



VERITEX[®] BANK
CHAMPIONSHIP

Sponsorship Opportunities

VERITEX BANK CHAMPIONSHIP

April 10-16, 2022

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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 inaugural Veritex Bank Championship took place April 19-25, 2021 at Texas Rangers Golf Club. Tyson Alexander overcame a five-stroke deficit during the final round to claim a come-from-behind victory. It was Alexander's first career Korn Ferry Tour win and set him up to secure a card on the PGA Tour.

The 2021 championship was a great success! We look forward to welcoming back the future stars of the PGA Tour, our fans and over 300 dedicated volunteers to Texas Rangers Golf Club from April 10-16, 2022.

Texas Rangers Golf Club opened in 2019 following a \$24 million overhaul of the Chester W. Ditto Golf Course, with Arlington-based architects John Colligan and Trey Kemp. It is the only Major League Baseball-branded golf course in the world 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.

THE VENUE: TEXAS RANGERS GOLF CLUB

T TEXAS RANGERS GOLF CLUB	Front Nine									Back Nine									TOT
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
BLACK TEE	589	448	187	372	440	132	346	461	605	350	381	175	480	512	428	192	327	405	532
GREEN TEE	566	400	154	349	411	123	322	405	574	339	347	431	406	393	172	306	178	501	
BLUE TEE	532	357	133	331	366	112	300	383	538	343	328	394	475	362	151	292	360	447	
PAR	5	4	3	4	4	3	4	4	5	4	3	4	5	4	3	4	4	5	
HDCP	5	11	17	7	1	13	15	9	1	10	16	2	8	12	18	16	6	4	
YARDS	425	269	36	294	235	89	242	318	466	378	102	330	389	308	116	202	307	348	



- 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

Sunday, April 10
Practice Rounds & Junior Clinic

Monday, April 11
Practice Rounds

Tuesday, April 12
Pro-Am Tournament

Wednesday, April 13
Round 1

Thursday, April 14
Round 2

Friday, April 15
Round 3

Saturday, April 16
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

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)
- 8 Invitations to the Pro-Am Party

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)
- 8 Invitations to the Pro-Am Party



Branding & Naming Rights



Presenting Partner

\$150,000

- Designation as: *Veritex Bank Championship Presented by...*
- Logo on all Tournament signage, social media
- Logo on outdoor advertising
- Rotating logo on electronic scoreboard and website
- Full Page Ad in Spectator Guide
- 3 Pro-Am Teams (12 Players)
- 24 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
- Rotating logo on electronic scoreboard and 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
- Rotating logo on electronic scoreboard and website
- ½ Page Ad in Spectator Guide
- Korn Ferry Player appearances in tent
- 60 VIP Hospitality Tickets & Clubhouse Passes (15/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.

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

Pro-Am Presenting Sponsor**\$40,000****SOLD (Stephens Inc.)**

- 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
- 3 Pro-Am Teams (12 Players)
- 24 invitations to Pro-Am Party
- 20 VIP Hospitality Tickets & Clubhouse Passes (5/day)
- 4 VIP Parking Passes (1/day)
- 4 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**

- 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**

- 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 Dugout Sponsor**\$25,000****SOLD (HPI)**

- Naming rights to Centerfield Dugout
- 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

Centerfield Dugout will be located on course between holes 14, 15 and 17.

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
- Logo on sponsor board & website
- 8 VIP Hospitality Tickets & Clubhouse Passes (2/day)
- 4 VIP Parking Passes (1/day)

Ticket Sponsor**\$10,000****SOLD (Hamilton Vaultronics)**

- 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

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

Putting Green Sponsor**\$7,500****SOLD (Scott & Reid)**

- 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

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

- 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

Junior Clinic Sponsor**\$5,000****SOLD (Dallas Golf)**

- Title Sponsor for the Junior Clinic the Monday of championship week and conducted by Korn Ferry Tour Players
- Logo on Event Signage
- ¼ Page Ad in Spectator Guide
- 8 VIP Hospitality Tickets & Clubhouse Passes (2/day)
- 12 General Admission Tickets

Monday of championship week junior golfers will be invited to participate in a Junior Clinic conducted by Korn Ferry Tour players.



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

Food & Beverage Sponsor**\$2,500 + \$2,500 VIP**

- 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
- Logo on QR Code in the signage around the course

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

**SOLD (Liechty, McGinnis,
Berryman & Bowen)**

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



Hospitality



Corporate Hospitality Suite

\$25,000

SOLD (LBL Architects)

- Private Hospitality Pavilion (Thursday-Sunday)
- All-Inclusive Food & Beverage with Private Full Bar Service
- Upscale snacks, beverages, beer and wine
- Two (2) VIP Parking Passes per Day
- Logo on Pavilion Signage
- Rotating Logo on KFT Electronic Leaderboards
- Logo & Listing on Sponsor Board and Website
- 20x20 Corporate Hospitality Suite
- 20 Tickets per Day

Corporate Hospitality Suite

\$12,500

- Private Hospitality Pavilion (Thursday-Sunday)
- All-Inclusive Food & Beverage with Private Full Bar Service
- Upscale snacks, beverages, beer and wine
- Two (2) VIP Parking Passes per Day
- Logo on Pavilion Signage
- Rotating Logo on KFT Electronic Leaderboards
- Logo & Listing on Sponsor Board and Website
- 10x10 Corporate Hospitality Suite
- 10 Tickets per Day

Private Tailgate Suite

\$7,000

- Private 10' x 10' tent (10 people)
- Suite will contain private couches and tables
- Snacks and beverages provided
- Logo on signage displayed outside each suite
- Rotating logo on electronic scoreboard
- 40 General Admission Passes (10/day)

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.