

# 2024 BRANDING OPPORTUNITIES



Kansas



# WICHITA OPEN

BENEFITTING

**KU** WICHITA  
PEDIATRICS  
The University of Kansas

JUNE 13-16, 2024 | CRESTVIEW COUNTRY CLUB

  
KORN FERRY  
TOUR



# 2024 SCHEDULE OF EVENTS

JUNE  
06

▶ THURSDAY  
CREDIT UNION OF AMERICA  
CMN CLASSIC

JUNE  
09

▶ SUNDAY  
AUGGIE NAVARRO PRO-AM

JUNE  
10

▶ MONDAY  
WESLEY TEE-OFF CLINIC  
SELECT PRO-AM

JUNE  
11

▶ TUESDAY  
ADAPTIVE CLINIC  
PRO-AM PAIRINGS PARTY

JUNE  
12

▶ WEDNESDAY  
COX BUSINESS PRO-AM

JUNE  
13

▶ THURSDAY  
FIRST ROUND  
WOMEN'S LEADERSHIP BREAKFAST

JUNE  
14

▶ FRIDAY  
SECOND ROUND

JUNE  
15

▶ SATURDAY  
THIRD ROUND

JUNE  
16

▶ SUNDAY  
CHAMPIONSHIP ROUND



[GOLF@WICHITAOPEN.COM](mailto:GOLF@WICHITAOPEN.COM) | 316.219.9046 | [WWW.WICHITAOPEN.COM](http://WWW.WICHITAOPEN.COM)



# BRANDING/ON-COURSE SIGNAGE

## WICHITA OPEN PARTY DECK NAMING RIGHTS

- Signage on the Wichita Open Party Deck on Grandstand C.
- Logo on map of the Michelob Ultra Corner and signage inside the hospitality area.
- 15 tickets a day to the Michelob Ultra Corner.

\$25,000

## WELCOME CENTER NAMING RIGHTS

- Signage on the front of the tournament main entrance.
- Logo on course map at tournament main entrance.
- 4 tickets a day to the Wichita Open Party Deck.

\$15,000

## CUP SPONSOR

- Branding on 30,000 cups used at all hospitality venues.
- Rotating electronic scoreboard branding on four scoreboards.
- 8 tickets a day to the Wichita Open Party Deck.

SOLD

## ROPE SIGNAGE

- Signage along the ropes on the course (three per hole).
- 4 tickets a day to the Wichita Open Party Deck.

\$7,500

## PLAYER BIOGRAPHY

- Branding on LED scoreboard at Michelob Ultra Corner for player bios starting at 11 a.m.
- 4 tickets a day to the Wichita Open Party Deck.

\$6,000

## HOLE SIGN (TEE AND GREEN)

- Logo on signage at the entrance to the tee and exit of the green at each hole.
- 4 tickets a day to the Wichita Open Party Deck.

\$5,000

## CART STICKERS

- Golf cart branding on 45 carts beginning Monday, June 10.
- 4 tickets a day to the Wichita Open Party Deck.

\$5,000

## DIGITAL SIDE PANELS

- Signage on LED scoreboard on 17th green side panel.
- 4 tickets a day to the Wichita Open Party Deck.

\$4,000

## TEE BACK SIGNS

- Signage on the back of the tee box. (Price is for 1 location - 4 locations available)
- 2 tickets a day to the Wichita Open Party Deck.

\$2,500

## WEATHER UPDATE

- Branding on LED scoreboard at the Michelob Ultra Corner for each Weather Update over four days.
- 4 tickets a day to the Wichita Open Party Deck.

SOLD

## ROTATING SCOREBOARD

- Branding across four electronic scoreboards around the course.
- 2 tickets a day to the Wichita Open Party Deck.

\$750

## VENDING TENT

- 10x10 tent provided, located on vendor row.

\$1,500

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# WICHITA OPEN AMBASSADOR



The Wichita Open Ambassadors are business and community leaders whose support provides the foundation for one of Wichita's premier events and allows the continuation and growth of one of the best events on TOUR.

Economic Impact: \$7.8 million

\$300,000+ for local charities

## AMBASSADOR BENEFITS

- ▶ Access for 10 guests a day to a private, air-conditioned Ambassador's corporate chalet on the 17th green.
- ▶ Access for 10 guests a day into the FORVIS Suite, an air-conditioned exclusive chalet on the 18th green.
- ▶ Exclusive attire for tournament week.
- ▶ VIP access for up to four guests at PGA, Korn Ferry, or Champions Tour events.
- ▶ Signage on the Championship Walkway.
- ▶ Company logo on electronic scoreboards throughout the course during tournament week.
- ▶ Company website presence on the tournament website.
- ▶ Sunday championship awards ceremony introduction and inclusion.
- ▶ Recognition at all tournament-related events.
- ▶ VIP status on-course, including all access credentials and onsite parking.
- ▶ Media recognition.
- ▶ Exclusive, year-round Ambassador functions, and opportunities to host.
- ▶ Ambassador Golf Day at Crestview Country Club.



**AMBASSADOR COMMITMENT - 2 YEARS/\$16,000 ANNUALLY**

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# HOSPITALITY SPONSORSHIPS

## Michelob ULTRA<sup>®</sup>

A chalet sponsorship at the Michelob Ultra Corner is the best way to realize the full marketing potential of the most prestigious tournament and the best atmosphere on the Korn Ferry Tour. Chalets open everyday at 11 a.m.

### FULL CHALET | Open-air structure on the 17th green

- Covered, outdoor seating for you and your guests.
- Company name on signage in grandstands.
- Includes complimentary food and beverages.
- 60 tickets per day (June 13-16)
- 2 Gold parking passes
- 2 VIP parking passes

**\$12,500**

### SHARED CHALET | Shared space, open-air structure on the 17th green

- Covered, outdoor seating for you and your guests.
- Company name on signage in grandstands.
- Includes complimentary food and beverages.
- 30 tickets per day (June 13-16)
- 3 VIP parking passes

**\$7,000**

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# TICKET PACKAGES

*Michelob*  **ULTRA**<sup>®</sup>

## WICHITA OPEN PARTY DECK TICKET PACKAGE

- 16 passes to the Wichita Open Party Deck - can be used in any combination.
- Maximum of 8 can be used on any day.
- Covered, outdoor seating for you and your guests.
- Includes complimentary food and beverages.

**\$1,700**

## WICHITA OPEN FATHER'S DAY PACKAGE

- 4 passes per day to the Wichita Open Party Deck.
- Covered, outdoor seating for you and your guests.
- Includes complimentary food and beverages.
- \$10 off coupon for a hat of your choice at the merchandise table.

**\$1,500**

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# COX BUSINESS PRO-AM TEAMS



Don't miss the opportunity to combine business with pleasure and be part of the premier Pro-Am on the Korn Ferry Tour. Strengthen business relationships while you play with some of the best players in the world!

**WEDNESDAY, JUNE 12**

## EACH FOURSOME RECEIVES:

- Your foursome plus pairing with a different Korn Ferry Tour professional each nine holes.
- Invitation for each participant and a guest to the Cox Business Pro-Am Pairings Party.
- Complimentary lunch provided by Security 1st Title.
- Complimentary snacks and drinks.
- Gift package for each participant.

**\$7,500**

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# WICHITA OPEN PARTY DECK



**BACK**



## NAMING RIGHTS

- Signage on the Wichita Open Party Deck in Grandstand C.
- Logo on map of the Michelob Ultra Corner and signage inside the hospitality area.
- Branding on all tickets to the Party Deck at the Michelob Ultra Corner.
- Branding on sign inside the main admissions tent.
- Branding on all marketing efforts for ticket sales.
- 15 tickets a day to the Wichita Open Party Deck.

**\$25,000**

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# WELCOME CENTER

## NAMING RIGHTS

- Signage on the front of the tournament main entrance.
- Logo on course map at tournament main entrance and digital pairings sheet.
- Branding on all communications with ticket holders leading up to tournament week.
- 4 tickets a day to the Wichita Open Party Deck.

**\$15,000**



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