

TONY FINAU
PGA TOUR WINNER

ADAM HADWIN
PGA TOUR WINNER

CRMCHAMPIONSHIP

BRAINERD, MN | CRAGUN'S GOLF RESORT | AUGUST 22-28, 2022

WE ARE AN OFFICIAL PGA TOUR SANCTIONED EVENT



1ST STEP ON THE PATH TO THE PGA TOUR



41 ALUMNI ON THE
PGA TOUR

8 WINS

Tony Finau • Mackenzie Hughes
Aaron Wise • Nick Taylor • C.T. Pan
Corey Conners • Adam Long

1 RYDER CUP PLAYER
Tony Finau, 2018

1 ROOKIE OF THE YEAR
Aaron Wise, 2018



200+ ALUMNI
35 WINS

FACTS + FIGURES

156

Players from
around the
world

\$200K

Purse with
winner's share
of \$36K

72

Holes
Stroke Play

60

And Ties
Make the
Cut



SPONSORSHIP LEVELS



PRESENTING SPONSOR

- Naming rights as presenting sponsor with category exclusivity
- Inclusion in tournament composite logo
- Speaking role for executive in tournament launch and during Media Day
- Three (3) teams of four (12 playing spots) in the official Pro-Am (Wed), playing alongside a PGA TOUR Canada player, including premium gifting and more
- Thirty (30) passes to the premier VIP Pavilion overlooking the 18th hole with superior seating (Thu-Sun)
- Twenty (20) passes to Saturday Jam
- Ten (10) VIP parking passes (Thu-Sun)
- One hundred (100) general admission passes (Thu-Sun)
- Three (3) foursomes at Cragun's Golf Resort
- Full season GPS cart ad on one (1) hole at Cragun's Golf Resort

\$50,000/year | 3-year term

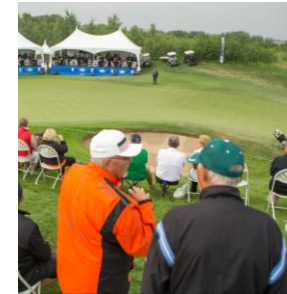
FOUNDING PARTNER

As the CRMC Championship Founding Partner, your sponsorship package will be customized to your needs.

- Two (2) teams of four (8 playing spots) in the official Pro-Am, playing alongside a PGA TOUR Canada player, including premium gifting and more
- Twenty-four (24) passes to the premier VIP Pavilion overlooking the 18th hole with superior seating (Thu-Sun)
- Thirty (30) passes to Saturday Jam
- Eight (8) VIP parking passes (Thu-Sun)
- Fifty (50) general admission passes (Thu-Sun)
- Two (2) foursomes at Cragun's Golf Resort
- Full season GPS cart ad on one (1) hole at Cragun's Golf Resort

\$20,000/year | 3-year term

SPONSORSHIP LEVELS



GOLD PARTNER

- Two (2) teams of four (8 playing spots) in the official Pro-Am playing alongside a PGA TOUR Canada player, including premium gifting and more
- Sixteen (16) passes to the shared VIP Pavilion overlooking the 18th hole (Thu-Sun)
- Sixteen (16) passes to Saturday Jam
- Four (4) VIP parking passes (Thu-Sun)
- Thirty (30) general admission passes (Thu-Sun)
- Two (2) foursomes at Cragun's Golf Resort
- Full season GPS cart ad on one (1) hole at Cragun's Golf Resort

\$10,000/year | 3-year term

SILVER PARTNER

- One (1) team of four (4) in the official Pro-Am playing alongside a PGA TOUR Canada player, including premium gifting and more
- Eight (8) passes to the shared VIP Pavilion overlooking the 18th hole (Thu-Sun)
- Eight (8) passes to Saturday Jam
- Two (2) VIP parking passes (Thu-Sun)
- Twenty (20) general admission passes (Thu-Sun)
- One (1) foursome at Cragun's Golf Resort
- Full season GPS cart ad on one (1) hole at Cragun's Golf Resort

\$7,500/year | 3-year term

BRONZE PARTNER

- One (1) team of four (4) in the official Pro-Am playing alongside a PGA TOUR Canada player, including premium gifting and more
- Four (4) passes to the shared VIP Pavilion overlooking the 18th hole (Thu-Sun)
- Four (4) passes to Saturday Jam
- Two (2) VIP parking passes (Thu-Sun)
- Fifteen (15) general admission passes (Thu-Sun)

\$5,000/year | 3-year term

HOLE SPONSOR

- Logo recognition on one (1) hole sign during the CRMC Championship (Mon-Sun)
- Ability to conduct an activation on the hole during the official Pro-Am
- Two (2) passes to the shared VIP Pavilion overlooking the 18th hole (Thu-Sun)
- Two (2) passes to Saturday Jam
- Twenty (20) general admission passes (Thu-Sun)
- Week-long logo recognition on the official sponsor board and welcome sign

\$2,000/year | 3-year term

OTHER WAYS TO GET INVOLVED



Volunteer at the CRMC Championship

Be a **part of the action and volunteer** at the first PGA TOUR Canada event held in the U.S. at Cragun's Resort

- As a volunteer, you will directly impact the players' experience and help raise funds for local charities!
- Meet, watch, and interact with professional golfers—the future stars of the PGA TOUR.
- Receive free access for you and a friend to all events throughout the week.
- Volunteers have a minimum of two 6-hour shifts throughout the week and pay a \$49 volunteer fee that will include the volunteer gift package, free round of golf for 4 at Cragun's Legacy Courses, and the official tournament shirt and hat.

Sign up to volunteer by calling
Jack Wawro at 218-251-5128



2022 CRMC CHAMPIONSHIP SCHEDULE OF EVENTS



Together, anything's possible.®

SUNDAY | AUG 21

- Cruising for Charity Dinner Cruise on Gull Lake

MONDAY | AUG 22

- CRMC Championship Monday Qualifier
Deacon's Lodge Golf Course at Breezy Point Resort
- Player Experience - Guided Fishing on Gull Lake

TUESDAY | AUG 23

- Brainerd Chamber Business After Hours Event | VIP Tent
- Practice Rounds

WEDNESDAY | AUG 24

- Official Pro-AM

THURSDAY | AUG 25

- CRMC Championship Round 1

FRIDAY | AUG 26

Family Day

- CRMC Championship Round 2

SATURDAY | AUG 27

Military Appreciation Day

- CRMC Championship Round 3
- Saturday Night Jam - party at the Legacy Pavilion

SUNDAY | AUG 28

- CRMC Championship Final Round
- Trophy Presentation Ceremony



ALL ABOUT THE COMMUNITY

The PGA TOUR and its tournaments have raised **\$2.65 billion** for charities around the world.

The PGA TOUR Canada and its tournaments have raised **over \$5 million** since 2013.

TOURNAMENT BENEFITS

- Affiliation with PGA TOUR brand
- Building a lasting legacy within the community
- Generating economic activity
- Creating excitement for the Brainerd Lakes Area
- Offering partners networking opportunities
- Exciting golf competition by future PGA TOUR stars
- Driving charitable awareness and dollars locally
- Drawing international and domestic media coverage
- Diverse, inclusive and family-focused, driving civic pride
- Delivering greater ROI for stakeholders+