

Golf Course Opportunities

City of Mississauga “Leading Today for Tomorrow”



Mississauga is the nation's sixth largest City and home to Canada's most recognizable Mayor, the Honourable Hazel McCallion. The City's reputation as fiscally responsible, progressive and partner friendly are factors that have led to Canada's largest companies locating in Mississauga. Hershey Canada, Microsoft, Oracle, Pepsi, Astra Zeneca, RBC Financial Group, Siemens, and Bell Mobility all operate their Canadian head offices in Mississauga.

Mississauga Demographics

Largest City in the Region of Peel
Sixth largest City in Canada
Projected Population: 800,000
Average Mississauga Household Income: \$80,000 vs. National Average: \$58,000
59% of residents are post-secondary educated = loyal and educated consumer

Second largest City in the GTA
Current Population: 780,000



BraeBen Golf Course

“With foresight and vision we have transformed what would have been an eyesore into a wonderful playground that will be enjoyed for generations to come.”



Mississauga's newest 200 acre stunning championship golf course, BraeBen, measuring just over 6,400 yards is a \$13.1 million 27-hole golf facility that includes a main clubhouse, a 9 hole Academy Course, an amazing driving range and a spectacular lawn. Located just south of Britannia Road on Terry Fox Way, BraeBen offers a golfing experience right in the heart of Mississauga that is 'True to the Scottish Highlands'. BraeBen features dramatic rolling terrain, tall rough grasses, gnarled trees, pristine fairways and dangerous pot bunkers. In the tradition of Scottish golf, wind will be a factor for every round. The new main clubhouse has a 180° view of the golf course, full restaurant and banquet facilities, meeting rooms and pro shop.

BraeBen – Overview

The BraeBen Golf Course has been designed to be "True to the Scottish Highlands". The name of the course - "BraeBen" - is Gaelic for "slope" and "mountain or hill". The new, public 18 hole Championship Course features dramatic terrain, tall rough grasses, gnarled trees and shrubs, pristine fairways, greens and tees, punctuated with challenging pot bunkers - all reminiscent of golf's early Scottish beginnings. As true of the highlands of Scotland, wind will be a factor on most days.

The Academy at BraeBen features its own nine-hole, par-three course and offers a variety of group based and individual private lessons conducted by CPGA professionals. Whether you are a beginner or seasoned golfer, the instructors at the Academy can help you move towards the next level of game play. A double ended driving range is also available for a warm-up before your round, or practicing at anytime.

The BraeBen Clubhouse features a 200 seat dining room/lounge which will accommodate large tournaments, weddings and banquets. The 180 degree glassed window offers great views of the course - perfect for a gathering of the clans. Chef Rod Sneed is eager to excite your palette with savoury choices from both the dining room and snack bar. The Clubhouse also features a fully stocked pro-shop with the latest golf equipment and knowledgeable staff to help you.

The BraeBen Golf Course was developed through a partnership between the Region of Peel and the City of Mississauga.

Scottish Highlands and Course Background

True to the origins of golf, BraeBen provides a Scottish Highlands golfing experience right in the heart of Mississauga.

BraeBen is the culmination of 20 years of planning and development. This new facility offers an 18 hole par-72 championship-calibre 6,415 yard course, a nine-hole par-three course, teaching academy and a double ended driving range.

BraeBen Golf Course's appearance and name lend from the Scottish heritage of golf. This style of course features an elevated playing surface where wind, weather, varied lies and slopes will be major factors and a real challenge for North American golfers.

The layout of a Scottish Highlands course looks like the shape of sausages that are "linked" together. The landscape will feature tall rough grasses, shrubs, greens and tees with deep sand traps.

BraeBen has been designed by well known golf course architect Ted Baker.

18 Hole Championship Course

Opened in June 2005, BraeBen Golf Course was carefully designed by Ted Baker & Associates to echo the Scottish Highlands golfing experience. The public par 72 Championship Course features 18 challenging holes and totals 6,415 yards from the back tees. Set amongst dramatic landforms, the wind swept course features tall grasses, gnarled trees and shrubs, pristine fairways, greens and tees, with challenging pot bunkers - all reminiscent of golf's early beginnings.

Borrowing from this heritage, the name of the course - "BraeBen" - is Gaelic for "slope" and "mountain or hill". The elevated playing surface ensures that wind will be a factor most days - just like the challenging conditions found in the highlands of Scotland. Golfers at all skill levels will enjoy BraeBen because there are four different tee blocks to choose from - ranging from the black tees at 6,415 yards to the red tees playing at 4,886 yards. The BraeBen experience endeavours to be "True to the Scottish Highlands". Come out and see what we mean!

9 Hole Par 3 Academy Course

Are you new to the game or do you just have time for a quick nine holes? The Academy Course at BraeBen is the answer for you!

With holes measuring between 100 - 200 yards, the course offers a great variety of shot-making tests.

- Perhaps the most challenging par 3 course in the GTA
- Tests a variety of shots in your bag
- Over 25 bunkers filled with white "Temisca" sand

The Teaching Academy

The goal of the Academy at BraeBen is to provide an optimal learning environment for all levels of players. All of our instructors are CPGA professionals, and have been selected for their exceptional teaching abilities.

The Academy features its own nine-hole, par-three course, measuring 1,371 yards in length. This shorter-length course is an ideal setting for junior golfers to develop consistency and confidence, as they progress through the various stages of game improvement. The Academy also features its own driving range with bent grass tee deck.

Lessons include a variety of group based and individual private lessons, with a focus on maximizing results for both beginning and experienced golfers. Junior day camps are also available for the next generation golfer in your family. Instructional facilities & junior camps expected to increase by 20 & 25% respectively

Programs Available Include:

- Individual private lessons, Group lessons and clinics, Playing lessons, Junior Golf Camp

Driving Range

BraeBen has a 330 yard, double-ended driving range to meet your needs. One end serves the Academy, while the other end is open to the public at the main championship course.

- Open each day at 6:30 a.m. and closes one hour before dusk
- Championship Course range - 2 x 20 yard deep bent grass tee deck
- Artificial turf tee deck

Clubhouse

From the moment you walk through the doors, the BraeBen Clubhouse provides a warm and inviting atmosphere. Our friendly and knowledgeable staff will ensure you are well taken care of and your experience is a memorable one.

The stunning glassed-in dining room boasts a picturesque 180 degree view of the surrounding golf course and features a variety of delectable menu selections. Fully licensed, our dining room is the perfect setting to enjoy a cold beverage and meal after a challenging round of golf.

With seating for 200 and a built-in dance floor, the dining room is the ideal place to host your next business luncheon or banquet event. Our helpful staff can custom tailor a variety of services to meet your specific requirements and make your function simply outstanding.

Dining Room

- 200 seat capacity , with dance floor 180
- Full banquet services with either buffet or plated menu selections
- Event planning tailored to your needs
- Built-in dance floor
- Public a la carte menu selections
- Bar services

Meeting Rooms

Board room - 20 seat capacity A/V equipment & support

FOOT TRAFFIC

Rounds Played- Championship Course

2007 (opened April 12) - 24,909 rounds
2008 (opened April 16) - 26,908 rounds
2009 (opened April 2) - 28,129 rounds
2010 (opened April 1) - 28,000 rounds
2011 (opened April 9) - 29,853 rounds

2007 total foot traffic- 45,652 visitors
2008 total foot traffic- 46,363 visitors
2009 total foot traffic- 10,333 visitors
2010 total foot traffic- 75,067 visitors
2011 total foot traffic- 49,377 visitors

Rounds Played- Academy Course

2007 (opened April 26) - 10,743 rounds
2008 (opened May 16) - 9,455 rounds
2009 (opened May 1) - 24,367 rounds
2010 (opened April 1) - 8,000 rounds
2011 (opened April 9) - 9,524 rounds

An additional 8,000- 10,000 visitors come to BraeBen Golf Course for non golf related events (Weddings, Christmas Parties, Meetings, etc.) annually.

Par Package **\$1,000/ per year ***

One (1) 16" x 6" forged aluminium advertising plaque with your customized logo to be placed on a Championship Course tee sign. Exposure to 30,000 rounds per year plus other events held at course and Clubhouse. Your company will be embossed into our Classic Cast Aluminium Markers displayed prominently at each Tee.

Birdie Package **\$2,000 / per year ***

Two (2) tee markers, one (1) on the Championship Course and one (1) on the Academy Course and four (4) rounds of golf including 2 cart rentals. Two year minimum agreement. Exposure to 30,000 rounds per year plus other events held at course and Clubhouse. Your company will be embossed into our Classic Cast Aluminium Markers displayed prominently at each Tee. Your choice of hole number.

*Cost of design and production of tee marker not included



Production Contact: Alchemy Fusion 905-858-0731. \$300 per tee marker.

Cart Cards- \$2,500 + tax / per golf season- April- October

Your company's logo and promotional message will be displayed on the golf cart cards through the golf season. Over eighty (80) golf carts are included in the fleet at BraeBen Golf Course. Company message will be exposed to over 30,000 golfers through the golf season; 2,400,000 million impressions. Approximate size of company advertising space is 3 ¼ inches W X 1 ½ inches H. Card size is 5 ½ inches W X 7 inches H.



Retractable Banner- \$2,500 per year + tax

Excellent branding tool placed in the lobby or Pro Shop of the BraeBen Golf Course Clubhouse.

- Spaces currently available in all of our gymnasiums, golf courses, and indoor soccer fields
- Full colour design. 83 inches H X 33 ½ inches W
- Creative & production are not included. (Approximately \$270)



Display Days or Promotional Days- \$500/ per day

This option will define the company's vision, build brand awareness, and creates a cohesive experience between visitors and sponsor.

Sponsor choice of placement:

- * Choice of 2 locations near clubhouse
- * Sponsor will be on site for specific dates recommended by the City of Mississauga

Sponsor signage at display- provided by Sponsor

Sponsor marketing display in Clubhouse- provided by Sponsor

Promotional incentives- One way to measure return is by tying sponsorship directly to sales. The City of Mississauga makes selling turnkey by providing your business with promotional incentives. These help Sponsors tap into promotional opportunities. For example Sponsor can offer free or discounted coupons or distribute print flyers with special deals.

Golf Flagsticks

Championship/ Academy Golf Flagstick-- **NEW opportunity at BraeBen Golf Course**

Due to the nature of the product and of the game of golf, the increased brand visibility obtained by utilizing the Golf Flagstick is phenomenal. Any person playing on the course will be exposed to your companies advertising. Brand visibility will be continuous throughout the entire nine holes. Golf Flagsticks are sold in packages of 9 flagsticks.

Advertisers can choose holes 1-9 on the Championship Course, holes 10-18 on the Championship Course, or holes 1-9 on the Academy Course.

Package of nine holes- \$5,500 for the season including creative and production + HST.

Putting Green Flagsticks

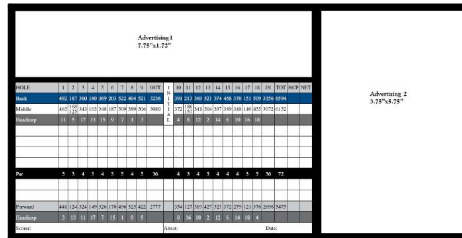
Advertising on putting flagsticks found on the putting greens at BraeBen Golf Course.

Putting Green flagsticks sold in package of five. \$2,800 for the golf season including creative and production + HST



Golf Card Advertising-- NEW opportunity at BraeBen Golf Course

Get your message in front of active consumers as they play. Unlike more passive forms of advertising that may not reach your target audience, scorecard advertising puts your message in front of a defined and highly sought after audience throughout their round of golf. With thousands of rounds played at our courses annually, scorecard advertising provides a cheap and effective way to promote your message to a golfing audience on a local, regional or national level. Championship course \$4,000 for a quantity of 30,000 score cards, one year Academy course \$2,500 for a quantity of 12,000 score cards, one year



Company Logo and/ or Message Golf Balls

Get your business recognized by top decision makers in Mississauga. **NEW opportunity at BraeBen Golf Course.**

Promotional Golf Balls

Get your company noticed at BraeBen's Golf Course Driving Range. 288 golf balls/ 24 dozen golf balls will have your company logo/ name/ or message imprinted directly on the golf balls. Over 2,768,500 golf balls are hit each season at the Driving Range. You will receive the full 2011 season for a low price of \$5,000.

Pinnacle Gold Precision 12's Golf Balls ** Production and printed are included, 2 colours maximum print on logo or text.



Range Golf Balls

Make an impact at BraeBen's Golf Course Driving Range. 6,000 golf balls/ 500 dozen golf balls will have your company logo or name imprinted directly on the golf balls. Over 2,768,500 golf balls are hit each season at the Driving Range. You will receive the full 2011 season for a low price of \$15,000.

Pinnacle Gold Precision 12's Golf Balls ** Production and printed are included, 3 colours maximum print on logo or text.

Billboard



Our billboard sign at Brae Ben Golf Course has become available. The course will open the first week in April 2012. This lighted sign is visible to over 10,000,000 people that travel north on Terry Fox Way each year and over 40,000 golfers. Cost per year \$15,000 + HST

One (1) wall mural advertising sign in the size of 20ft. W by 14ft. H at Brae Ben Golf Course on the exterior wall facing Terry Fox Way.

Client is responsible for all artwork and installation, we recommend ALPHA Graphics.

One year agreement minimum, full year payment due with agreement.

The Academy at BraeBen Naming Rights Sponsorship Package, please contact Sponsorship Unit for details. 905-615-4017