

CRMCC

CHAMPIONSHIP

CRAGUN'S · BRAINERD, MINNESOTA



PRESENTED BY
NORTHERN PACIFIC CENTER

AUGUST 24 - 31, 2025
BRAINERD, MN
CRMCCCHAMPIONSHIP.COM



Jake Knapp
2022 Champion
2x PGA TOUR Champ



Yi Cao
2023 Champion



PGA TOUR AMERICAS

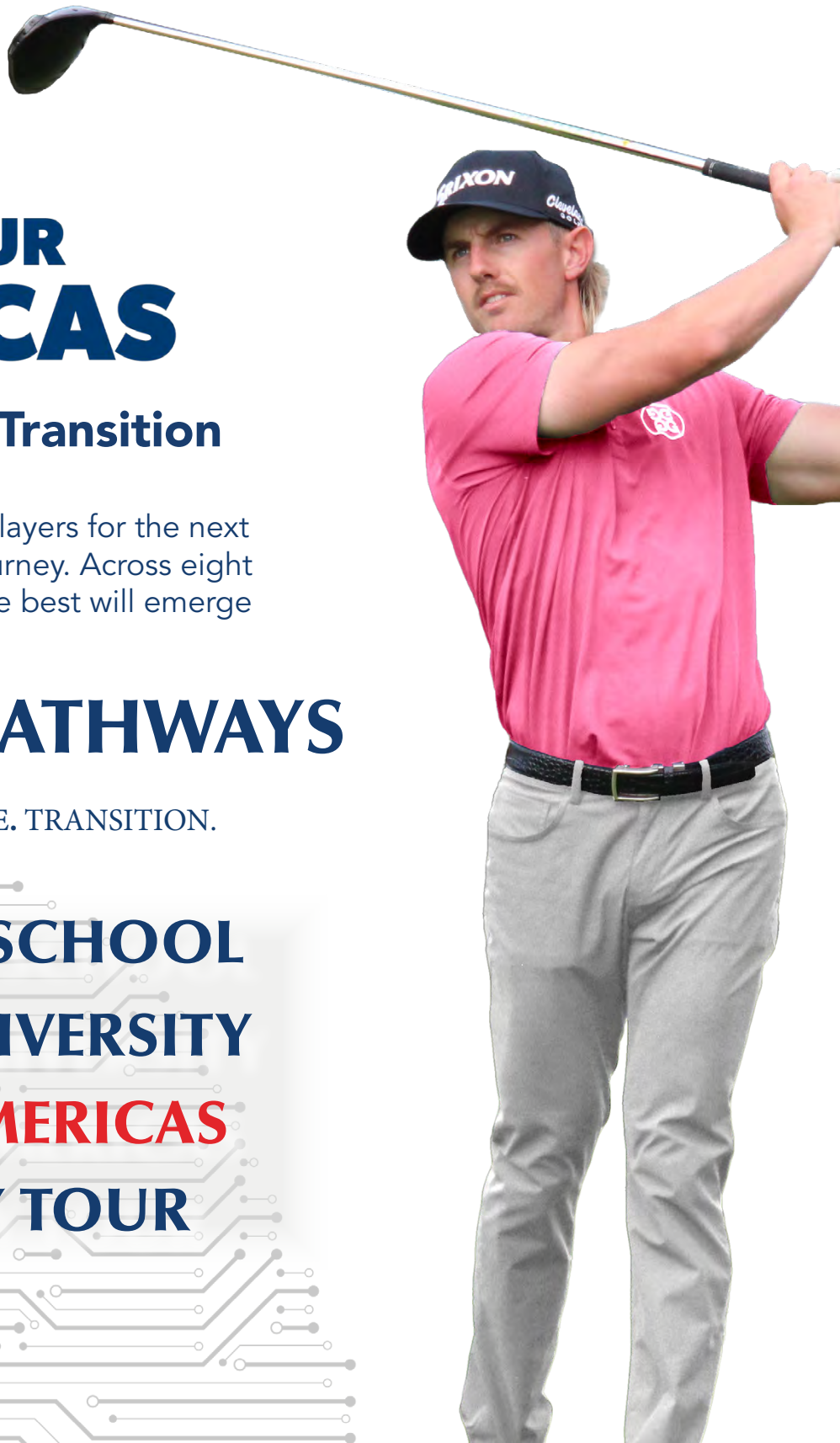
Identify. Prepare. Transition

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





PGA TOUR AMERICAS

- 16-events played in 8 countries
- Season-long Fortinet Cup points race, mimics FedExCup
- Top 10 earn Korn Ferry Tour card
- Over 100 players have graduated to the PGA TOUR, accounting for more than 40 wins





PART OF THE PGA TOUR FAMILY

We are proud to be PGA TOUR America's
2023 Tournament of the Year
and 2024 Sales Award winner

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



CRMC CHAMPIONSHIP
WHO WE SUPPORT

CRMC
CUYUNA REGIONAL
MEDICAL CENTER
Foundation



Supporting the CRMC Championship means **supporting charity** and with our partners we have raised **\$245,000 and counting.**

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

In 2024, the Babinski Foundation partnered with us to host a heartwarming pet adoption event during the CRMC Championship. Our mission was to raise awareness about homeless pets in our community and their need for loving homes, while offering spectators the unique and uplifting experience.



In 2024, Smiles for Jake joined us with a delightful pancake breakfast to help spread their uplifting message and raise awareness about their mission to promote mental health and positivity within our community.



CRMC CHAMPIONSHIP

COMMUNITY CENTRIC

The CRMC Championship is more than a golf tournament—it's a celebration of community. By partnering with local organizations, hosting family-friendly activities, and supporting meaningful causes, the event brings people together to create lasting connections. From local vendors to charitable initiatives, the championship showcases the heart of the Brainerd Lakes Area while making a positive impact on those who call it home.



Family Oriented



Pro-AM Experience



Saturday Night Jam



Cruising for Charity



Best Volunteers on Tour

CRMC CHAMPIONSHIP

ULTIMATE EXPERIENCES

Guests, players, and sponsors of our events will enjoy exclusive access to unforgettable experiences, from world-class golf and VIP hospitality to unique networking opportunities and premium amenities. Each moment is designed to create lasting memories, celebrate the sport, and showcase the best in entertainment, luxury, and camaraderie.

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 18th hole and 10th 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.

2024 sushi experience provided by Northern Pacific Center



CRMC CHAMPIONSHIP GETTING INVOLVED

For partnership opportunities, contact Jack Wawro at jwawro@craguns.com or call directly - (218) 251-5128

GOLD PARTNER \$12,000

- Two (2) teams of four (4) amateurs in the Official Wednesday Pro-AM, playing alongside two PGA TOUR Americas' professionals on the tournament course.
- Premium gifting for each amateur (over \$1,000/player) & dinner 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 \$8,000

- One (1) team of four (4) amateurs in the Official Wednesday Pro-AM, playing alongside two PGA TOUR Americas' professionals on the tournament course.
- Premium gifting for each amateur (over \$1,000/player) & dinner 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 \$3,500

- Logo recognition on the official sponsor board at the event, crmchampionship.com, and all CRMC social media pages.
- Entry for 2 amateurs into the Official Wednesday Pro-AM, playing alongside two PGA TOUR Americas' professionals on the tournament course.
- Premium gifting for each amateur (over \$1,000/player) & dinner reception after golf
- Team will be paired with 2 other amateurs
- Event includes premium gifting for all participants, a \$900+ value per player
- Event includes F&B for the day
- Four (4) VIP passes that include F&B for the day at our 3 VIP areas located on #6, #17, & #18
- Passes good for one day of your choosing.
- Four (4) tickets to the Saturday Night Jam sponsored by Clow Stamping.
- Concert on the 18th green of the CRMC Championship
- Two (2) VIP parking passes good Thursday-Sunday

HOLE SPONSOR \$750

- 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

WEDNESDAY OFFICIAL PRO-AM SPONSOR

CRMC Championship Sponsorship Rights

- Naming rights as official Wednesday Pro-Am Sponsor of the CRMC Championship presented by Northern Pacific Center.
- Ability to activate in any location during Wednesday Pro-Am
- Week-long logo recognition on the official Sponsor Board, Welcome Sign, Pairings Sheet,
- Tournament website and other event materials where applicable
- Two (2) teams in the official pro-am (Wednesday), playing alongside a PGA Tour Americas player, including premium gifting (\$1000+ per amateur) and more. The team consists of 4 amateurs and 2 professionals (1 pro per 9 holes).
- Twenty-Four (24) passes to all VIP areas. Food & Beverage provided all day.
 - 3 VIP Areas (18th Green, Front 9 & Back 9)
- Twenty-Four (24) passes to the Clow Stamping Saturday Night Jam Concert
- Eight (8) VIP Parking passes (Each pass valid for the entire Tournament week - Monday - Sunday)
- Two (2) Foursomes at Cragun's Golf Resort valid during the 2024 Legacy Golf Season
- Full Season (2024) GPS Ad on One (1) Hole at Cragun's Legacy Courses on the TEKGPS System
- Links to your company website on CRMCChampionship.com
- Social media posts using CRMC Championship account & Cragun's Resort, Golf & Conference

3 Year Partnership

2025 - \$20,000

2026 - \$22,250

2027 - \$25,000



CRMC CHAMPIONSHIP

PARTNERSHIP EXPOSURE

Since its inception in 2022, the CRMC Championship has continually advanced its marketing efforts to spotlight the Brainerd Lakes Area, Cragun's Legacy Courses, and our PGA TOUR Americas event. Our dedicated marketing team constantly seeks innovative opportunities to expand the championship's reach across digital advertising, print media, television, streaming platforms, radio, and social media. As a valued sponsor and partner, your brand will gain exposure to millions of people nationwide.

2024 Marketing Media Reach

- Paid Print Media Impressions: 265,924
- Digital Marketing Impressions : 453,575
- Paid Social Marketing Impressions: 470,137
- Organic Social Marketing Reach: 95,346
- Paid TV Commercials Impressions: 560,143
- Traditional Print, local Brainerd Dispatch(unpaid): 1,825 Reads
- Paid Radio:
 - 1,280,000 On-Air Impressions
 - 270,483 Streaming Impressions
 - 130,965 Podcast Impressions

Total Impressions in 2024: 3,526,673

2025 Planned Marketing Approach

- Paid Print Media
- Digital Marketing
- Paid Social Marketing
- Organic Social Marketing
- Paid TV Commercials
- Organic News Stories; locally and nationally
- Paid Radio
- GOAL: To exceed 5 million impressions

CRMC CHAMPIONSHIP

SCHEDULE OF EVENTS

SUNDAY, August 24

- Cruising for Charity on Gull Lake

MONDAY, August 25

- CRMC Foundation FORE Charity Scramble
- Player Experience - Guiding Fishing Trip on Gull Lake
- Monday Qualifier
- Player Practice Rounds

TUESDAY, August 26

- Gravel-Pit Invitational for Charity
- Player Practice Rounds

WEDNESDAY, August 27

- OFFICIAL Wednesday Pro-Am

THURSDAY, August 28

- CRMC Championship - Round 1
- Family Day at the CRMC Championship

FRIDAY, August 29

- CRMC Championship - Round 2
- Military Day and Ladies Night

SATURDAY, August 30

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

SUNDAY, August 31

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



**PGA TOUR
AMERICAS**



**CRAGUN'S
LEGACY
COURSES**

visit crmchampionship.com for more details