



Jamaica Open NY | August 4, 2014
Marine Park Golf Course - Brooklyn, New York



Jamaica Open NY
Golf Championship
Marine Park Golf Course, Brooklyn NY
August 4, 2014

“Golf is a matter of confidence. If you think you cannot do it, there is no chance you will.”

- Henry Cotton, English golfer

www.JamaicaOpenNY.com



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The Jamaica Open New York (JONY) Golf Championship is the brainchild of Manhattan-based finance executive Alston Roach, President and CEO of The Alston Roach Group of New York.

Celebrating the Caribbean

The Jamaica Open NY Golf Championship forms part of Jamaica's 52nd Independence celebrations in New York City and the organizers strongly believe this event will provide an opportunity to underscore and celebrate the vibrant and productive relationship between New York City and the Caribbean community.

Charity

The one day medal play tournament is expected to attract at least 144 of the Metropolitan area's top golfers. Part proceeds from JONY will benefit Books4Kids Jamaica, Palmyra Foundation and The New York Urban League 501 (c)(3).

Alston Roach Business Group, Inc.

The Alston Roach Business Group, Inc. was formed to pursue high quality entertainment opportunities with a special emphasis on projects and activities that positively promote Caribbean culture with special emphasis on promoting Jamaica. This new unit is an extension of The Alston Roach Group of New York, LLC. The firm offers consulting and advisory services to private and public sector entities and entrepreneurs in emerging markets seeking to access global cross-border capital markets. With extensive international capital markets experience and relationships, ARG matches businesses seeking to raise capital to available sources of capital or financing.

Marine Park Golf Course

Marine Park Golf Course is an 18-hole Championship Course open to the public year-round and is a member of New York City Parks. Located in southern Brooklyn, this links-style course was designed in 1964 by world renowned architect, Robert Trent Jones, Sr. It boasts panoramic water views, country club quality greens and fairways, a beautifully manicured driving range and prevailing winds off Jamaica Bay. It measures 6,866 yards from the Blue tees, 6,609 yards from the White tees, 5,793 from the Gold tees and 5,323 from the Red tees. Since 2008 Marine Park Golf Course has been under ownership of father-son team Michael and Adam Giordano. Since the Giordanos took over, golfers at Marine Park have welcomed the addition of a driving range and learning center, renovations to the clubhouse and grille and currently a course restoration project under the guidance of golf course architect Stephen Kay.



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Itinerary - Monday, August 4th 2014

7:00 am: Check-in and Registration

8:15 am: Opening Prayer by Bishop Riley

8:30 am: Ribbon Cutting and Long Drive Exhibition

9:00 am: Tee-Off – Inaugural Jamaica Open NY Golf Championship (Tee-Off)

Award ceremony dinner and cocktails following conclusion of play

**All meals provided by Lunch Tasty Delicious West Indian Restaurant & Bakery*



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EVENT MARKETING PLAN

PRE-EVENT

- Flyers strategically placed (7,000)
- Press Release(s)
- Newspaper Ads
- Radio Promotion and Interviews
- Promotion Partnerships (web and direct)
- Promotion via www.jamaicaopenny.com
- Promotion via Facebook, Twitter and Instagram
- Direct Email Blast (20,000)
- Facebook Event Page
- Website Event Page

POST-EVENT

- Event Coverage + Photo Galleries
- Facebook and Twitter and Instagram
- Newspaper Thank You Ad
- Local & Regional Newspapers, Radio and TV coverage
- Facebook Pages - photos and articles
- Twitter - Mentions and Retweets
- Bloggers - local, regional and international



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Presenting Partner \$15,000 | 1 Partner

Presenting Partner to be acknowledged in event title: "Sponsor" Jamaica Open NY Golf Championship or Jamaica Open NY Golf Championship presented by "Sponsor"

This will be printed on all PR and marketing materials (signs, banners, etc.).

Presenting Partner will receive the following benefits:

- Title Sponsor may set up a hospitality or promotional area during the event
- 4 Banners prominently displayed on the golf course
- 2 Banner placements at the clubhouse (example: Club Entrance, Restaurant and 18th green)
- Logo prominently displayed on event Step & Repeat for Award Presentation
- Logo on oversized cheque presented to winner of the Invitational Tournament
- Opportunity to have an executive present prizes to the winners at the Awards Presentation
- 10 player invitations for the golf tournament (includes greens fees, cart, caddy fee and prizes)
- Logo on JONY Golf Polo shirts (must be confirmed by June 27)
- 10 passes to the Jamaica Open NY launch celebration (August 3)
- Product / Branding opportunity at one hole
- Logo placement in all marketing materials (ads, HTML blasts, radio mentions, etc.)
- Photo opportunities with celebrities and invited guests
- Note the event will be promoted via online, newspaper, local and regional TV ads
- Opportunity to place items in the player goodie bags (one per player)
- Each player will receive a Jamaica Open NY branded polo shirt and a goodie bag



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Platinum Partner \$10,000 | 2

Platinum Partners will receive the following benefits:

- Platinum Sponsor may set up a hospitality or promotional area during the event
- 2 Banners prominently displayed on the golf course
- 1 Banner placement at the clubhouse (example: Club Entrance, Restaurant and 18th green)
- Logo prominently displayed on event Step & Repeat for Award Presentation
- Opportunity to have an executive present prizes at the Awards Presentation
- 5 player invitations for the golf tournament (includes greens fees, cart, caddy fee and prizes)
- 8 passes to the Jamaica Open NY launch celebration (August 3)
- Product / Branding opportunity at one hole
- Logo placement in all marketing materials (ads, HTML blasts, radio mentions, etc.)
- Photo opportunities with celebrities and invited guests
- Note the event will be promoted via online, newspaper, local and regional TV ads
- Opportunity to place items in the player goodie bags (one per player)
- Each player will receive a Jamaica Open NY branded polo shirt and a goodie bag

Gold Partners \$5,000

Gold Partners will receive the following benefits:

- 1 banners on the golf course
- Logo displayed on event Step & Repeat for Award Presentation
- 4 player invitations for the golf tournament (includes greens fees, cart, caddy fee and prizes)
- 5 passes to the Jamaica Open NY launch celebration (August 3)
- Logo placement in all marketing materials (ads, HTML blasts, radio mentions, etc.)
- Photo opportunities with celebrities and invited guests
- Opportunity to place items in the player goodie bags (one per player)
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Longest Drive Sponsor \$3,500

Longest Drive Sponsor will receive the following benefits:

- Naming rights for the Long Drive Contest - "Sponsor" Long Drive Contest
- 1 banners on the golf course
- Logo displayed on event Step & Repeat for Award Presentation
- Executive to Award the prize to the Longest Drive Winner
- 2 player invitations for the golf tournament (includes greens fees, cart, caddy fee and prizes)
- 5 passes to the Jamaica Open NY launch celebration (August 3)
- Logo placement in all marketing materials (ads, HTML blasts, radio mentions, etc.)
- Photo opportunities with celebrities and invited guests
- Opportunity to place items in the player goodie bags (one per player)
- Each player will receive a Jamaica Open NY branded polo shirt and a goodie bag

Team Sponsor \$1,200

Team Sponsors receive the following benefits:

- 1 banners on the golf course
- 2 player invitations for the golf tournament (includes greens fees, cart, caddy fee and prizes)
- 2 passes to the Jamaica Open NY launch celebration (August 3)
- Each player will receive a Jamaica Open NY branded polo shirt and a goodie bag

Hole Sponsor \$650

Hole Sponsor will receive the following benefits:

- Hole Sponsored by "Sponsor"
- 1 player invitations for the golf tournament (includes greens fees, cart, caddy fee and prizes)
- 1 pass to the Jamaica Open NY launch celebration (August 3)
- Photo opportunities with celebrities and invited guests
- Opportunity to place items in the player goodie bags (one per player)
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US \$1 Million Shootout Sponsor or Hole in One Sponsor \$3500

US \$1 Million Shootout \$3500 | Hole 7

Shootout Partner will receive the following benefits:

- Naming rights - \$1 Million Shootout presented by "Sponsor"
- Hole 7 – Hole Sponsor
- 2 banners on the golf course
- Opportunity to place product / hospitality at this hole
- Logo displayed on event Step & Repeat for Award Presentation
- Executive to Award the prize to the Shootout Winner
- 2 player invitations for the golf tournament (includes greens fees, cart, caddy fee and prizes)
- 2 passes to the Jamaica Open NY launch celebration (August 3)
- Logo placement in all marketing materials (ads, HTML blasts, radio mentions, etc.)
- Photo opportunities with celebrities and invited guests
- Opportunity to place items in the player goodie bags (one per player)
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Hole in One Sponsor (Automotive) \$3500

Hole in One Partner will receive the following benefits:

- Naming rights - Hole in One presented by "Sponsor"
- Hole Sponsor at appointed Hole in One Hole
- 2 banners on the golf course
- Opportunity to place product / hospitality at this hole
- Logo displayed on event Step & Repeat for Award Presentation
- Executive to Award the prize to the Hole in One Winner
- 2 player invitations for the golf tournament (includes greens fees, cart, caddy fee and prizes)
- 2 passes to the Jamaica Open NY launch celebration (August 3)
- Logo placement in all marketing materials (ads, HTML blasts, radio mentions, etc.)
- Photo opportunities with celebrities and invited guests
- Opportunity to place items in the player goodie bags (one per player)
- Each player will receive a Jamaica Open NY branded polo shirt and a goodie bag



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We welcome the opportunity to partner with you on this initiative.

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“No-one will ever have golf under his thumb. No round ever will be so good it could not have been better. Perhaps this is why golf is the greatest of games. You are not playing a human adversary; you are playing a game. You are playing old man par.”

- Bobby Jones