Full-Page, Four-Color Ads
- Daily Pairing Sheet Ads
- Exhibition Display Area On-Course
- Official Sponsorship in a Designated Category
- Entitlement Sponsorship of an On-Site Venue or Special Event

HOSPITALITY

(price range: \$350 – \$18,000)

- VIP Skybox Package
Private, 40-seat elevated hospitality venue
- VIP Hospitality Tent Package
Private seating area adjacent to the 18th Hole
- Oceanside Skybox
Reserved seating at the signature 17th Hole (includes food and beverages)
- Ted Makalena VIP Tent
Reserved seating adjacent to the 18th Hole (includes food and beverages)



4



5



8

GOLF AND HAWAII: THE PERFECT MATCH FOR PROS, SPONSORS, AND FANS ALIKE

Against the backdrop of Koko Crater and the vast Pacific Ocean, the Sony Open kicks off the PGA TOUR season in Honolulu, January 10-16, 2011, at the exclusive Waialae Country Club. Minutes away from world famous Waikiki, the Sony Open in Hawaii attracts over 50,000 attendees, including 144 of the world's best pro golfers. Televised globally by the Golf Channel and PGA TOUR broadcast partners to over 140 countries, the tournament pulses with action on and off the course. Sony unveils its best at its celebrity-studded tournament from top to bottom, including Sony music and movie stars playing to crowds from the stage and from the fairways. Where else can you stretch your legs for a walk on the beach, enjoy Hawaii's succulent Blue Water garlic shrimp for lunch and cheer your favorite golf pro to victory within a 750-yard radius?

GOOD BUSINESS WITH GOOD PURPOSE

The Sony Open in Hawaii benefits Hawaii charities and is a Friends of Hawaii Charities, Inc. event. Over the past 12 years, over \$10 million has been raised for over 350 Hawaii not-for-profit organizations.

Join the "driving team" as a sponsor partner for the Sony Open "Drive To A \$Million." Partner with us to engage your customers and promote your product. Together we can make a difference in the lives of Hawaii's women, children, elderly and impoverished!

Please visit SONYOPEN.DIGPRO.COM for details on all of the Sponsorship Opportunities.