

Allianz Championship Estimated Media Value 3 Day Cable Event

Item	Key Details	Estimated Value
In-Program	<ul style="list-style-type: none"> • Leaderboard graphics • Title and other graphics • Announcer mentions • In-program exposure: CEO message, signage, merchandise, etc. • 30-50 million impressions 	\$300,000 to \$750,000
National Promotions	<ul style="list-style-type: none"> • Network promotions • USA Today • Mentions on Champions Tour Learning Center and other GOLF CHANNEL pre/post tournament shows • 60-90 million impressions 	\$1,000,000 to \$1,500,000
News Coverage	<ul style="list-style-type: none"> • Local & national TV coverage (e.g., ESPN, CNN, Fox Sports Net, The Golf Channel, etc.) • Print coverage in local newspapers • Internet coverage including PGATOUR.com, golfchannel.com, ESPN.com, Golfweb.com, Sportingnews.com, sportillustrated.com, etc. • 600 million-1.25 billion impressions 	\$1,000,000 to \$2,000,000
International TV Coverage	<ul style="list-style-type: none"> • Telecast distributed to 200+ million people in more than 100 countries in various formats (live, tape delay, full broadcast, highlights, etc.) • 170-525 million impressions 	\$2,500,000 to \$7,500,000
On-Site/Local Media	<ul style="list-style-type: none"> • Saturation exposure on-site: signage, programs, tickets, pairing sheets, merchandise, etc. • Local television & radio promotions • Local media/promotion • 20-35 million impressions 	\$300,000 to \$500,000
Total Estimated Media Value 880 Million-1.95 Billion Impressions		\$5,100,000 to \$12,250,000

Sources: Cision Information, Inc., Joyce Julius & Associates, Repucom International