

HOSPITALITY & TICKET PACKAGES

OCEAN CLUB SKYBOX \$350

Includes two (2) Private, oceanfront seats for one-day at the 17th hole of the Sony Open in Hawaii along with catered food and beverages.

SEASON BADGES \$50

DAILY TICKETS \$20*

*\$15 if purchased in advance at www.friendsofhawaii.org or at First Hawaiian Bank branches on Oahu (beginning Dec. 2009). Service fees apply for online purchases.

WAIKIKI TROLLEY SHUTTLE SERVICE

Round-trip service (\$2 one-way) from Waikiki to Waialae Country Club every 30 minutes. Trolley stops include: Hilton Hawaiian Village Tapa Tower, Ohana Islander Waikiki, Duke Kahanamoku statue (Kuhio Beach), Waikiki Beach across from the zoo, and Waikiki Aquarium. Waikiki Trolley Shuttle Service provided by E NOA.

FREE PUBLIC PARKING

- Hunakai Park (Monday-Sunday) on Hunakai Street.
- Kahala Community Park (Thursday—Sunday) on Pueo Street near Moa Street.

FREE shuttle transportation takes spectators to the corner of Kahala and Keala'olu Avenues near the Main Gate.

SCHEDULE OF EVENTS

Monday	January 11	FREE ADMISSION
11:00 am	Sony Dream Cup Pro-Am	
Tuesday	January 12	FREE ADMISSION
All Day	Professional Practice Round	
3:00 pm	King Auto Group Pro-Junior Skills Challenge	
	<i>Five of Hawaii's top junior golfers paired with five PGA TOUR professionals in a three-skills challenge</i>	
Wednesday	January 13	
All Day	Sony Open in Hawaii Official Pro-Am	
Thurs.-Sun.	January 14 - 17	
All Day	Four Rounds Sony Open in Hawaii - Golf Channel	
	Post-event on Sunday, January 17	
	Million Dollar Shot Finals	

For more information, please visit

<http://www.friendsofhawaii.org>

or call the Tournament office at 808-523-7888.

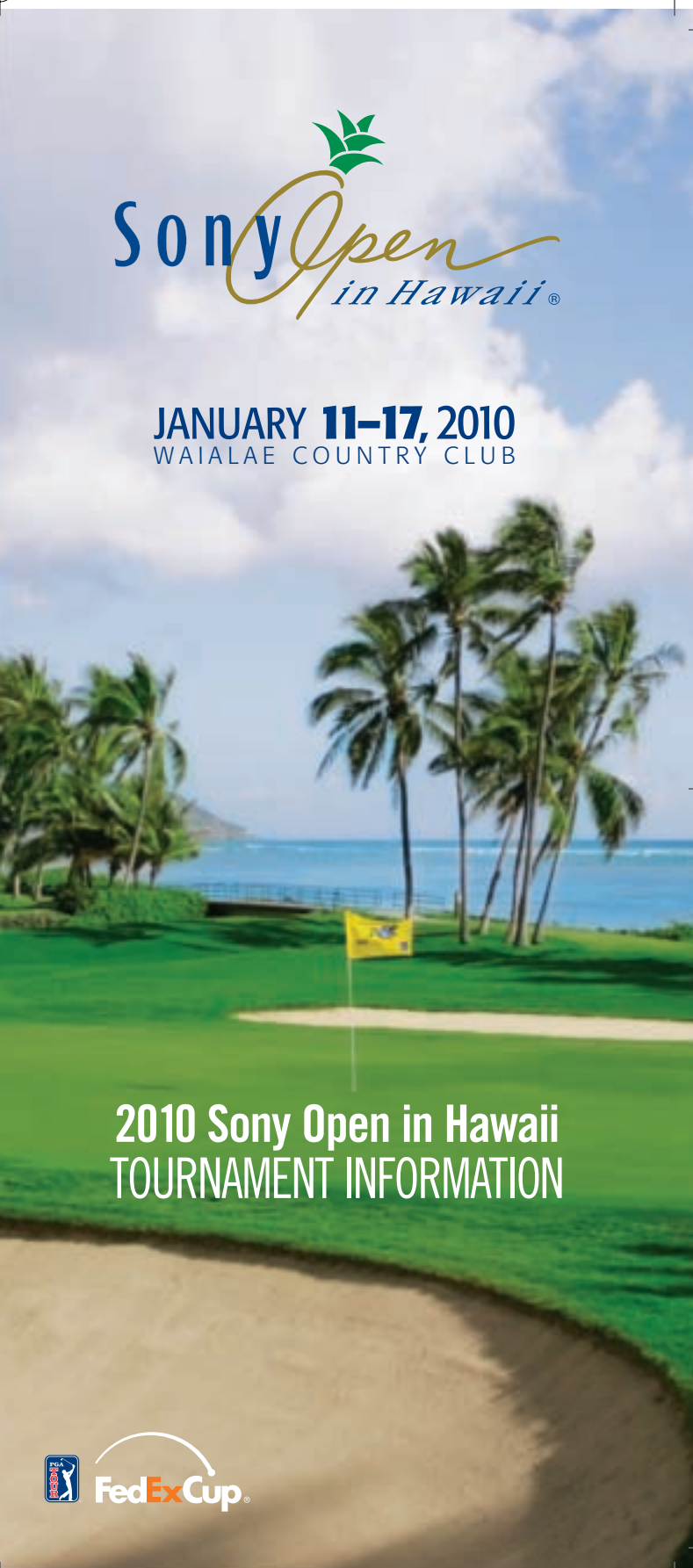
No backpacks or cell phones allowed throughout the week.

No cameras allowed Thursday-Sunday.

Charity Partner



JANUARY 11-17, 2010
WAIALAE COUNTRY CLUB



2010 Sony Open in Hawaii
TOURNAMENT INFORMATION





PRO-AM OPPORTUNITIES

GOLD SPONSOR **\$13,000**

Includes One Playing Spot in the Sony Open in Hawaii Pro-Am Tournament (Wednesday), ad in Official Program, and all corresponding values

SILVER SPONSOR **\$10,000**

Includes One Playing Spot in the Sony Open in Hawaii Pro-Am Tournament (Wednesday) and all corresponding values

SATELLITE PRO-AM SPONSOR **\$2,000**

Includes One entry in the Sony Open Satellite Pro-Am Tournament (Wednesday) held at a Private Country Club and all corresponding values

ASSOCIATE & PLATINUM SPONSORSHIPS

Includes Four Playing Spots in the Sony Open in Hawaii Pro-Am Tournament (Wednesday), ad in Official Program, and all corresponding advertising and hospitality values

ADVERTISING PLACEMENTS

OFFICIAL PROGRAM (PLUS 100 DAILY TICKETS) **\$7,000**

(Full-page, Four-color — 20,000 distribution)

SPECTATOR GUIDE **\$3,000**

(Full-page, Four-color — 40,000 distribution)

Tax not included in prices shown.

VIP HOSPITALITY OPPORTUNITIES

VIP SKYBOX SPONSOR **\$18,000**

Includes a Private, 40-seat, elevated hospitality venue with a great greenside view of world class golf, 400 Tournament Tickets and all corresponding values

VIP HOSPITALITY TENT SPONSOR **\$8,000**

Includes One 15' x 15' VIP Hospitality Tent for twenty-five guests, 150 Tournament Tickets and all corresponding values

"GREEN" OPPORTUNITY

"GREEN" EXHIBITION DISPLAY SPONSOR **\$1,500**

Includes a 100 square foot exhibition space in the "GREEN" Initiatives Exhibition Tent located at Spectator Village and all corresponding values

ENTITLEMENT & CO-PROMOTION SPONSORSHIPS

Entitlement Sponsorship of a Designated Area and/or for On-Site Operations

SPECTATOR VILLAGE **\$15,000**

DRIVING RANGE **\$7,000**

PUTTING GREEN **\$7,000**

GOLF CARTS **\$10,000**

For more information, please visit www.friendsofhawaii.org or call the Tournament office at 808-523-7888.