



VTO Influencer Team:
On Site Activation

History of the Valero Texas Open

The Valero Texas Open, first played in 1922, is the 3rd oldest PGA TOUR tournament. The Valero Texas Open is the oldest Professional Golf Tour tournament to have been held in the same city its entire existence, as all 89 tournaments have been played in the Alamo City. It is part of a tour that brings people together from many different cultures. This tournament is a great example of what Texas has to offer and this year's event proved that to be true. There have been 20 Texas natives/ residents who have won this tournament with the most recent one being Andrew Landry who currently resides in Austin, Texas.

TPC San Antonio

“Set among native oaks of Texas Hill Country, the 2010 Greg Norman design – with an assist from Sergio Garcia – seeks a balance between traditional tree-lined fairways and multiple strategic options. Native plants and grasses are used throughout the course, giving a minimalist look that generally follows the oaks' canopy. The course offers just 100 feet of elevation change, with downhill holes playing into the prevailing wind and uphill holes playing downwind. The Oaks' most memorable moment may have come in 2011, when Kevin Na carded a 16 at the par-4 ninth hole after a stubborn battle with rocks and underbrush. A year later, Na returned with a chainsaw for a good-natured publicity shoot.”

Headlines for the 2019 Tournament

Defending champ Andrew Landry seeks to become the third man this century to win back-to-back in San Antonio. Justin Leonard did it in 2000-01, followed by Zach Johnson in 2008-09. Jordan Spieth returns to TPC San Antonio for the first time since 2015. He remains in search of just his second PGA TOUR win in his home state. Hall of Famer Ernie Els and former major winners Pdraig Harrington, Graeme McDowell and Jason Dufner are among those pursuing a longshot win for the final Masters spot. Harrington is set for his first U.S. start since a broken wrist suffered over the Christmas break.

- Date: Apr 4–7, 2019
- Course: TPC San Antonio - AT&T Oaks Course
- Watch on: GOLF, NBC
- Purse: \$7,500,000

Purpose of Communication

We are asking for your participation in promoting this event in order to entice a new audience. The Valero Texas Open offers unique experiences to spectators that no other golf event in Texas can offer. We want to spread our product to more demographics in order to create a larger fanbase. We believe your story telling can enhance our marketing strategy due to the nature of your relationship with your audience.

Our Goal

Our goal is to reach non-traditional golf fans and convince them that the unique experiences they can enjoy can only be found at the Valero Texas Open. We understand that there is a traditional golf audience. However, with the PGA Tour more diverse as ever, we feel that it is our duty to give an experience that appeals to all attendees.

Design the Message

Please design the message the best way you believe your audience will receive it. You are the expert in your audience, and we don't want you to craft your messages any differently than you do now. We reached out to you, specifically, because you hit an audience that we believe would love attending our event. After looking at your previous post, there is no doubt in our minds that your audience responds well to the way you spread messages.

Our Resources and Assets

Here at the VTO, we have a variety of resources and assets at your fingertips. Please don't hesitate to ask us for any kinds of accommodations. We encourage you to use our resources to your advantage! If we have anything that may help you enhance your storytelling for the event, please make the ask.

What Makes the Texas Valero Open Special

A tradition as unique to San Antonio as Fiesta, the Valero Texas Open brings many of the best aspects of the Alamo City together into a weeklong celebration! As the premier golf event in the lone star state, there are few golf tournaments in the world that can boast such a long lasting tradition.

Schedule of Events:

Monday (04/01):

- Bay Limited Pro-Am - AT&T Oaks Tournament Course
- Monday Qualifier @ The Club at Sonterra (North Course), San Antonio, TX

Tuesday (04/02):

- PGA Tour Practice Round @ AT&T Oaks Course (Begins at 7:00 AM)
- Children's Golf Clinic - The First Tee of Greater San Antonio, 915 E. Mulberry, San Antonio, TX 78212 (Begins at 4:30 – 6:00 PM)
- Women's Day - JW Marriott San Antonio Hill Country Resort & Spa (Begins at 11:00 AM – 5:00 PM)

Wednesday (04/03):

- Zachry Pro-Am @ AT&T Oaks Course (7:30 - 9:30 AM) and (12:30 - 2:30 PM)

Thursday (04/04):

- Round 1 - Valero Texas Open

Friday (04/05):

- Round 2 - Valero Texas Open
- Night to Honor Our Heroes - JW Marriott San Antonio Hill Country Resort & Spa (5:00 - 9:00 PM)

Saturday (04/06):

- Round 3 - Valero Texas Open
- Stronghold Military Heroes Pro-Am @ AT&T Canyons Course (Begins at 8:30 AM)
- Succeeding Together Kid's Clinic - Practice Facility at TPC San Antonio (Begins at 12:30 PM)
- 19th Hole Fiesta - The Backyard (Concert performances start immediately following play, around 5:00 – 9:30 PM)

Sunday (04/07):

- Final Round - Valero Texas Open
- Trophy Presentation
 - Location: #18 Green (Immediately Following Play)

Specific Events for Influencers

- 19th Hole Fiesta
 - After the last putt drops, bar and concession service in The Backyard will continue well into the evening along with backyard games and live music to keep the party going! The Valero Texas Open's 19th Hole Fiesta is an official FIESTA® San Antonio event!
- Pro-Amateurs
 - No other professional sport allows its sponsors such access to the biggest stars in the game, let alone the opportunity to compete alongside them in a fun and engaging format like a Pro-Am event. Live out the ultimate golfing experience with your clients, business partners, prospects, incentive winners or your organization's top executives to one of the three unforgettable and memorable Pro-Ams and give them a glimpse of life inside-the-ropes on the PGA TOUR.
 - 2019 Pro-Am Lineup
 - Bay Limited Pro-Am
 - Zachry Group Pro-Am
 - Stronghold Military Heroes Pro-Am
- Night to Honor Our Heroes
 - Join active military representing all ranks and services, wounded warriors and corporate supporters as we celebrate "Military City USA."
 - Guests will admire a rare collection of military artifacts and moving testimonials by engaging speakers, all the while socializing with military and business leaders in the community.
 - Guests will leave with a heightened sense of patriotism after listening to moving testimonies by featured speakers.
- Children's Golf Clinic Presented by Kolitz Family Foundation
 - The Children's Golf Clinic sponsored by The Kolitz Family Foundation provides an exclusive opportunity for all children to enjoy the free golf clinic hosted by a PGA TOUR pro and other fun activities led by The First Tee of Greater San Antonio.
- Succeeding Together Kid's Clinic Presented by Wells Fargo
 - The Succeeding Together Kid's Clinic presented by Wells Fargo provides an exclusive opportunity for all children in attendance at the Valero Texas Open. Come hit golf balls where the PGA TOUR pros practice, warm up and fine tune their skills. Children can enjoy the free golf clinic hosted by a PGA TOUR pro and other fun activities led by The First Tee of Greater San Antonio.

Example Content

- Potential Slogans:
 - It's a Par(ty)
 - We love sports and BEER
 - It'll always be a good time
 - It's where you want to be
 - Come experience one of Texas' best traditions
 - Fun things happens here

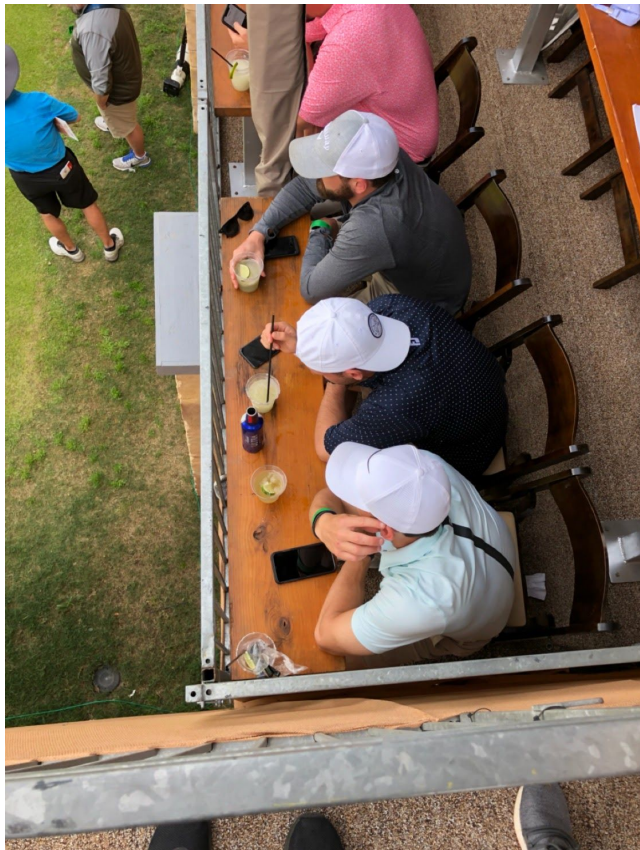
It's All About The Beer (Karbach sponsored post)



Tee Box is ready for takeoff



Sundays are for the boys

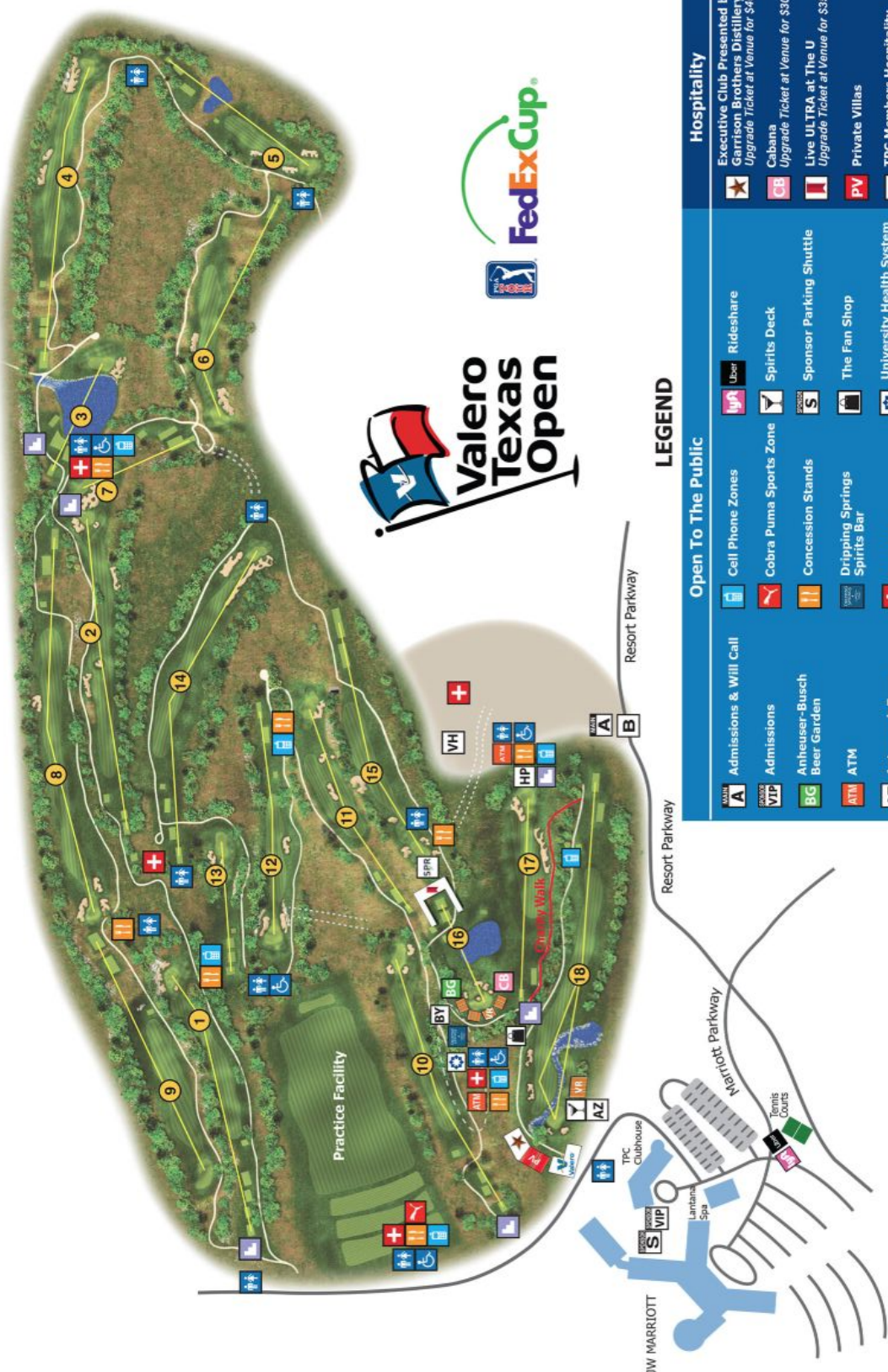


Gotta Start em' early



Crowd getting ready for the end





LEGEND

Open To The Public

- MA** Admissions & Will Call
- AD** Admissions
- AB** Anheuser-Busch Beer Garden
- AT** ATM
- AZ** Autograph Zone
- BY** Backyard
- BL** Bleachers
- B** Bus Stop
- CP** Cell Phone Zones
- CS** Cobra Puma Sports Zone
- CC** Concession Stands
- DS** Dripping Springs Spirits Bar
- FA** First Aid
- HP** Heroes Pavilion
- RS** Restrooms
- RD** Rideshare
- SP** Spirits Deck
- SS** Sponsor Parking Shuttle
- TS** The Fan Shop
- UH** University Health System Family Zone
- VH** Volunteer Hospitality & Operations
- WP** Walking Path

Hospitality

- GB** Executive Club Presented by Garrison Brothers Distillery Upgrade Ticket at Venue for \$400
- CB** Cabana Upgrade Ticket at Venue for \$300
- LU** Live ULTRA at The U Upgrade Ticket at Venue for \$35
- PV** Private Villas
- SPR** TPC Members Hospitality Presented by SPR
- VR** Valero Hospitality
- VR18** Veranda at 18
- VR16** Veranda at 16

April 1-7, 2019