



VERITEX[®] BANK
CHAMPIONSHIP

Sponsorship Opportunities

VERITEX BANK CHAMPIONSHIP

April 19-25, 2021

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About The Event

"The greater Dallas-Fort Worth metroplex has a long and successful history with PGA TOUR golf, and we are thrilled to bring the excitement of the Korn Ferry Tour to an emerging sports market like Arlington." - Korn Ferry Tour President Alex Baldwin



The Korn Ferry Tour's Newest Stop

The Korn Ferry Tour's inaugural Veritex Bank Championship was scheduled to take place in April at the Texas Rangers Golf Club. The tournament was cancelled due to the COVID-19 pandemic and will now take place April 19-25, 2021.

The 2021 Veritex Bank Championship will be contested at Texas Rangers Golf Club and is a four-day, 72-hole, stroke-play competition with 156 players competing for a \$600,000 purse. A five-year agreement with Veritex Bank and the City of Arlington is in place through 2024.

The Texas Rangers Golf Club opened in late 2019 following a \$24 million overhaul of the Chester W. Ditto Golf Course, with Arlington-based architects John Colligan and Trey Kemp leading the renovation. This is the only Major League Baseball-branded golf course and is owned and operated by the City of Arlington.

ABOUT VERITEX COMMUNITY BANK

Veritex Community Bank is dedicated to be the best bank in Texas. Specializing in business banking, commercial loans, small business lending, treasury management and mortgages. Veritex takes the time to get to know you and your specific needs and provide you the expert banking advice you seek.



***True to Texas... True To You!
Truth in Texas Banking***

ABOUT THE KORN FERRY TOUR

The next wave of PGA TOUR stars will be competing at the new Texas Rangers Golf Club through 2024.

The Korn Ferry Tour is the developmental tour for the U.S.-based PGA Tour, and features professional golfers who have either not yet reached the PGA Tour, or who have done so but then failed to win enough FedEx Cup points to stay at that level. Those who are on the top 25 of the money list at year's end are given PGA Tour memberships for the next season. Since the 2013 season, the Korn Ferry Tour has been the primary pathway for those seeking to earn their PGA Tour card. Q-School, which had previously been the primary route for qualification to the PGA Tour, has been converted as an entryway to the Korn Ferry Tour.

Due to the circumstances related to the COVID-19 pandemic, The Korn Ferry Tour announced a one-time, combined 2020-21 Korn Ferry Tour season. The newly created 2020-21 Korn Ferry Tour schedule will bridge two seasons and conclude with 25 PGA TOUR cards awarded at the 2021 WinCo Foods Portland Open presented by KraftHeinz, with an additional 25 cards awarded at the conclusion of the 2021 Korn Ferry Tour Finals.

THE VENUE: TEXAS RANGERS GOLF CLUB

HOLE	OUT									IN									TOT		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18			
Black tees	589	448	187	372	440	132	346	461	605	3580	181	175	480	512	428	192	327	405	532	3430	7010
Gold tees	566	400	154	349	411	123	322	405	574	3304	159	147	431	406	391	172	306	378	501	3183	6487
Silver tees	132	357	133	331	366	112	300	383	538	3052	343	128	336	475	162	151	292	360	447	2954	6006
PAR	5	4	3	4	4	3	4	4	5	36	4	3	4	5	4	3	4	4	3	36	72
HDCP	5	11	17	7	1	13	15	9	3		10	14	3	8	13	18	16	4	4		
BRIDGE	425	359	36	294	255	89	242	318	466	2474	378	102	330	389	308	116	302	307	368	2400	4874



- Par 72 / 7,010 Yards
- Course/Slope Rating: 73.7/132
- Greens: Champion Dwarf Bermudagrass
- Course Architect: John Colligan
- Head Golf Professional: Bill Ebdon, PGA
- Golf Course Superintendent: Brick Scott, GCSAA

Texas Rangers Golf Club stretches to 7,010 yards for low-handicap golfers and potential collegiate events, and will feature four sets of tees to ensure a great playing experience for golfers of all ability levels. One of the largest driving ranges in the area, coupled with an expansive practice putting green and short-game facility, make Texas Rangers Golf Club a great place to learn the game or seek improvement.

Event Schedule

Monday, April 19
Practice Rounds & Junior Clinic

Tuesday, April 20
Practice Rounds

Wednesday, April 21
Pro-Am Tournament

Thursday, April 22
Round 1

Friday, April 23
Round 2

Saturday, April 24
Round 3

Sunday, April 25
Final Round

CHARITABLE CONTRIBUTIONS

The PGA Tour and its tournaments have contributed over \$2.65 billion dollars to charity. The Veritex Bank Championship will create multiple opportunities to support the charities within the community and at the end of the day hope to crown a worthy champion and provide support for local charities. Veritex Community Bank and Anera Sports are committed to having the tournament impact charitable organizations through tournament proceeds, along with specific tournament charitable initiatives. We will work to enhance the impact the tournament has in supporting community based charitable causes in the coming years and are dedicated to making this event one charities can come to count on for additional support.



The Benefits of Sponsorship

Anera Sports cordially invites you to become an exclusive Partner of the Korn Ferry Tour's Veritex Bank Championship. Partners are select business and community leaders whose support provides the foundation of the tournament's success. These strategic relationships offer our partners the opportunity to build their brands through an association with the PGA TOUR, the strongest brand association image in sports.



Brand awareness & media exposure

As a tournament sponsor you will receive plenty of special recognition. Your commitment to the Veritex Bank Championship will be celebrated on an exclusive level.



Promotion direct to your product

The Veritex Bank Championship will draw thousands of spectators this year. Your brand will be in front of a captive audience in prime locations during the Championship.



Reconnect with customers

Our variety of hospitality venues provide opportunities to entertain top clients, reward your employees and network with other Arlington and Dallas-Fort Worth businesses.

The Veritex Bank Championship allows you the opportunity to see golfs rising stars up close while entertaining key clients, prospects, business partners and colleagues. From corporate hospitality and skyboxes, to playing with a Korn Ferry Tour professional during the Pro-Am, the Veritex Bank Championship offers a truly memorable experience.

Pro-Am Team

Get the opportunity to combine business with pleasure and be part a premier Pro-Am on the Korn Ferry Tour. Strengthen business relationships while you play with Korn Ferry Tour pro's.

Branding & Naming Rights

The Veritex Bank Championship provides dynamic opportunities for your brand to connect with Korn Ferry Tour players, spectators and volunteers. Through branding packages, sponsors can reach a qualified audience to help grow your business.

VIP Hospitality

Entertain your clients, prospects and guests in style with a VIP Experience on the 18th Green. Through our different packages, sponsors can reach a qualified audience to help grow your business.

Pro-Am Team

Pro-Am Package

\$7,000

SOLD (9 of 26)

Pro-Am Tournament

- 1 Pro-Am Team (4 players)
- 4 Pro-Am Gift Packages
- 16 General Admission Tickets
- 9 & 9 Format (play with 2 pros)

Pro-Am Plus Package

\$8,000

Pro-Am Tournament

- 1 Pro-Am Team (4 players)
- 4 Pro-Am Gift Packages
- 16 General Admission Tickets
- 8 VIP Hospitality Tickets & Clubhouse Passes (one day)
- 9 & 9 Format (play with 2 pros)



Branding & Naming Rights



Presenting Partner

\$100,000

- Designation as: *Veritex Bank Championship*
- *Presented by...*
- Logo on all Tournament signage, social media
- Logo on outdoor advertising
- Logo on electronic scoreboard & website
- Full Page Ad in Spectator Guide
- 4 Pro-Am Teams (16 Players)
- 32 Invitations to Pro-Am Party
- Designated VIP Hospitality area next to 18 green
- 64 VIP Hospitality Tickets & Clubhouse Passes (16/day)
- 32 VIP Parking Passes (8/day)
- 100 General Admission Tickets
- 8 Inside the Ropes Experiences (2/day)
- Participate in awards presentation
- 12 playing spots in Sponsor Outing at Texas Rangers Golf Club

Founding Partner

\$75,000

- Recognition as a Founding Partner on signage
- Logo on outdoor advertising
- Company Logo on one Korn Ferry Tour Tee Back Sign
- Logo on electronic scoreboard & website
- Full Page Ad in Spectator Guide
- 2 Pro-Am Teams (8 Players)
- 16 Invitations to Pro-Am Party
- 40 VIP Hospitality Tickets & Clubhouse Passes (10/day)
- 16 VIP Parking Passes (4/day)
- 100 General Admissions Tickets
- 8 Inside the Ropes Experiences (2/day)
- 8 playing spots in Sponsor Outing at Texas Rangers Golf Club

VIP Hospitality Tent

\$50,000

- Naming rights to VIP Hospitality Tent on 18th green
- Logo on outdoor advertising
- Logo on electronic scoreboard & website
- ½ Page Ad in Spectator Guide
- Korn Ferry Player appearances in tent
- 1 Pro-Am Team (4 players)
- 8 Invitations to Pro-Am Party
- 16 VIP Hospitality Tickets & Clubhouse Passes (4/day in reserved area)
- 16 VIP Parking Passes (4/day)
- 80 General Admission Tickets
- 8 playing spots in Sponsor Outing at Texas Rangers Golf Club

This shared hospitality will be at 18th green. Includes: covered seating, food, beer, wine, and non-alcoholic beverages.

Pro-Am Presenting Sponsor

\$40,000

- Naming rights to the VBC Pro-Am Tournament
- Logo on Pro-Am signage, collateral, and Tee Gift
- Korn Ferry Player appearance at Pro-Am Party
- Logo on outdoor advertising
- ½ Page Ad in Spectator Guide
- 2 Pro-Am Teams (8 Players)
- 16 invitations to Pro-Am Party
- 16 VIP Hospitality Tickets & Clubhouse Passes (4/day)
- 4 VIP Parking Passes (1/day)
- 4 playing spots in Sponsor Outing at Texas Rangers Golf Club

Grand Slam Partner

\$50,000

- Logo on Korn Ferry Tour Tee Back Sign
- Logo on outdoor advertising
- Logo on electronic scoreboard & website
- ½ Page Ad in Spectator Guide
- 2 Pro-Am Team (8 Players)
- 16 Invitations for Pro-Am Party
- 16 VIP Hospitality Tickets & Clubhouse Passes (4 per day)
- 8 VIP Parking Passes (2/day)
- 80 General Admissions Tickets
- 8 playing spots in Sponsor Outing at Texas Rangers Golf Club



Transportation Sponsor**\$25,000**

- Logo on signage at pick up and drop off points
- Logo on outdoor advertising
- Logo on electronic scoreboard & website
- ¼ Page Ad in Spectator Guide
- 2 Pro-Am spots
- 4 Invitations to Pro-Am Party
- 16 VIP Hospitality Tickets & Clubhouse Passes (4/day)
- 80 General Admission Tickets
- 8 VIP Parking Passes (2/day)
- 4 playing spots in Sponsor Outing at Texas Rangers Golf Club

Spectator parking will be off-site. Shuttle buses will be used to transport guests to and from the tournament site.

Player Dining Sponsor**\$25,000****SOLD (Piper Sandler)**

- Logo on prominent signage at Player Dining area in clubhouse
- Logo on outdoor advertising
- Logo on electronic scoreboard & website
- ¼ Page Ad in Spectator Guide
- 2 Pro-Am spots
- 4 Invitations to Pro-Am Party
- 16 VIP Hospitality Tickets & Clubhouse Passes (4/day)
- 80 General Admission Tickets
- 8 VIP Parking Passes (2/day)
- 4 playing spots in Sponsor Outing at Texas Rangers Golf Club

Centerfield Title Sponsor**\$25,000****SOLD (Keefe, Bruyette & Woods)**

- Logo on prominent signage within Centerfield area
- Logo on outdoor advertising
- Logo on electronic scoreboard & website
- ¼ Page Ad in Spectator Guide
- 1 Pro-Am Team (4 players)
- 8 Invitations to Pro-Am Party
- 16 VIP Hospitality Tickets & Clubhouse Passes (4/day)
- 80 General Admissions Tickets
- 8 VIP parking passes (2/day)
- 4 playing spots in Sponsor Outing at Texas Rangers Golf Club

Centerfield will serve as a spectator hospitality area with casual seating offering a variety of food and beverage vendors.

Centerfield Pavilion Sponsor**\$25,000****SOLD (HPI)**

- Naming rights to Centerfield Pavilion
- Logo on outdoor advertising
- Logo on electronic scoreboard & website
- ¼ Page Ad in Spectator Guide
- 1 Pro-Am Team (4 players)
- 8 Invitations to Pro-Am Party
- Pavilion Reserved Seating (10/day)
- 16 VIP Hospitality Tickets & Clubhouse Passes (4/day)
- 80 General Admissions Tickets
- 8 VIP Parking Passes (2/day)
- 4 playing spots in Sponsor Outing at Texas Rangers Golf Club

Pavillion will be located on course between holes 14,15,17. Public pavillion will provide covered seating area to spectators.

Hometown Hero Sponsor

\$25,000

- Naming rights on Round 1 of VBC Tournament
- Logo on customized signage during Round 1
- Logo on outdoor advertising
- Logo on electronic scoreboard & website
- Full Page Ad in Spectator Guide
- 16 VIP Hospitality Tickets & Clubhouse Passes (4/day)
- General Admissions Tickets (80/day)
- 8 VIP Parking Passes (2/day)
- 4 playing spots in Sponsor Outing at Texas Rangers Golf Club

Official Car Sponsor

\$20,000

SOLD (Ewing Automotive)

- Logo on prominent signage around promotional vehicles
- Logo on outdoor advertising
- Logo on electronic scoreboard & website
- ¼ Page Ad in Spectator Guide
- 8 VIP Hospitality Tickets & Clubhouse Passes (2/day)
- 60 General Admission Tickets
- 4 VIP Parking Passes (1/day)
- 4 playing spots in Sponsor Outing at Texas Rangers Golf Club

In addition, Dealership will provide:

*(22) vehicles - 8 sprinter vans, 4 promotional vehicles
(1 Hole in One Prize), 10 players courtesy vehicles*

Floating Sign #14 Pond

\$10,000

- Logo on customized 3x6 sign to float throughout the tournament
- Logo on sponsor board & website
- 8 VIP Hospitality Tickets & Clubhouse Passes (2/day)
- 4 VIP Parking Passes (1/day)

Volunteer Sponsor

\$25,000

- Logo on signage at Volunteer area
- Logo on Volunteer Shirts (sleeve)
- Logo on outdoor advertising
- Logo on electronic scoreboard & website
- ¼ Page Ad in Spectator Guide
- 1 Pro-Am Team (4 players)
- 8 Invitations to Pro-Am Party
- 16 VIP Hospitality Tickets & Clubhouse Passes (4/day)
- 80 General Admissions Tickets
- 8 VIP Parking Passes (2/day)
- 4 playing spots in Sponsor Outing at Texas Rangers Golf Club

Towel Sponsor

\$15,000

- Logo on towels provided to each tour player
- Part of Pro-Am gift package
- Logo on sponsor board & website
- 8 VIP Hospitality Tickets & Clubhouse Passes (2/day)
- 4 VIP Parking Passes (1/day)



Ticket Sponsor**\$10,000**

- Logo on tickets with 20% of sponsorship going to tournament charity
- Logo on sponsor board & website
- 1 Player spot in Pro-Am
- 2 Invitations to Pro-Am Party
- 8 VIP Hospitality Tickets & Clubhouse Passes (2/day)
- 4 VIP Parking Passes (1/day)
- 100 General Admission Tickets

Putting Green Sponsor**\$7,500**

- Logo on customized sign at Driving Range
- Logo on sponsor board & website
- 16 VIP Hospitality Tickets & Clubhouse Passes (4/day)
- 4 VIP Parking Passes (1/day)
- 20 General Admission Tickets

Driving Range Sponsor**\$7,500**

- Logo on customized sign at Driving Range
- Logo on sponsor board & website
- 16 VIP Hospitality Tickets & Clubhouse Passes (4/day)
- 4 VIP Parking Passes (1/day)
- 20 General Admission Tickets

Clubhouse Terrace Sponsor**\$7,500**

- Logo on signage displayed at the Clubhouse Terrace
- 16 VIP Hospitality Tickets (4/day)
- 16 Clubhouse Passes (4/day)
- 40 General Admission Tickets (10/day)

The Clubhouse Terrace will serve as a secondary hospitality area for the guests in the VIP Tent.

Electronic Leaderboard Sponsor**\$7,500 - \$6,000**

- Logo on side panel of Korn Ferry Tour Leaderboard
- ¼ Page Ad in Spectator Guide
- 16 VIP Hospitality Tickets & Clubhouse Passes (4/day)
- 20 General Admission Tickets

Side panel - Hole #18 - \$7,500
& Other Locations - \$6,000



Electronic Leaderboard Sponsor \$6,000 - \$5,000

- Logo on bottom panel of Korn Ferry Tour Leaderboard
- ¼ Page Ad in Spectator Guide
- 16 VIP Hospitality Tickets & Clubhouse Passes (4/day)
- 20 General Admission Tickets

Bottom panel - Hole #18 - \$6,000
& Other Locations - \$5,000

Korn Ferry Tour Tee Back Sponsor \$5,000

- Logo on Korn Ferry Tee Signage (Holes 1, 5, 10, 14, 18)
- ¼ Page Ad in Spectator Guide
- 8 VIP Hospitality Tickets & Clubhouse Passes (2/day)
- 12 General Admission Tickets

Korn Ferry Tour Tee Back Sponsor \$4,000

- Logo on Korn Ferry Tee Signage (Holes 2, 6, 15, 16)
- ¼ Page Ad in Spectator Guide
- 8 VIP Hospitality Tickets & Clubhouse Passes (2/day)
- 12 General Admission Tickets

Centerfield Food & Beverage Sponsor \$2,500 + \$2,500 VIP **SOLD (1 of 3)**

- Branded tent in Centerfield and opportunity to sell food and beverage
- 8 VIP Hospitality Tickets & Clubhouse Passes (2/day)
- 12 General Admission Tickets



Spectator Guide / Pairings Sponsor \$5,000

- Full Page Ad on inside cover of Spectator Guide
- Logo on Front cover of Spectator Guide
- Logo on all pairing sheets throughout the tournament
- 8 VIP Hospitality Tickets & Clubhouse Passes (2/day)
- 12 General Admission Tickets

Spectator Guide is the event guide with course maps, detailed tournament information and sponsor recognition. Provided in hospitality areas. Pairings sheet will be distributed daily at the spectator entrance.

Quiet Please Paddles Sponsor \$5,000

- Logo on marshal paddles around each tee and green
- 8 VIP Hospitality Tickets & Clubhouse Passes (2/day)
- 12 General Admission Tickets



VIP Hospitality



All Star Lounge 18 Green (Sat or Sun)

\$10,000

SOLD (1 of 5)

- Semi-private suite on 18 Green with tiered seating and high-top tables for (10) guests
- Customized signage in space
- All-inclusive beverage service and light snacks in Skybox
- Lunch buffet and beverage service in Clubhouse
- Private restroom facilities
- 10 VIP Hospitality Tickets & Clubhouse Passes
- 2 VIP Parking Passes

All Star Lounge 18 Green (Thurs or Fri)

\$8,000

SOLD (1 of 5)

- Semi-private suite on 18 Green with tiered seating and high-top tables for (10) guests
- Customized signage in space
- All-inclusive beverage service and light snacks in Skybox
- Lunch buffet and beverage service in Clubhouse
- Private restroom facilities
- 10 VIP Hospitality Tickets & Clubhouse Passes
- 2 VIP Parking Passes

Anera Sports

Anera Sports is in the business of enhancing the tournament experience, from the players, sponsors, host course, volunteers and spectator's perspective.



We are a professional team that have 25+ years experience in this industry.

The staff of Anera brings a wide range of experience, business acumen and relationships that are resources for our clients. Known for the exceptional administration of championships at the highest level along with leading business operations to higher levels.

Your goals, our passion.

With your help, the next wave of PGA TOUR stars will be competing at the new Texas Rangers Golf Club through 2024.

THANK YOU.

OUR VISION

Let our experience, enhance yours.

It is about the experience, the first class player experience to the positive experience for the host club and the memorable experience by those involved from corporate partners to the volunteers.

OUR MISSION

Anera Sports' resume includes over 100 collegiate events managed, 1500 amateur championships including qualifiers for our national championships and operations of international events, provide a depth of knowledge that you can rely on.