



**PGA TOUR  
AMERICAS**

COASTAL  
CLOUDS



# CRMC CHAMPIONSHIP

AUGUST 26 - SEPTEMBER 1, 2024

BRAINERD, MN



**JAKE KNAPP**  
2022 CHAMPION  
PGA TOUR PLAYER





# PGA TOUR AMERICAS

**Identify. Prepare. Transition.**

PGA TOUR Americas prepares players for the next step in their professional golf journey. Across eight countries and two continents, the best will emerge, ready for future success.

## PGA TOUR PATHWAYS

MISSION: IDENTIFY. **PREPARE.** TRANSITION.

PGA TOUR Q-SCHOOL

PGA TOUR UNIVERSITY

**PGA TOUR AMERICAS**

KORN FERRY TOUR





OVERVIEW

# PGA TOUR AMERICAS

- 16-events played in 8 countries; CRMC Championship as penultimate
- Season-long Fortinet Cup points race, mimics FedExCup
- Top 10 earn Korn Ferry Tour card
- 95 players have graduated to the PGA TOUR, combined for 34 wins





CRMC CHAMPIONSHIP

# PART OF THE PGA TOUR FAMILY

**WE ARE PROUD TO BE THE 2023 TOURNAMENT OF THE YEAR**

- 156 players from around the world
- 250 volunteers make the event come to life
- 7 action packed days
- Showcasing Tom Lehman's Signature Courses
- Minnesota Wild's Matt Boldy played in the Tournament
- Connecting Minnesota businesses and organizations
- Community legacy and pride
- Iconic Paul Bunyan inspired trophy presented to champion





# CRMC CHAMPIONSHIP WHO WE SUPPORT

## Cuyuna Regional Medical Center CHARITABLE FUND

Supporting the CRMC Championship means **supporting charity** and with our partners we have **raised \$145,000 and counting.**

Net proceeds are directed to the Cuyuna Regional Medical Center Foundation which provides financial assistance to area patients and supports purchase of the latest technology to improve resident's health and save lives.





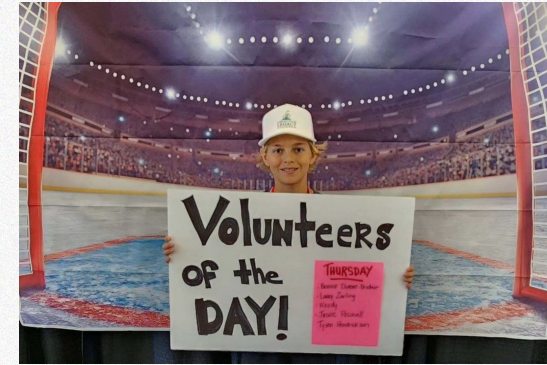
# CRMC CHAMPIONSHIP COMMUNITY CENTRIC



**Family Oriented**



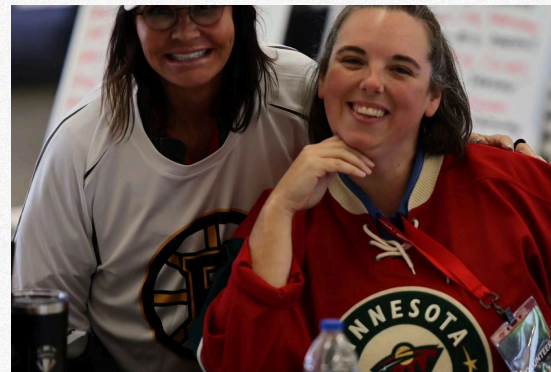
**The ultimate fan experience**



**The best Volunteers on Tour**



**Take your Kid to the Course Day**



**Hockey Jersey Day to cheer on  
Matt Boldy**



**Clow Stamping Saturday Jam  
& Fireworks**





# CRMC CHAMPIONSHIP — ULTIMATE EXPERIENCES



**Cruising for Charity  
with Tom Lehman**



**Brainerd Lakes Chamber  
'Business After Hours'  
& Player Shootout on 17**



**Northern Pacific Center Pro-Am  
featuring Travis Mathew Truck**

## **VIP VENUES**

Take in all the action Thursday – Sunday in one of the VIP Venues

### **CLUBHOUSE DECK**

Premium viewing venue on the clubhouse patio, overlooking the 18<sup>th</sup> hole and 10<sup>th</sup> tee, with food and beverage services and premium seating.

### **FRONT 9 VIP**

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

### **BACK 9 VIP**

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





# GETTING INVOLVED

## GOLD PARTNER \$12,000

- Two (2) teams of four (4) amateurs in the Northern Pacific Center Pro-Am (Wednesday), playing alongside two PGA TOUR Americas' pros
- Premium gifting for each player (over \$1,000/player) & reception after golf
- Twelve (12) passes to all VIP Areas including food and beverage Thurs-Sun
- 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 two PGA TOUR Americas' pros
- Premium gifting for each player (\$900/player) & reception after golf
- Eight (8) passes to all VIP Areas including food and beverage Thurs-Sun
- 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 Thurs-Sun
- 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

OTHER CUSTOMIZED PACKAGES AVAILABLE





CRMC CHAMPIONSHIP

# SCHEDULE OF EVENTS



## SUNDAY (PRIOR)

- Cruising for Charity on Gull Lake

## MONDAY

- CRMC Foundation Pro-Am
- Player Experience - Guiding Fishing Trip on Gull Lake
- Player Practice Rounds

## TUESDAY

- Brainerd Lakes Chamber 'Business After Hours'
- Gravel-Pit Invitational for Charity
- Player Practice Rounds

## WEDNESDAY

- Northern Pacific Center Pro-Am
- Travis Mathews Experience

## THURSDAY

- CRMC Championship - Round 1
- Take your Kid to the Course Day

## FRIDAY

- CRMC Championship - Round 2
- Hockey Jersey Day

## SATURDAY

- CRMC Championship - Round 3
- Clow Stamping Saturday Jam & Fireworks

## SUNDAY

- CRMC Championship – Final Round
- Closing Ceremony & Trophy Presentation

