



**PGA TOUR  
CANADA**



# **CRMC Championship Presented by Gertens**

**August 22-28, 2022**

**Cragun's Resort | Brainerd, MN**





## PGA TOUR CANADA OVERVIEW

PGA TOUR Canada's mission is to provide a high-quality platform to make a positive impact in the communities where tournaments are played, while producing players that move to the next level and eventually the PGA TOUR.



### SERIES

Of tournaments played across Canada and the United States

### ONE

Of the International Tours that feeds into the Korn Ferry Tour

### TEN

Leading point-earners at the end of the season earn status on the Korn Ferry Tour the following year







# PATH TO THE PGA TOUR *STARTS HERE*



**54 Alumni**  
**12 Wins**  
**2 Presidents Cup Players**  
**1 Ryder Cup Player**  
**1 Rookie of the Year**



**200+ Alumni**  
**48 Wins**

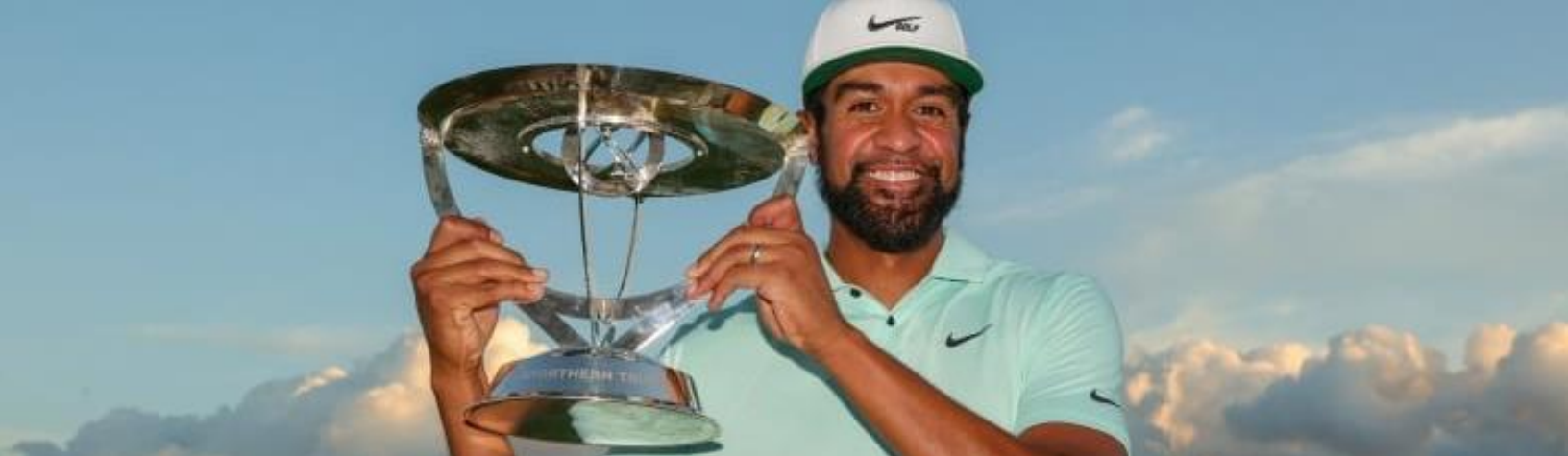


**COREY  
CONNERS**

“Playing on the Mackenzie Tour kick-started my career and I used those experiences when I won for the first time on the PGA TOUR”



**CONNERS HUGHES DAVIS PAN TAYLOR HADWIN LONG GOOCH DAHMEN FINAU**



# CRMC CHAMPIONSHIP

## PART OF THE PGA TOUR FAMILY

After two years, the wait is finally over for the inaugural CRMC Championship to take place as the first PGA TOUR Canada event that will take place in the U.S.

**156**

Players from around the world

**250**

Volunteers

**ACTION**

Packed week with year-round promotion

**PROFILE**

PGA TOUR platform used to profile the community and partnership driving ROI

**CONNECTING**

With Minnesota

**TROPHY**

Presented to the champion representing the legacy that will be created in Brainerd







## CHARITABLE IMPACT

The PGA TOUR is all about giving back, donating nearly \$4 billion to charities across all Tours.

Since 2013, the Mackenzie Tour and its tournaments have raised \$5.4 million for 38 charities.

At the core of the CRMC Championship is giving back, with net proceeds from the event directed toward the Cuyuna Regional Medical Center Charitable Fund.



Together, anything's possible.®

Cuyuna Regional Medical Center  
**CHARITABLE FUND**

## TOM LEHMAN

Minnesota's most decorated PGA TOUR player will serve as the event's honorary chairman.

**"I am very humbled and honored to be asked to assume the role of Honorary Chairman of the CRMC Championship. So many people have worked so hard to make this event a reality, and because of that I take this role very seriously."**







# EVENT WEEK HIGHLIGHTS

## NORTHERN PACIFIC CENTER PRO-AM

Ultimate inside-the-ropes experience playing alongside a PGA TOUR Canada professional at Cragun's in tournament condition



## CLOW STAMPING SATURDAY JAM

Bringing the community together to celebrate the CRMC Championship, including live entertainment, charity fundraiser and more



## VIP PAVILLION

Take in all the action Thursday – Sunday in the VIP Pavilion overlooking the 18<sup>th</sup> green, including F&B, entertainment and more.







PRESENTED BY



## PARTNERSHIP OPPORTUNITIES

### SILVER PARTNER \$7,500

- One (1) team of four (4) amateurs in the Northern Pacific Center Pro-Am (Wednesday), playing alongside a PGA Tour Canada professional
- Premium gifting for each player (\$900/player) & reception after golf
- Eight (8) passes to the shared VIP Pavilion overlooking the 18th green which includes food and beverage Thursday through Sunday of tournament week
- Eight (8) passes to the Clow Stamping Saturday Night Jam
- Two (2) VIP parking passes Thursday through Sunday
- Thirty (30) General Admission tickets Thursday through Sunday
- One (1) foursome of golf to Cragun's resort including cart, range, and GPS
- Week-long logo recognition on official sponsor board, tournament website, and CRMC social media pages
- One full season GPS advertisement at Cragun's Golf Resort (\$1000 value)

### BRONZE PARTNER \$5,000

- Naming rights to a designated on-site area (i.e., putting green, driving range, player lounge, caddies, transportation, marshal quiet paddles, parking lot, etc.)
- Four (4) passes to the shared VIP Pavilion overlooking the 18th green which includes food and beverage Thursday through Sunday of tournament week
- Four (4) passes to the Clow Stamping Saturday Night Jam
- Two (2) VIP parking passes Thursday through Sunday
- Twenty (20) General Admission tickets Thursday through Sunday
- Week-long logo recognition on official sponsor board, tournament website, and CRMC social media pages

### HOLE SIGN \$2,000

- Logo recognition on one (1) hole during the CRMC Championship, Thursday through Sunday
- Ability to conduct an activation on the hole during the official Pro-Am
- Two (2) passes to the shared VIP Pavilion overlooking the 18th green which includes food and beverage Thursday through Sunday of tournament week
- Two (2) passes to the Clow Stamping Saturday Night Jam
- Twenty (20) General Admission tickets Thursday through Sunday
- Week-long logo recognition on official sponsor board, tournament website, and CRMC social media pages



# SCHEDULE OF EVENTS

## PRE-EVENT

**MEDIA DAY**

**VOLUNTEER ORIENTATION**

**CRUISING FOR CHARITY ON GULL LAKE - SUNDAY PRIOR TO EVENT WEEK**

## MONDAY

**OPEN QUALIFIER AT DEACON'S LODGE GC**

**PLAYER EXPERIENCE – GUIDED FISHING TRIPS ON GULL LAKE**

**PRO PRACTICE ROUNDS**

## TUESDAY

**BRAINERD LAKES CHAMBER 'BUSINESS AFTER HOURS' AT THE VIP AREA ON 18<sup>TH</sup> GREEN**

**PRO PRACTICE ROUNDS**

## WEDNESDAY

**NORTHERN PACIFIC CENTER PRO-AM**

• AM & PM PRO-AM TEE TIMES

## THURSDAY

**CRMC CHAMPIONSHIP ROUND 1**

## FRIDAY

**CRMC CHAMPIONSHIP ROUND 2**

## SATURDAY

**CRMC CHAMPIONSHIP ROUND 3**

**CLOW STAMPING SATURDAY NIGHT JAM AT CRAGUN'S**

## SUNDAY

**CRMC CHAMPIONSHIP FINAL ROUND**

**TROPHY PRESENTATION**

**CHARITY PRESENTATION**

