



# LETTER OF INTENT

37<sup>th</sup> Ryder Cup  
Valhalla Golf Club – Louisville, Kentucky  
September 16 - 21, 2008



**Champions Club Table for 10 people**

Total cost - \$55,000\*

\$13,750 non-refundable deposit due with this Letter of Intent

Food and beverage costs for Wednesday through Sunday of Ryder Cup week are included in the package price.

I wish to purchase \_\_\_\_\_ table(s).

**Hospitality Chalet for 150 people**

Total cost - \$500,000\* (*only one available*)

\$125,000 non-refundable deposit due with this Letter of Intent

Food and beverage costs for Wednesday through Sunday of Ryder Cup week are included in the package price.

Note: For companies wishing to share a chalet, there is an additional administrative charge of \$1,000 per company. No more than three companies may share a 150 person chalet.

**Premium Hospitality Chalet for 100 people**

Total cost - \$450,000\* (*only one available*)

\$112,500 non-refundable deposit due with this Letter of Intent

Food and beverage costs for Wednesday through Sunday of Ryder Cup week are included in the package price.

Note: For companies wishing to share a chalet, there is an additional administrative charge of \$1,000 per company. No more than two companies may share a 100 person chalet.

**Premium Hospitality Chalet for 200 people**

Total cost - \$750,000\* (*only two available*)

\$187,500 non-refundable deposit due with this Letter of Intent

Food and beverage costs for Wednesday through Sunday of Ryder Cup week are included in the package price.

Note: For companies wishing to share a chalet, there is an additional administrative charge of \$1,000 per company. No more than two companies may share a 200 person chalet.

How did you hear about PGA Hospitality?  
(check all that apply please)

- Brochure
- Host Club
- Business Associate
- Other: \_\_\_\_\_
- PGA Newsletter
- Other Hospitality Purchaser
- PGA Ticketing

\_\_\_\_\_  
Legal Company Name

\_\_\_\_\_  
Contact

\_\_\_\_\_  
Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

Zip

(            )

\_\_\_\_\_  
Phone Number

(            )

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
E-mail

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please remit payment to:

PGA Tournament Corporation, Inc.  
c/o Tim Gwinnell or Annette Mongeau  
100 Avenue of the Champions  
Palm Beach Gardens, FL 33418  
Tim Gwinnell: 561-624-7691  
Annette Mongeau: 561-624-8480  
Fax: 561-624-7634  
E-mail: [hospitality@pgahq.com](mailto:hospitality@pgahq.com)

\*plus applicable sales tax (to be advised)



# CHAMPIONS CLUB TABLE

for 10 People  
37<sup>th</sup> Ryder Cup

Valhalla Golf Club – Louisville, Kentucky  
September 16 - 21, 2008



The 2008 Ryder Cup offers Corporate Hospitality Tables to accommodate 10 people each day. These tables are located in The Champions Club on the grounds of Valhalla Golf Club in Louisville. The Champions Club is a specially designed, climate-controlled facility with convenient access to Ryder Cup action.

The 10-Person Table Package includes:

- A reserved table for ten (10) people in the Champions Club structure for five (5) days (Wednesday – Sunday) with:
  - Floral centerpiece and linens
  - Company signage at entrance and on table
  - Daily cleaning services
  - TV viewing in Champions Club
  - Premium restroom facilities (for Champions Club patrons only)
- Ten (10) Ryder Cup tickets and one (1) staff/administrator ticket for five (5) days of Ryder Cup week (Wednesday-Sunday)
- Food and beverage service for ten (10) guests and one (1) staff/administrator for five (5) days of Ryder Cup week (Wednesday-Sunday), which includes:
  - Continental breakfast
  - Full luncheon buffet
  - Afternoon snacks
  - Full premium bar
- Forty (40) Official Ryder Cup Journals for Ryder Cup week
- Ten (10) Ryder Cup pairing sheets delivered to your table each match-play day (Friday-Sunday)
- Exclusive opportunity to purchase dual-branded merchandise (Ryder Cup logo and your company logo)
- Exclusive promotional use of the Ryder Cup logo in client invitations to The Ryder Cup (usage subject to PGA approval)
- Opportunity to purchase a limited number of PGA-reserved hotel accommodations within the states of Kentucky and Indiana
- Preferred parking in reasonable proximity to Ryder Cup grounds
- Security personnel to control invitation-only access into the Champions Club

## Cost for CHAMPIONS CLUB TABLE FOR 10 PEOPLE

**\$55,000\***

\*plus applicable sales tax

The cost of food and beverage served in the Champions Club is included in the contract price. The 37th Ryder Cup has designated a professional caterer and design consultant to service the Champions Club food, beverage and club décor. Purchaser may request the caterer to provide additional specialty individual table food and/or beverage items at an additional cost to the Purchaser.



# HOSPITALITY CHALET

for 150 People

37<sup>th</sup> Ryder Cup

Valhalla Golf Club – Louisville, Kentucky

September 16 - 21, 2008



The 2008 Ryder Cup features private Corporate Hospitality Chalets to accommodate 150 people each day. This Chalet is located near Hole 17 within a Corporate Village on the grounds of Valhalla Golf Club in Louisville. Chalet is designed to provide your clients and guests the ultimate entertainment experience. Chalet offers air-conditioning/heating, carpeting, furnishings, televisions, telephones, computerized scoring information systems and an attached furnished patio.

The 150-Person Chalet package includes:

- The Chalet itself, incorporating:
  - Sufficient air-conditioning and/or heating
  - Flooring with indoor/outdoor carpet
  - Lounge area with chairs, and cocktail table
  - Secured storage area
  - One (1) 4' skirted registration table with two (2) chairs
  - Up to fifteen (15) 60' round tables with ten (10) chairs at each table
  - One (1) 16' buffet table, fully skirted
  - One (1) 8' bar and rear-service table, skirted
  - Three (3) television monitors measuring 27" in size
  - One (1) computer scoring terminal
  - Two (2) telephones with free local service
  - Selection of solid-colored linen table cloths
  - Premium restroom facilities (for the Corporate Village only)
  - Front entrance patio; covered, floored, carpeted, landscaped, and furnished with four (4) patio tables and five (5) chairs for each table
  - Plants for tent tables, buffet and patio tables
  - Daily cleaning services
  - Company signage in front of your hospitality chalet
- One hundred fifty (150) Ryder Cup tickets and six (6) staff/administrator tickets for five (5) days of Ryder Cup week (Wednesday-Sunday)
- Food and beverage service for one hundred fifty (150) guests and six (6) staff/administrators Wednesday through Sunday of Ryder Cup week to include:
  - Continental breakfast
  - Full luncheon buffet
  - Afternoon snacks
  - Full premium bar
- Invitations for six (6) people to attend the Ryder Cup Gala Dinner held one evening of Ryder Cup week
- Invitation for eight (8) people to play golf at Valhalla Golf Club at a date and time of purchaser's choice during 2007 (subject to availability). Caddies, use of the practice facilities and refreshments are included.
- Invitations for four (4) people to play in a Corporate Golf Outing at Valhalla Golf Club (date to be determined)
- Preferred parking in reasonable proximity to Ryder Cup grounds
- One (1) full-page, four-color advertisement in the Official Ryder Cup Journal
- Exclusive opportunity to purchase dual-branded (Ryder Cup and your company logo) merchandise
- Three hundred (300) Official Ryder Cup Journals for Ryder Cup week
- One hundred fifty (150) Ryder Cup pairing sheets delivered to your chalet each match-play day (Friday – Sunday)
- Opportunity to purchase a limited number of PGA-reserved hotel accommodations within the states of Kentucky and Indiana
- Exclusive promotional use of the Ryder Cup logo in client invitations to The Ryder Cup (usage subject to PGA approval)
- Security personnel to control invitation-only access into the Corporate Village.

## Cost for HOSPITALITY CHALET FOR 150 PEOPLE

**\$500,000\***

\* plus applicable sales tax.

For companies wishing to share a chalet, there is an additional administrative charge of \$1,000 per company. No more than three companies may share a 150 person chalet.

The cost of food and beverage served Wednesday through Sunday is included in the contract price. The 37<sup>th</sup> Ryder Cup has designated a professional caterer and design consultant to service Purchaser's food, beverage and décor requirements. Purchaser may request specialty food, beverage and décor items for Purchaser's individual chalet at an additional cost to the Purchaser.



# PREMIUM HOSPITALITY CHALET

for 100 People

37<sup>th</sup> Ryder Cup

Valhalla Golf Club – Louisville, Kentucky

September 16 - 21, 2008



The 2008 Ryder Cup features one private Corporate Hospitality Chalet by Hole 7 to accommodate 100 people each day. This Chalet is designed to provide your clients and guests the ultimate entertainment experience. Chalet offers air-conditioning/heating, carpeting, furnishings, televisions, telephones, computerized scoring information systems and an attached furnished patio.

The 100-Person Chalet package includes:

- The Chalet itself, incorporating:
  - Sufficient air-conditioning and/or heating
  - Flooring with indoor/outdoor carpet
  - Lounge area with chairs, and cocktail table
  - Secured storage area
  - One (1) 4' skirted registration table with two (2) chairs
  - Up to ten (10) 60" round tables with ten (10) chairs at each table
  - One (1) 16' buffet table, fully skirted
  - One (1) 8' bar and rear-service table, skirted
  - Three (3) television monitors measuring 27" in size
  - One (1) computer scoring terminal
  - Two (2) telephones with free local service
  - Selection of solid-colored linen table cloths
  - Premium restroom facilities (for the Chalets at Hole 9 only)
  - Front entrance patio; covered, floored, carpeted, landscaped, and furnished with four (4) patio tables and five (5) chairs for each table
  - Plants for tent tables, buffet and patio tables
  - Daily cleaning services
  - Company signage in front of your hospitality chalet
- One Hundred (100) Ryder Cup tickets and four (4) staff/administrator tickets for five (5) days of Ryder Cup week (Wednesday-Sunday)
- Food and beverage service for one hundred (100) guests and four (4) staff/administrators Wednesday through Sunday of Ryder Cup week to include:
  - Continental breakfast
  - Full luncheon buffet
  - Afternoon snacks
  - Full premium bar
- Invitations for four (4) people to attend the Ryder Cup Gala Dinner held one evening of Ryder Cup week
- Invitations for eight (8) people to play golf at Valhalla Golf Club at a date and time of purchaser's choice during 2007, the year preceding the Ryder Cup. Caddies, use of the practice facilities and refreshments are included.
- Invitations for four (4) people to play in a Corporate Golf Outing at Valhalla Golf Club (date to be determined)
- Preferred parking in reasonable proximity to Ryder Cup grounds
- One (1) full-page, four-color advertisement in the Official Ryder Cup Journal
- Exclusive opportunity to purchase dual-branded (Ryder Cup and your company logo) merchandise
- Two hundred (200) Official Ryder Cup Journals for Ryder Cup week
- One hundred (100) Ryder Cup pairing sheets delivered to your chalet each match-play day (Friday – Sunday)
- Opportunity to purchase a limited number of PGA-reserved hotel accommodations within the states of Kentucky and Indiana
- Exclusive promotional use of the Ryder Cup logo in client invitations to The Ryder Cup (usage subject to PGA approval)
- Security personnel to control invitation-only access into the Corporate Village.

**Cost for HOSPITALITY CHALET  
FOR 100 PEOPLE  
\$450,000\***

\* plus applicable sales tax.

For companies wishing to share a chalet, there is an additional administrative charge of \$1,000 per company. No more than two companies may share this 100 person chalet.

The cost of food and beverage served Wednesday through Sunday is included in the contract price. The 37<sup>th</sup> Ryder Cup has designated a professional caterer and design consultant to service Purchaser's food, beverage and décor requirements. Purchaser may request specialty food, beverage and décor items for Purchaser's individual chalet at an additional cost to the Purchaser.



# PREMIUM HOSPITALITY CHALET

for 200 People

37<sup>th</sup> Ryder Cup

Valhalla Golf Club – Louisville, Kentucky

September 16 - 21, 2008



The 2008 Ryder Cup features private Corporate Hospitality Chalets to accommodate 200 people each day. These Chalets are located along Hole 9 on the grounds of Valhalla Golf Club in Louisville. The Chalets are designed to provide your clients and guests the ultimate entertainment experience. Chalets offer air-conditioning/heating, carpeting, furnishings, televisions, telephones, computerized scoring information systems and an attached furnished patio.

The 200-Person Chalet package includes:

- The Chalet itself, incorporating:
  - Sufficient air-conditioning and/or heating
  - Flooring with indoor/outdoor carpet
  - Lounge area with chairs, and cocktail table
  - Secured storage area
  - One (1) 4' skirted registration table with two (2) chairs
  - Up to twenty (20) 60" round tables with ten (10) chairs at each table
  - One (1) 16' buffet table, fully skirted
  - One (1) 8' bar and rear-service table, skirted
  - Three (3) television monitors measuring 27" in size
  - One (1) computer scoring terminal
  - Two (2) telephones with free local service
  - Selection of solid-colored linen table cloths
  - Premium restroom facilities (for the Chalets at Hole 9 only)
  - Front entrance patio; covered, floored, carpeted, landscaped, and furnished with four (4) patio tables and five (5) chairs for each table
  - Plants for tent tables, buffet and patio tables
  - Daily cleaning services
  - Company signage in front of your hospitality chalet
- Two Hundred (200) Ryder Cup tickets and eight (8) staff/administrator tickets for five (5) days of Ryder Cup week (Wednesday-Sunday)
- Food and beverage service for two hundred (200) guests and eight (8) staff/administrators Wednesday through Sunday of Ryder Cup week to include:
  - Continental breakfast
  - Full luncheon buffet
  - Afternoon snacks
  - Full premium bar
- Invitations for eight (8) people to attend the Ryder Cup Gala Dinner held one evening of Ryder Cup week
- Invitation for twelve (12) people to play golf at Valhalla Golf Club at a date and time of purchaser's choice during 2007, the year preceding the Ryder Cup. Caddies, use of the practice facilities and refreshments are included.
- Invitations for six (6) people to play in a Corporate Golf Outing at Valhalla Golf Club (date to be determined)
- Preferred parking in reasonable proximity to Ryder Cup grounds
- One (1) full-page, four-color advertisement in the Official Ryder Cup Journal
- Exclusive opportunity to purchase dual-branded (Ryder Cup and your company logo) merchandise
- Four hundred (400) Official Ryder Cup Journals for Ryder Cup week
- Two hundred (200) Ryder Cup pairing sheets delivered to your chalet each match-play day (Friday – Sunday)
- Opportunity to purchase a limited number of PGA-reserved hotel accommodations within the states of Kentucky and Indiana
- Exclusive promotional use of the Ryder Cup logo in client invitations to The Ryder Cup (usage subject to PGA approval)
- Security personnel to control invitation-only access into the Corporate Village.

## Cost for HOSPITALITY CHALET FOR 200 PEOPLE

**\$750,000\***

\* plus applicable sales tax.

For companies wishing to share a chalet, there is an additional administrative charge of \$1,000 per company. No more than two companies may share a 200 person chalet.

The cost of food and beverage served Wednesday through Sunday is included in the contract price. The 37<sup>th</sup> Ryder Cup has designated a professional caterer and design consultant to service Purchaser's food, beverage and décor requirements. Purchaser may request specialty food, beverage and décor items for Purchaser's individual chalet at an additional cost to the Purchaser.



# CORPORATE HOSPITALITY

Table & Chalet Packages  
 37<sup>th</sup> Ryder Cup  
 Valhalla Golf Club – Louisville, Kentucky  
 September 16-21, 2008



CORPORATE HOSPITALITY PACKAGE INCLUDES:	10 PERSON CHAMPIONS CLUB TABLE	150 PERSON HOSPITALITY CHALET (Hole 17)	100 PERSON PREMIUM CHALET (Hole 7)	200 PERSON PREMIUM CHALET (Hole 9)
Package price	\$55,000*	\$500,000*	\$450,000*	\$750,000*
Number of Ryder Cup guest tickets for (5) five days of Ryder Cup week (Wednesday-Sunday). Food and beverage included.	10	150	100	200
Number of Ryder Cup staff/administrator tickets for (5) five days of Ryder Cup week (Wednesday-Sunday). Food and beverage included.	1	6	4	8
Number of additional hospitality tickets available to purchase (food and beverage at an additional charge).	N/A	60	40	60
Number of people invited to play at Valhalla Golf Club at a date and time of purchaser's choice during 2007 (subject to availability). Caddies, use of the practice facilities and refreshments are included.	N/A	8	8	12
Number of people invited to play in a Corporate Golf Outing at Valhalla Golf Club (date to be determined).	N/A	4	4	6
Full-page, four-color advertisement in the Official 37 <sup>th</sup> Ryder Cup Journal.	N/A	1	1	1
Number of invitations to the Gala Dinner held one evening of Ryder Cup week.	N/A	6	4	8
Number of Official 37 <sup>th</sup> Ryder Cup Journals delivered during the week of the Ryder Cup.	40	300	200	400
Number of pairing sheets delivered daily for three (3) days of Ryder Cup week, Friday through Sunday	10	150	100	200

\*plus applicable sales tax

*Also included in each Hospitality Package:*

- VIP parking in specially designated facilities within convenient proximity to Valhalla Golf Club.
- Air conditioning, carpeting, furnishings, televisions, telephone(s) and computerized scoring information system.
- Standard corporate signage at entrance to and within hospitality location.
- Security personnel to control invitation-only access into hospitality area.
- Opportunity to purchase a limited number of hotel accommodations within the states of Kentucky and Indiana.
- Exclusive opportunity to purchase merchandise with your company logo and the Ryder Cup logo.
- Exclusive promotional use of the Ryder Cup logo in client invitations to the Ryder Cup (usage subject to PGA approval).
- Promotional use of the event name in the 37<sup>th</sup> Ryder Cup Journal (usage subject to PGA approval).

Chalets: Food and beverage for number of guests and staff tickets is included in the price of the chalet package and will be served Wednesday through Sunday of Ryder Cup week. Purchaser may request specialty food, beverage and décor items for Purchaser's individual chalet at an additional cost to the Purchaser. The 37<sup>th</sup> Ryder Cup has designated a professional caterer and design consultant to service Purchaser's food, beverage and décor requirements.