



THE BARCLAYS™



PLAYOFFS



Hosting The Barclays 2009 at Liberty National is a tremendous honor and privilege. We are proud to welcome the golf world for the first time to Liberty National.

—Dan Fireman,
Founder/Principal Liberty National



Welcome to The Barclays 2009

at Liberty National | August 25th–30th





Hole 13

PLAYOFFS

Once again, The Barclays is honored to serve as the first daunting challenge of the PGA TOUR's demanding playoff series – The FedExCup. From January until August, 144 players will battle to earn their way into a coveted position in the field for The Barclays. After the last putt has dropped early Sunday evening and the roar of the crowd has died away, only 120 of these talented players will be moving on. With a winner's share of \$1.35 million, 11,000 FedExCup points and a shot at the playoff prize of \$10 million all on the line, the players will have to make every shot of every round count. On a course as magnificent and demanding as Liberty National, every shot will be challenging indeed. Being a part of this exciting event is sure to be an unforgettable experience.

PGA TOUR and Charitable Giving

Making a positive impact on the communities where PGA TOUR tournaments are held and players live is a sure sign that the PGA TOUR's charitable mission is a continuing success story all around the world. This effort was celebrated in late 2005 when the TOUR and its tournaments reached the "Drive to a Billion" milestone. That cumulative effect, since the first donation in 1938, has reached more than \$1.2 billion entering 2008. The forecast is for the second billion-dollar mark to be reached in the next five to seven years. PGA TOUR, Champions Tour and Nationwide Tour events annually benefit more than 2,000 charities and countless individuals worldwide. Over the past 41 years, Barclays has contributed over \$35 million to local charitable organizations in the metropolitan area.

Liberty National

Proud to be hosting its first PGA TOUR event, Liberty National will be a revelation to players and spectators alike.

With the Statue of Liberty proudly standing less than 1,000 yards off the 18th green and the Manhattan skyline just a short ferry ride across the Hudson, there may not be a more magnificent, more unique and more unforgettable course in America.

Playing at an impressive and demanding 7,400 yards, par 70 and featuring the same "A4" hybrid bent grass greens found at Augusta National, Liberty National will prove to be a challenging test of golf – precisely what the opening round of the PGA TOUR playoffs should demand.

The players will find that, with Lady Liberty as the target on several approach shots, they are not only playing a very important golf tournament...they are playing it on a very special golf course.



The Clubhouse Opening October 2008



(top) Aerial View Looking East, (bottom) Night Bar at The Clubhouse

Sponsorship Opportunities



Hole 14

Corporate Marquee

The Corporate Marquee at Liberty National will be placed at various strategic locations throughout this magnificent golf course. This spacious, 900 square foot, air-conditioned tent offers a completely private hospitality experience with customized inside dining and outdoor patio seating.

- Eighty (80) passes that allow both access onto the course ground and into your private Marquee for each day, Thursday through Sunday
- Ferry Service to and from Manhattan to Liberty National
- Thirty-five (35) VIP parking passes per day of hospitality, Thursday through Sunday
- One Hundred (100) weekly grounds ticket packages
- Ten (10) VIP parking passes for Wednesday August 26, 2009
- Listing on corporate sponsor board and in the tournament program guide
- Corporate signage at tent provided
- Complimentary daily pairing sheets, tournament program guides and spectator guides
- Private restroom facilities, television and courtesy telephones provided exclusively for corporate guests
- Floral centerpieces
- Fan enhancement computer scoring system
- All food and beverage is additional and will be managed through The Barclays

Week Long Investment

\$93,000.00*

Plus Applicable NJ Sales Tax

*Additional credentials are available for \$33 plus applicable sales tax, exclusive for food and beverage





17th Hole Skybox

Corporate Skyboxes at Liberty National are semi-private hospitality structures located adjacent to all the exciting action at the spectacular 17th hole. The Skybox provides tables of ten (10) in a climate-controlled dining area and covered, reserved stadium seating for twelve (12) in an open-air setting. A complete lunch buffet is served along with hors d'oeuvres, dessert and a full service bar.

- Thirty (30) Skybox passes per day, Thursday through Sunday
- Forty (40) ground tickets per day, Tuesday through Sunday, allowing access onto the course grounds
- Ferry service to and from Manhattan to Liberty National
- Ten (10) VIP parking passes per day of hospitality
- Listing on corporate sponsor board and tournament program guide
- Corporate identification inside Skybox
- Complimentary daily pairing sheets, tournament program guides and spectator guides
- Fan enhancement computer scoring system
- Television and courtesy telephones
- Private restroom facilities provided exclusively for corporate guests

Week Long Investment

\$72,000.00
Plus Applicable NJ Sales Tax

Benefactors' Pavilion

The Benefactors' Pavilion at Liberty National provides a reserved table both inside and outside in a shared hospitality environment overlooking not only the magnificent 18th Fairway, but the lower Manhattan skyline as well. There is truly nothing to compare to the views from this spot. These climate-controlled tents feature indoor dining and outdoor patio seating. A complete lunch buffet is served along with hors d'oeuvres, dessert and a full service bar.

- Fifteen (15) tickets per day for access onto course grounds and into the Pavilion, Thursday through Sunday
- Twenty-five (25) grounds tickets per day, Tuesday through Sunday, allowing access onto the course grounds
- A reserved table for ten (10) inside the tent and another for five (5) outside with floral centerpieces
- An upscale lunch buffet, full service bar, hors d'oeuvres and desserts are included
- Ferry service to and from Manhattan to Liberty National
- Five (5) VIP parking passes each day, Thursday through Sunday
- Listing on corporate sponsor board and tournament program guide
- Corporate identification inside Skybox
- Complimentary daily pairing sheets, tournament program guides and spectator guides
- Fan enhancement computer scoring system
- Television and courtesy telephones
- Private restroom facilities provided exclusively for corporate guests

Week Long Investment **\$24,000.00**
Plus Applicable NJ Sales Tax



Arnold Palmer Pavilion

The Arnold Palmer Pavilion is a shared hospitality tent located between the 2nd Green and 3rd Tee and adjacent to the 18th Fairway. The interior of the Arnold Palmer Pavilion will feature historic memorabilia from "The King", Arnold Palmer. Also included are a lunch buffet, hors d'oeuvres, desserts and a full service bar.

Week-long Package A

- Ten (10) Arnold Palmer Pavilion Weekly Passes
- Fifteen (15) grounds passes per day Thursday through Sunday
- Two (2) VIP Parking Passes each day Thursday through Sunday

\$14,500.00
Plus Applicable NJ Sales Tax

Arnold Palmer Pavilion Weekly

- Includes one (1) ticket per day Thursday through Sunday

\$1,500.00
Plus Applicable NJ Sales Tax

Week-long Package B

- Four (4) Arnold Palmer Pavilion Weekly Passes
- Four (4) grounds passes per day Tuesday through Sunday
- One (1) VIP Parking Pass each day Thursday through Sunday

\$6,500.00
Plus Applicable NJ Sales Tax

Arnold Palmer Pavilion Daily

- Includes one (1) day-specific ticket Thursday through Sunday

\$375.00
Plus Applicable NJ Sales Tax

Display Area

This opportunity consists of a display booth in one of two prominent locations at The Barclays 2009 at Liberty National, providing a great forum for your company to showcase products and services for the attractive golf demographic that attend the event each year.

Investment **\$18,000.00**
10'x20' Booth Plus Applicable NJ Sales Tax

Investment **\$10,500.00**
10'x10' Booth Plus Applicable NJ Sales Tax

Pairing Sheet

This publication is printed daily, includes the day's player pairings and is distributed free of charge to all spectators. You will receive a full panel, 4-color acknowledgement.

Investment **\$8,500.00**
Plus Applicable NJ Sales Tax



Hole 4

Jumbotron Sponsor

Your company will appear on the exterior panel surrounding Jumbotron screens strategically placed throughout the golf course. The Jumbotron will feature scores, stats and highlights and will receive a great deal of attention from all of those in attendance.

Investment **\$25,000.00**
Plus Applicable NJ Sales Tax

Spectator Guide

The Spectator Guide is a publication that provides hole-by-hole details of the Liberty National course layout. Distributed free of charge at the main gate and other prominent locations, this is an excellent visibility opportunity as spectators and sponsors read and reference this guide many times as they walk the course.

- A full panel, 4-color acknowledgement on the page opposite your hole detail in the guide
- A sign with your company's name on the tee box of your hole
- Recognition on locator board in a major traffic location

Investment **\$8,000.00**
Plus Applicable NJ Sales Tax



Hole 9

Souvenir Program

This high quality publication has opportunities that offer recurring exposure and will serve as a keepsake for years to come. It is a full sized magazine that features player profiles, tournament history, information on the defending champion and much more.

Investment

\$5,000.00
Plus Applicable NJ Sales Tax

Additional Exposure

Ticket Back Sponsor

- Company logo printed on back of tickets

Practice Range Sponsor

- Recognition on practice range where players warm-up

Investment

[Call for Details](#)



The Barclays 2009 at Liberty National marks the beginning of the PGA TOUR Playoffs and the battle for the FedExCup. It seems appropriate that, like generations of Americans, someone will begin their success story in the shadow of the Statue of Liberty

—Paul Fireman,
Founder/Principal Liberty National





For more information and to secure your sponsorship opportunity for this landmark PGA TOUR experience at Liberty National, please contact:

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