



FROM THE DESK OF THE
PUBLISHER
Debert Cook, CMP

**Players Are Invited to Take Their Best Swing—
Prior to the 2009 ESSENCE Music Festival® Presented by Coca-Cola®, at the
African American Golfer's Digest New Orleans Bayou Golf Tournament**

It is my great pleasure to invite you to the *African American Golfer's Digest* New Orleans Bayou Golf Tournament that is being held on **Thursday, July 2, 2009** at the beautiful **Stonebridge Golf Course** in Gretna, Louisiana, located 15 minutes outside of New Orleans.

The tournament, held in conjunction with the **Southern Association of Amateur Golfers (SAAG)**, tees off one day before the 15th Annual 2009 ESSENCE® Music Festival presented by Coca-Cola®, the nation's largest event celebrating black music and black culture, with a prominent roster of R&B entertainers. In 2008 over 270,000 attendees converged on New Orleans for live musical concerts and seminars by renowned leaders. This year, performers, seminar leaders and guests include **Beyonce', MAZE featuring Frankie Beverly, John Legend, Teena Marie, Al Green, Bill Cosby, Bishop TD Jakes, Yolanda Adams, Kirk Franklin, Tom Joyner, Mayor C. Ray Nagin, Marvin Sapp, Donnie McClurkin** and dozens of others. For a complete list and schedule visit www.EssenceMusicFestival.com. **DISCOUNTS to attend the ESSENCE MUSIC FESTIVAL are available with your golf tournament registration!!**

The *African American Golfer's Digest* is the nations leading and most respected golf magazine for avid black golfers and since launching in March 2003, has been known for hosting exciting networking events and golf tournaments. Golfers come from all across the United States to golf with us, share their passion for the game, network, socialize and enjoy the sport.

The *African American Golfer's Digest* is a 100% minority-owned, full color, print publication and reaches over 80,000 readers every quarter through controlled circulation and paid subscriptions. Each year the *African American Golfer's Digest* exhibits its "Diversity Pavilion" at the PGA Merchandise Show & Convention, providing assistance and impressive minority participation for networking and connecting African American golf professionals, entrepreneurs, business owners and service providers at this trade-only Show that attracts 40,000 people. The *African American Golfer's Digest* is a *PGA of America Diverse Supplier*.

These are all the thrilling reasons why you should join us!

The golf tournament plans to be a great day of play with opportunities to win terrific prizes. Afterwards, we'll celebrate with a fabulous evening of delectable food and luscious cocktails at the awards banquet, 7:00 p.m.-10:00 p.m. onsite at Stonebridge golf course. Your enrollment in the tournament includes golf, cart, green fees, box lunch and an evening buffet at the awards reception.

The official registration form is attached and I hope you will be a part of this unique event to meet our members and guests. If you have any questions, please do not hesitate to call me today.

EARLY REGISTRATION IS AVAILABLE NOW!

Debert Cook, CMP
Publisher

Enclosures

Joseph Hall
President, Southern Assn. Of Amateur Golfers

OFFICIAL REGISTRATION FORM



Thursday, July 2, 2009
1:00 PM Shotgun Start
Stonebridge Golf Course
Gretna, Louisiana 70056
(15 minutes outside New Orleans)

TOURNAMENT FEATURES

One day scramble with a shotgun start. Ladies will be allowed to play from the ladies tees. Senior citizens will be allowed to play from senior tees. Rules: USGA, local club and host committee rules apply.

Registration:

\$150 (by May 15)
\$175 (May 16-June 5)
\$200 (June 6-June 26)

Registration includes golf, shared cart, range balls, box lunch on the course, evening buffet at the awards reception. Rental clubs available at the pro shop for additional cost.

Stonebridge Golf Course Facilities

-18 hole championship golf course
-Equipment rental, Lockers/Showers, Pro shop

REGISTRATION (please select)

INDIVIDUAL PLAY / FOURSOME GOLF PLAY

(by May 15) persons @ \$150 ea.
foursome @ \$600 per foursome
(May 16-June 5) persons @ \$175 ea.
foursome @ \$700 per foursome
(June 6-June 26) persons @ \$200 ea.
foursome @ \$800 per foursome
Awards banquet, per person: \$50 in advance - \$75 at door.

SCHEDULE OF ACTIVITIES

Registration/check-in 11:00 a.m.-12:00 p.m.
Tee-off 1:00 p.m.
Banquet awards reception 7:00 p.m.-10:00 p.m.

PAYMENT: Amount enclosed \$
Make checks payable to: African American Golfer's Digest
Charge my: Amex VISA Mastercard Discover
Account No.
Card expiration date
Name on Account
Account Address
City/State/Zip
Signature

Registration is non-refundable. Registrations are transferable.

Mail entries to: African American Golfer's Digest
139 Fulton Street, Ste. 209, New York, NY 10038

Tel. (212) 571-6559, ext. 11
FAX entries to: (212) 571-1943
E-Mail entries to: debertcook@aol.com

I am unable to attend this year's tournament but I would like to subscribe to the magazine for 1-year at \$18.00.

On the course prizes:
-straightest drive (men)
-straightest drive (ladies)
-longest drive on par 5 (men)
-longest drive on par 5 (ladies)
-closest to the pin on par 3 (men)
-closest to the pin on par 3 (ladies)

Practice Round:
Contact Stonebridge Golf Course directly at (504) 394-1300.
www.StoneBridgeGolfofno.com

Dress Code: Polo-style shirt with collar, turtleneck or mock turtleneck shirt, slacks or Bermuda-length shorts, soft spikes required. No jeans. Soft spikes required; however soft-soled shoes and tennis shoes are acceptable.



Please list player information below.
Mens Womens Sr. Mens Mixed
1. Name
Company
Address
City/State/Zip
Tel No.
Email
Handicap: Need rental clubs? Right Left
2. Name
Company
Address
City/State/Zip
Tel No.
Email
Handicap: Need rental clubs? Right Left
3. Name
Company
Address
City/State/Zip
Tel No.
Email
Handicap: Need rental clubs? Right Left
4. Name
Company
Address
City/State/Zip
Tel No.
Email
Handicap: Need rental clubs? Right Left



TOURNAMENT SPONSORSHIP OPPORTUNITIES – COMMITMENT DEADLINE MAY 20, 2009

Check your level of support below.

SPONSORSHIPS

Gold \$30,000

- 4 tee signs, banner at outing
- 2 Full pages color advertisements in the *African American Golfer's Digest*
- 4 player registrations
- Recognition in promotional and press materials (pre and post)
- Contact list of golf tournament players
- Insertion in gift bag at tournament
- Sampling opportunity at tournament
- Online web ad with hot link at AAGD homepage for 6 months
- Sponsor of AAGD monthly E-newsletter for 6 months with banner and hot link.
- Sponsor logo on official golf tote bags
- Sponsor logo on golf player score cards
- Sponsor logo on official golf caps

Silver \$12,000

- 2 tee signs,
- Banner placement at tournament
- Banner at the awards banquet
- Speaking opportunity for your representative at awards banquet
- 1 page color advertisement in the *African American Golfer's Digest*
- 4 player registrations
- Recognition in promotional and press materials (pre and post)

African American Golfer's Digest
National Magazine
Advertising ONLY
Opportunity

Please provide me with:

- \$6,500 full Back page
- \$5,000 full page
- \$2,700 half page
- \$1,250 1/6-page
- \$250 Classified (2"x2")

All advertising materials due by June 10

Additional Sponsorship Opportunities:

- Awards Banquet Sponsor: \$2,000**
(signage and 1 complimentary foursome with cart)
- Lunch Sponsor: \$1,500**
(signage and 1 complimentary foursome with cart)
- Beverage/Snack Cart: \$1,250**
(Signage and 2 complimentary golfers with cart)
- Continental Breakfast: \$500**
(Signage and 2 complimentary golfers with cart)
- Driving Range sign on course: \$300**
(Signage and 1 complimentary golfer with cart)
- Tee Sign on course: \$200**

FOR QUESTIONS CONTACT:
Debert Cook, CMP
Tel; (212) 571-6559, ext. 11

139 Fulton Street, Ste. 209 New York, NY 10038
www.AfricanAmericanGolfersDigest.com

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Telephone: (212) 571-6559
 Fax: (212) 571-1943



PRESS RELEASE

Contact: Debert Cook, CMP
(212) 571-6559, ext. 11
debertcook@aol.com

African American Golfer's Digest New Orleans Bayou Golf Tournament Invites Players to Take Their Best Swing— Prior to the 2009 ESSENCE® Music Festival Presented By Coca-Cola®

Golfers To Hit The Links During The Day And Enjoy A Prominent Roster Of R&B Entertainment At Night

NEW YORK, NY – April 3, 2009, The *African American Golfer's Digest* announces its New Orleans Bayou Golf Tournament and invites golfers to 'take their best swing' at the competitive outing on Thursday, July 2, 2009 at the beautiful Stonebridge Golf Course in Gretna, Louisiana, located 15 minutes outside of New Orleans.

The amateur tournament competition, being held the day before the opening of the 2009 ESSENCE® Music Festival presented by Coca-Cola®, the nation's largest event celebrating black music and black culture, expects golfers to hit the links during the day for a challenging round of play and enjoy a prominent roster of R&B entertainment in the evening. Tournament registrants will also have access to concert ticket promotions and special discounts on local merchandise and services provided through the *African American Golfer's Digest*.

"The *African American Golfer's Digest* is pleased to bring this amateur sport competition to New Orleans," said publisher, Debert Cook. "The outing is being held in conjunction with the Southern Association of Amateur Golfers (SAAG) and we expect an exciting day of networking and play in a divine destination."

In 2008 over 270,000 attendees converged on New Orleans for live musical concerts and seminars by renowned leaders. This year, the 15th annual program line-up of performers and guests include Beyonce', Frankie Beverly & MAZE Featuring Frankie Beverly, John Legend, Teena Marie, Al Green, Bill Cosby, Bishop TD Jakes, Yolanda Adams, Kirk Franklin, Tom Joyner, Mayor C. Ray Nagin, Marvin Sapp, Donnie McClurkin and dozens of others. For a complete list and schedule visit www.essencemusicfestival.com.

"We welcome this opportunity for the New Orleans area along with all of the benefits that it will bring to our local merchants and businesses. New Orleans has some fabulous golf courses and we look forward to putting out the red carpet for all of our visitors," says Joseph Hall, president of the Southern Association of Amateur Golfers.

The golf tournament registration is open to the public and provides early registration discounts. Participation includes golf, lunch and opportunities to win terrific prizes during a fabulous evening of delectable food, luscious cocktails and music at the awards banquet, 7:00 p.m.-10:00 p.m., onsite at Stonebridge Golf Course.

For more information contact: Debert Cook at (212) 571-6559, ext. 11.
visit: www.AfricanAmericanGolfersDigest.com

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