

BMW
Charity Pro-Am

presented by SYNEX CORPORATION



Golf.
Celebrities.
Parties.
Pros.

CELEBRATING TEN YEARS.

The BMW Charity Pro-Am presented by SYNEX Corporation is all about doing.
What you can do for yourself. What you can do for your company. What you can do for others.

PLAY inside the ropes as an amateur contestant in a professional event.

WATCH the tournament from your very own Skybox or Corporate Village Suite.

PARTY with friends, colleagues, celebrities and other special guests.

Create BRAND awareness in front of an audience of thousands.



Play.

Since 2001, amateurs from 40 states and 8 foreign countries have played in the BMW Charity Pro-Am presented by SYNEX Corporation.

Play.

X5 Pro-Am Player Package - \$7,500

With a base price of \$7,500 you'll receive an excellent package including the following:

- Unlimited practice rounds Monday, May 10 - Wednesday, May 12
- Three days of tournament play with a Nationwide Tour professional Thursday, May 13 - Saturday, May 15
- The chance to advance to the final round on Sunday, May 16 at Thornblade Club
- Breakfast, lunch and open bar at the tournament courses Monday, May 10 - Sunday, May 16 for you and one guest
- Two tickets to the Performance Party on Thursday, May 13
- Two tickets to the Concert Party on Friday, May 14
- Tournament gift

Customize your X5 Pro-Am Player Package by adding one or more of the options below:

The Ultimate Gift Package Treat your clients (or yourself) to an unbelievable gift package that wows contestants year after year	add \$2,000
Entertain additional guests at exclusive evening events	
Two tickets to the Performance Party on Thursday, May 13	add \$500
Two tickets to the Concert Party on Friday, May 14	add \$300
Play with a celebrity in the 2010 BMW Charity Pro-Am presented by SYNEX Corporation Includes two tickets to the Celebrity Pairings Party on Wednesday, May 12	
First Celebrity Pick SOLD	add \$10,000
Second Celebrity Pick SOLD	add \$7,500
Third Celebrity Pick	add \$5,000
Enter lottery for remaining celebrity contestants	add \$1,000
Accommodations Package Includes five nights at The Westin Poinsett, Marriott Greenville or Marriott Spartanburg	add \$1,000
BMW Chauffeur Package Includes transportation to and from practice rounds, tournament rounds and evening events	add \$2,000

Play.

Charity Challenge Pro-Am Foursome - \$6,000 **ONLY 10 FOURSOMES REMAIN!** (with \$3,000 going to the tournament charity of your choice)

Build your four-person team and the tournament will supply a Nationwide Tour professional to round out a team of five to play on the tournament-conditioned course at Thornblade Club on Monday, May 10. The package also includes:

- Lunch and awards reception
- On-course snack and beverage stations
- Four gift packages
- The chance to win a BMW on all five par three holes
- Eight Clubhouse Credentials for the BMW Charity Pro-Am presented by SYNEX Corporation

Ultimate Driving Machine Pro-Am Foursome - \$6,000 **ONLY 8 FOURSOMES REMAIN!**

Build your four-person team and the tournament will supply a Nationwide Tour professional to round out a team of five to play on the tournament-conditioned course at Bright's Creek Golf Club on Tuesday, May 11. The package also includes:

- Lunch and awards reception
- On-course snack and beverage stations
- Four gift packages
- The chance to win a BMW on all four par three holes
- Eight Clubhouse Credentials for the BMW Charity Pro-Am presented by SYNEX Corporation



Watch.

Nationwide Tour graduates have won more than 250 events on the PGA TOUR including 13 majors. One of those wins came when Greenville's Lucas Glover won the 2009 US Open.

Watch.

Corporate Villages

New to the tournament's lineup, the Corporate Villages at The Carolina Country Club and Thornblade Club each feature a tented lounge area, umbrella seating and televisions with continuous Golf Channel telecast. All guests of the Corporate Villages will enjoy complimentary beer, water, sodas and lunch each day. Guests will have the opportunity to purchase additional beverages at the full bar.

Corporate Village Presenting Sponsor

Become the presenting sponsor of the Corporate Village at The Carolina Country Club or Thornblade Club and your company will have naming rights to the Village, exposure via signage and eight Corporate Village Credentials per day, which include complimentary beer, water, sodas and lunch.

The Carolina Country Club Corporate Village Presenting Sponsor - \$10,000
Thursday, May 13 - Saturday, May 15
Includes naming rights, signage and 24 credentials to The Carolina Country Club Corporate Village (8 Thursday, 8 Friday, 8 Saturday)

Thornblade Club Corporate Village Presenting Sponsor - \$15,000
Thursday, May 13 - Sunday, May 16
Includes naming rights, signage and 32 credentials to the Thornblade Club Corporate Village (8 Thursday, 8 Friday, 8 Saturday, 8 Sunday)

Corporate Village Suites

Corporate Village Suites include a private 20' x 20' tent in the Corporate Village featuring an extended patio area as well as umbrella seating. These Suites also include complimentary beer, water, sodas and lunch daily.

The Carolina Country Club Corporate Village Suite - \$8,000
Thursday, May 13 - Saturday, May 15
Includes beer, water, sodas and lunch daily, signage and 150 credentials to your Corporate Village Suite (50 Thursday, 50 Friday, 50 Saturday)

Thornblade Club Corporate Village Suite - \$9,000
Thursday, May 13 - Sunday, May 16
Includes beer, water, sodas and lunch daily, signage and 160 credentials to your Corporate Village Suite (40 Thursday, 40 Friday, 40 Saturday, 40 Sunday)

Corporate Village Packages

Corporate Village Packages allow you to enjoy all of the amenities of the Corporate Village at a lower price point. (Based on availability.)

The Carolina Country Club Corporate Village Package - \$1,500
Thursday, May 13 - Saturday, May 15
Includes 24 credentials to The Carolina Country Club Corporate Village (8 Thursday, 8 Friday, 8 Saturday)

Thornblade Club Corporate Village Package - \$2,000
Thursday, May 13 - Sunday, May 16
Includes 32 credentials to the Thornblade Club Corporate Village (8 Thursday, 8 Friday, 8 Saturday, 8 Sunday)

Watch.

Clubhouse Presenting Sponsor

Clubhouse Sponsorship offers your company premium visibility and maximum exposure at the hub of tournament activity - the clubhouse. This sponsorship includes Clubhouse Credentials, a private lounge and bar in the clubhouse and full-color signage.

The Carolina Country Club Clubhouse Sponsor - \$15,000

Thursday, May 13 - Saturday, May 15

Includes private lounge and bar located in the Milliken Room, signage and 75 Clubhouse Credentials

Thornblade Club Clubhouse Sponsor - \$20,000 **SOLD**

Thursday, May 13 - Sunday, May 16

Includes private lounge and bar overlooking the 9th Green, signage and 100 Clubhouse Credentials

Skyboxes

Skyboxes offer your company a great way to entertain by providing a private, on-course setting. Skyboxes include 60 Skybox Credentials per day (40-seat skybox), gourmet catering available through the clubhouse, television with continuous Golf Channel telecast, greenside signage as well as complimentary beer, water, sodas and pairings sheets delivered daily.

Bright's Creek Golf Club 18th Green Skybox - \$12,000

Thursday, May 13 - Saturday, May 15

Includes beer, water, sodas, greenside signage and 180 credentials to your Skybox (60 Thursday, 60 Friday, 60 Saturday)

The Carolina Country Club 18th Green Skybox - \$12,000

Thursday, May 13 - Saturday, May 15

Includes beer, water, sodas, greenside signage and 180 credentials to your Skybox (60 Thursday, 60 Friday, 60 Saturday)

Thornblade Club 12th or 9th Green Skybox - \$13,000

Thursday, May 13 - Sunday, May 16

Includes beer, water, sodas, greenside signage and 240 credentials to your Skybox (60 Thursday, 60 Friday, 60 Saturday, 60 Sunday)

Thornblade Club 18th Green Skybox - \$15,000 **SOLD OUT**

Thursday, May 13 - Sunday, May 16

Includes beer, water, sodas, greenside signage and 240 credentials to your Skybox (60 Thursday, 60 Friday, 60 Saturday, 60 Sunday)



Party.

Contestants, sponsors and guests of the tournament have partied with celebrities and professional athletes including Kevin Costner, John Elway, Kurt Russell, Catherine Bell, Dennis Quaid and Wayne Gretzky.

Party.

Presenting Sponsor of the Celebrity Pairings Party - \$10,000

Wednesday, May 12 - The Loft at Soby's - 7:00-10:00pm

Select sponsors and amateur contestants eagerly await this intimate event where the celebrity pairings are revealed live at The Loft at Soby's in downtown Greenville. As Presenting Sponsor you'll receive the following:

- Ten tickets to the Celebrity Pairings Party on Wednesday, May 12
- The opportunity to make opening remarks to celebrities and guests
- Company recognition on signage, promotional material and tournament leader boards

Presenting Sponsor of the Performance Party - \$50,000 **SOLD**

Thursday, May 13 - BMW Performance Center - 7:00-10:00pm

You and your guests will enjoy watching celebrities fulfill their need for speed at the BMW Performance Center. The Performance Party will also include live music as well as a live auction featuring celebrity-related items. As Presenting Sponsor you'll receive the following:

- Fifty tickets to the Performance Party on Thursday, May 13
- Company recognition on signage, promotional material and tournament leader boards
- Fifty One-Day VIP Credentials to the BMW Charity Pro-Am presented by SYNEX Corporation

Presenting Sponsor of the Concert Party - ~~\$50,000~~ **CO-SPONSORSHIP AVAILABLE FOR \$25,000**

Friday, May 14 - Peace Center Amphitheater - 7:00-10:00pm

This fun and entertaining event gives you and your guests the opportunity to let loose during a live concert at the Peace Center Amphitheater in downtown Greenville. As Presenting Sponsor you'll receive the following:

- Fifty tickets to the Concert Party, including a private VIP area, on Friday, May 14
- Company recognition on signage, promotional material and tournament leader boards
- Fifty One-Day VIP Credentials to the BMW Charity Pro-Am presented by SYNEX Corporation

X3 Social Package - \$1,500

The X3 Social Package is the only way to purchase tickets to the tournament's exclusive evening events other than the X5 Pro-Am Player Package. The X3 Social Package includes:

- Two tickets to the Performance Party on Thursday, May 13 at the BMW Performance Center
- Two tickets to the Concert Party on Friday, May 14 at the Peace Center Amphitheater
- Two Four-Day VIP Credentials to the BMW Charity Pro-Am presented by SYNEX Corporation



Brand.

The tournament not only draws an average of 50,000 spectators each year, but last year's live coverage on the Golf Channel was the most watched Nationwide Tour event in the network's history.

Brand.

Ultimate Driving Machine Pro-Am Presenting Sponsor - \$15,000 **SOLD**

Participants of this one-day pro-am compete on the tournament-conditioned course at Bright's Creek Golf Club and include top-level executives from around the Upstate, offering your company a wonderful networking opportunity. The presenting sponsor of the pro-am (occurring Tuesday, May 11) has the opportunity to attend the event as a host and will also receive company recognition on signage, promotional materials and tournament leader boards.

Charity Challenge Pro-Am Presenting Sponsor - \$10,000 **SOLD**

Teams participating in this one-day pro-am will compete at Thornblade Club on Monday, May 10 for their share of the \$22,500 purse, which will go to the tournament charity of their choice. The presenting sponsor of the pro-am has the opportunity to attend the event as a host and will also receive company recognition on signage, promotional materials and tournament leader boards.

Media Day Presenting Sponsor - \$7,500 **SOLD**

The presenting sponsor of Media Day has the opportunity to attend the event, which will occur April 2010. The presenting sponsor will also receive company recognition on signage and promotional materials as well as full media coverage of the event by Upstate print, radio and television outlets.

Charity Check Presentation Presenting Sponsor - \$7,500 **SOLD**

The presenting sponsor of the Charity Check Presentation has the opportunity to attend the event, which will occur Summer 2010. The presenting sponsor will also receive company recognition on signage and promotional materials as well as full media coverage of the event by Upstate print, radio and television outlets.

Thornblade Club Electronic Leader Board Sponsor - \$20,000

Expose your brand to tournament sponsors, contestants and spectators with six on-course electronic leader boards at Thornblade Club Thursday, May 13 - Sunday, May 16. This sponsorship also includes 50 Clubhouse Credentials to the BMW Charity Pro-Am presented by SYNEX Corporation.

The Carolina Country Club Video Board Sponsor - \$5,000 **SOLD**

Your company's full-color logo will be displayed on an oversized video board, exposing your brand to tournament spectators at The Carolina Country Club Thursday, May 13 - Saturday, May 15. This sponsorship also includes 25 Clubhouse Credentials to the BMW Charity Pro-Am presented by SYNEX Corporation.

Bright's Creek Golf Club Video Board Sponsor - \$5,000

Your company's full-color logo will be displayed on the oversized video board, exposing your brand to tournament spectators at Bright's Creek Golf Club Thursday, May 13 - Saturday, May 15. This sponsorship also includes 25 Clubhouse Credentials to the BMW Charity Pro-Am presented by SYNEX Corporation.

Brand.

Volunteer Headquarters and Appreciation Party Sponsor - \$10,000 **SOLD**

Reach over 1,500 volunteers and promote your company on signage at the Volunteer Headquarters at each tournament course and at the Volunteer Appreciation Parties. Your company also has the opportunity to maximize your exposure through volunteer giveaways.

Volunteer Shirt Sponsor - \$10,000 **SOLD**

Your company's logo will be embroidered on more than 1,500 shirts, which will be worn by the 2010 volunteers throughout tournament week and beyond. This sponsorship includes 25 commemorative tournament volunteer shirts.

Volunteer Hat Sponsor - \$10,000 **SOLD**

Your company's logo will be embroidered on more than 1,500 hats and visors, which will be worn by the 2010 volunteers throughout tournament week and beyond. This sponsorship includes 25 commemorative tournament volunteer hats.

Tournament Brochure Sponsor - \$10,000 **SOLD**

Your company's ad will adorn the back cover of the 2010 Tournament Brochure. This sponsorship guarantees at least 10,000 brochures in print and includes the opportunity to offer a promotional coupon or advertisement to attract potential customers to your business.

Official Car Signage Sponsor - \$7,500 **SOLD**

Your company's logo displayed alongside the tournament logo on over 100 BMWs driven by tournament officials and celebrities. This sponsorship also includes 25 Clubhouse Credentials to the BMW Charity Pro-Am presented by SYNEX Corporation.

Souvenir Cup Sponsor - \$7,500

Company name recognition on 15,000 souvenir cups distributed at the tournament's concession areas, skyboxes and hospitality areas. This sponsorship also includes 25 Clubhouse Credentials to the BMW Charity Pro-Am presented by SYNEX Corporation.

Starter Tent Sponsor - \$5,000

Promotional signage at Nationwide Tour starter tents at all three tournament courses, visible by thousands of sponsors, contestants and spectators at the 1st and 10th tee boxes. This sponsorship also includes 25 Clubhouse Credentials to the BMW Charity Pro-Am presented by SYNEX Corporation.

Starting Times and Pairings Sheet Sponsor - \$5,000

Logo placement on the front cover and premium ad placement on back cover of 20,000 Starting Times and Pairings Sheets distributed daily across three courses.

Brand.

Starting Times and Pairings Sheet Advertisement - \$1,500

Your company's tailored message in 20,000 Starting Times and Pairings Sheets distributed daily across three courses. Multiple advertisements available.

Thornblade Club VIP Terrace Sponsor - \$5,000

Host special guests at a premium location at Thornblade Club while exposing your brand to tournament spectators Thursday, May 13 - Sunday, May 16. This sponsorship also includes 25 One-Day VIP Credentials to the BMW Charity Pro-Am presented by SYNEX Corporation.

"Quiet Please" Paddle Sponsor - \$5,000

Company name recognition on 200 "Quiet Please" paddles held high by volunteers at all three tournament courses. This sponsorship also includes 25 Clubhouse Credentials to the BMW Charity Pro-Am presented by SYNEX Corporation.

Media Center Sponsor - \$5,000

Advertise your brand to millions of viewers on a backdrop banner in the Media Center's television interview area at Thornblade Club, the tournament's four-day course. Entrance signage also identifies your company at this hub of media activity.

Standard Bearer Sponsor - \$5,000

Company name recognition on 200 standard bearer T-shirts worn inside the ropes at Thornblade Club, the tournament's four-day course, and seen live daily on the Golf Channel. This sponsorship also includes 25 commemorative standard bearer T-shirts and 25 Clubhouse Credentials to the BMW Charity Pro-Am presented by SYNEX Corporation.

18th Green Public Bleacher and Viewing Area Sponsor - \$5,000 **SOLD**

Company name recognition at the public bleacher and viewing area located beside the 18th Green at Thornblade Club, the tournament's four-day course. This sponsorship also includes 25 Clubhouse Credentials to the BMW Charity Pro-Am presented by SYNEX Corporation.

Driving Range and Putting Green Sponsor - \$5,000 **SOLD**

Company name recognition on signage at the driving range and putting green at all three tournament courses. This sponsorship also includes 25 Clubhouse Credentials to the BMW Charity Pro-Am presented by SYNEX Corporation.

Premium Hole Sponsor - \$2,500-\$3,500

Your company's logo displayed alongside hole details at each of the three courses on signage that is highly visible to spectators, celebrities, pros and amateur contestants all tournament days. This sponsorship also includes 25 Clubhouse Credentials to the BMW Charity Pro-Am presented by SYNEX Corporation. Pricing per set as follows:

1st Hole - \$3,500 (one set available)

10th Hole - \$3,000 (one set available)

2nd-9th and 11th-18th Holes - \$2,500 (sixteen sets available)

Brand.

Locker Room Sponsor at Thornblade Club - \$2,500

Company name recognition on signage in the locker room utilized by amateur contestants and Nationwide Tour professionals. Maximize your exposure by placing your product in the lockers of both amateur and professional contestants.

Expo Tent - \$2,000-\$3,000

Promote your retail items or professional services to tournament spectators at your company's expo tent located in high-traffic areas at one of the three tournament courses. This sponsorship includes one 10'x10' tent, one eight-foot table, two chairs and 10 Exhibitor Credentials. Pricing per course as follows:

Bright's Creek Golf Club - \$2,000

The Carolina Country Club - \$2,000

Thornblade Club - \$3,000

Additional Information.

Tournament Credentials

Patron Credential - \$25 each - Grants access to all three tournament courses (grounds only) Thursday through Sunday where tournament play occurs. One-hundred percent of proceeds from Patron Credentials benefit the tournament's charities.

Clubhouse Credential - \$50 each - Grants access to all three tournament courses Thursday through Sunday where tournament play occurs. Clubhouse Credentials also grant access to the Clubhouse at each course where food and beverages may be purchased.

One-Day VIP Credential - \$75 each - Grants access to any of the three tournament courses for one day during tournament play (Thursday through Sunday). One-Day VIP Credentials include breakfast and lunch in the clubhouse as well as access to the VIP Terrace at Thornblade Club.

Four-Day VIP Credential - \$250 each - Grants access to all three tournament courses Thursday through Sunday where tournament play occurs. Four-Day VIP Credentials include breakfast and lunch in the clubhouse Thursday through Sunday as well as access to the VIP Terrace at Thornblade Club.

South Carolina Charities, Inc.

South Carolina Charities, Inc. is a non-profit 501(c)3 organization and operates the BMW Charity Pro-Am presented by SYNEX Corporation.

South Carolina Charities, Inc. Board of Directors

Robert Hitt	President
Robert Nitto	Vice President
Max Metcalf	Secretary/Treasurer
Fred Bentfeld	Director
Irv Welling	Director
Mike Wood	Director

South Carolina Charities, Inc. Staff

Darin MacDonald	Tournament Director
Mike Ivester	Director of Sales
Cathy Miller	Operations Manager
Angela Shoultz	Events & Communications Manager
Erica Zeigler	Sponsorship Coordinator
Marshall Bettendorf	Volunteer Programs/Course Director, The Carolina Country Club
Ingrid LaCasse	Tournament Assistant

Additional Information.

2010 Schedule of Events

Monday, May 10

- Charity Challenge Pro-Am - Thornblade Club
- Practice Rounds - Bright's Creek Golf Club and The Carolina Country Club only

Tuesday, May 11

- Ultimate Driving Machine Pro-Am - Bright's Creek Golf Club
- Practice Rounds - The Carolina Country Club and Thornblade Club only

Wednesday, May 12

- Practice Rounds - All courses

Thursday, May 13

- BMW Charity Pro-Am presented by SYNEX Corporation - Round 1 - All courses
- Performance Party - BMW Performance Center

Friday, May 14

- BMW Charity Pro-Am presented by SYNEX Corporation - Round 2 - All courses
- Concert Party - Peace Center Amphitheater

Saturday, May 15

- BMW Charity Pro-Am presented by SYNEX Corporation - Round 3 - All courses

Sunday, May 16

- BMW Charity Pro-Am presented by SYNEX Corporation - Final Round - Thornblade Club only

The Courses

Bright's Creek Golf Club, Mill Spring, NC - This Tom Fazio layout is over 7,400 yards, offering a challenging test for the Nationwide Tour professionals. Bright's Creek Golf Club will host tournament play Thursday, May 13 - Saturday, May 15.

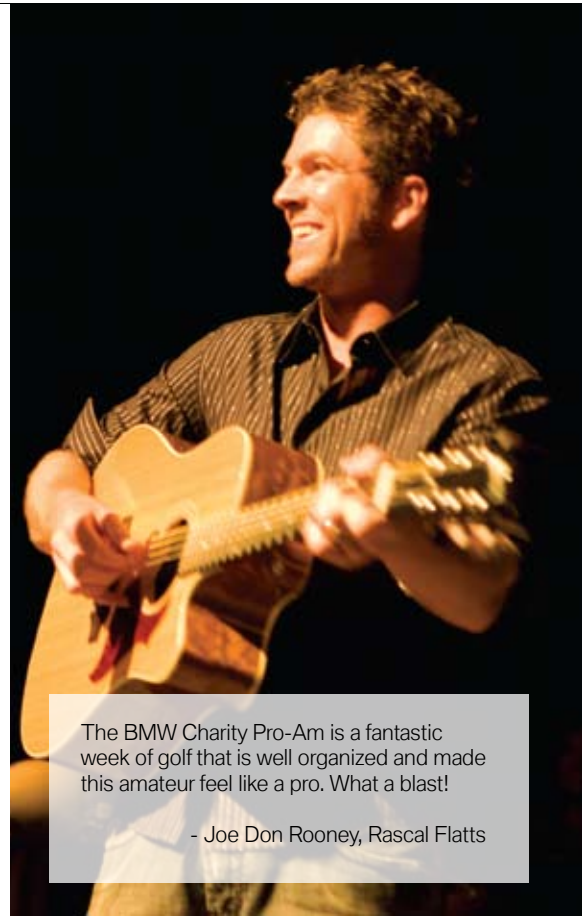
The Carolina Country Club, Spartanburg, SC - Located near downtown Spartanburg, this classic layout from SC Golf Hall of Fame architect Tom Jackson will host tournament play Thursday, May 13 - Saturday, May 15.

Thornblade Club, Greer, SC - This Tom Fazio designed course is the home of many PGA TOUR professionals including Jay Haas, Lucas Glover, Matt Bettencourt, Bill Haas and Charles Warren. Thornblade Club will host tournament play Thursday, May 13 - Sunday, May 16.



Without a doubt the coolest, classiest golf tournament I've ever played in. To have so much fun, be treated so well and know that money is being raised for charity is remarkable. I hope to be a part of this tournament for many years to come!

-Catherine Bell, Actress



The BMW Charity Pro-Am is a fantastic week of golf that is well organized and made this amateur feel like a pro. What a blast!

- Joe Don Rooney, Rascal Flatts



The BMW Charity Pro-Am was the absolute best adventure I have ever had. Playing the most remarkable courses, racing cars, enjoying great entertainment and making new and fabulous friends.

- Paula Trickey, Actress



Absolutely the best tournament I have ever played in - the epitome of Southern hospitality. I can't wait to go back - I just hope they ask!

- Terry O'Quinn, Actor

