CRMC CHAMPIONSHIP

PRESENTED BY Gertens

PGA TOUR CANADA

PATH TO THE PGA TOUR *STARTS HERE*

JAKE KNAPP
2022 CHAMPION

CRMC CHAMPIONSHIP

PRESENTED BY GERTENS

AUGUST 28 – SEPTEMBER 3, 2023
CRAGUN'S LEGACY COURSES | BRAINERD, MN

CRAGUN'S LEGACY COURSES
A TOM LEHMAN SIGNATURE COURSE

FORTINET CUP

- Season long points-based race that mimics the competitive structure on the PGA TOUR (FedExCup)
- Top 10 players graduate to Korn Ferry Tour and share a $100,000 bonus pool provided by Fortinet
- Fortinet Cup Champion is fully exempt on the Korn Ferry Tour and receives an exemption into the RBC Canadian Open
- Fortinet is the leading cyber security company in Canada with more than 2,000 employees across the country.

PGA TOUR CANADA

FORTINET CUP

KORN FERRY TOUR

PGA TOUR

CHAMPIONS

PATH TO THE PGA TOUR *STARTS HERE*

64 Alumni
19 Wins
5 Presidents Cup Players
1 Ryder Cup Player
1 Rookie of the Year

COREY CONNERS

"Playing PGA TOUR Canada kick-started my career and I used those experiences when I won for the first time on the PGA TOUR"

KORN FERRY TOUR

250+ Alumni
54 Wins

CONNERS HUGHES BREHM PAN TAYLOR DAVIS HADWIN RAMEY LONG SPAUN DAHMEN STRAKA FINAU

PGA TOUR CANADA

CRMC CHAMPIONSHIP presented by Gertens

CRMC CHAMPIONSHP

PART OF THE PGA TOUR FAMILY

The CRMC Championship returns to Cragun's Legacy Courses in 2023 as the only PGA TOUR Canada event that will take place in the U.S.

156 — Players from around the world

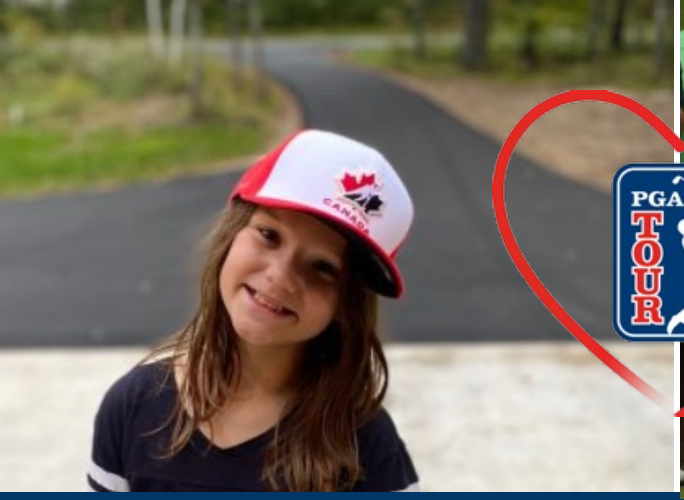
250 — Volunteers

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

OUR IMPACT TRAVELS FAR BEYOND THE BALL

Through the world of golf, the PGA TOUR drives positive impact at unprecedented levels to support and improve local communities, donating more than $3.37 billion.

In 2022, the CRMC Championship donated nearly $60,000 to the Cuyuna Regional Medical Center Charitable Fund. The fund provides financial assistance to area patients and supports purchase of the latest technology to improve resident's health and save lives.

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 CLUBHOUSE & PAVILLIONS

Take in all the action Thursday – Sunday in one of the VIP Areas.

CLUBHOUSE PATIO

Premium viewing area on the clubhouse patio, overlooking the 18th hole and 10th tee, with food and beverage services and premier seating.

FRONT 9 PAVILLION

Viewing area for holes 5, 6 & 9, including tent, grandstand, food and beverage.

BACK 9 PAVILLION

Viewing area for holes 11, 17 & 18, including tent, grandstand, food and beverage.

PARTNERSHIP OPPORTUNITIES

GOLD PARTNER $12,000

- Two (2) teams of four (4) amateurs in the Northern Pacific Center Pro-Am (Wednesday), playing alongside a PGA Tour Canada pro
- Premium gifting for each player (over $1,000/player) & reception after golf
- Twelve (12) passes to all VIP Areas including food and beverage Thursday-Sunday
- Twelve (12) passes to the Clow Stamping Saturday Night Jam
- Four (4) VIP parking passes Thursday through Sunday
- Two (2) 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)

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 pro
- Premium gifting for each player ($900/player) & reception after golf
- Eight (8) passes to all VIP Areas including food and beverage Thursday-Sunday
- Eight (8) passes to the Clow Stamping Saturday Night Jam
- Two (2) VIP parking passes 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 $4,000

- 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 all VIP Areas including food and beverage Thursday-Sunday
- Four (4) passes to the Clow Stamping Saturday Night Jam
- Two (2) VIP parking passes Thursday through Sunday
- Week-long logo recognition on official sponsor board, tournament website, and CRMC social media pages

HOLE SIGN $500

- Logo recognition on one (1) hole during the entire CRMC Championship
- Ability to conduct an activation on the hole during the official Pro-Am
- Two (2) passes to all VIP Areas including food and beverage Thursday-Sunday
- Two (2) passes to the Clow Stamping Saturday Night Jam
- 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

PLAYER EXPERIENCE – GUIDED FISHING TRIPS ON GULL LAKE

PLAYER PRACTICE ROUNDS

TUESDAY

PRO-JUNIOR

BRAINERD LAKES CHAMBER 'BUSINESS AFTER HOURS'

PRO PRACTICE ROUNDS

PLAYER EXPERIENCE – CRUISE ON GULL LAKE

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 ON THE 18TH GREEN

SUNDAY

CRMC CHAMPIONSHIP FINAL ROUND

TROPHY & CHARITY PRESENTATION