



THE KEEP IT CLASSIC INVITATIONAL

Monday, December 15, 2008
El Caballero Country Club
Tarzana, California

Celebrity-Pro-Am Golf Outing
&
Holiday Celebration Dinner

With live musical performance by CBS recording star Keaton Simons





KEEP IT CLASSIC INVITATIONAL

CELEBRITIES

***Partial List -- Scheduled to Participate**

Kurt Bevacqua - former MLB
Earl Billings - actor
Nehl Bobal - actor/comedian
Toi Cook - former Stanford and NFL
Rad Daly - actor
Bil Dwyer - comedian
Felix Giles - Baja 500 and NASCAR Truck Series driver
Dennis Haysbert - actor
Rick Hill - writer, actor
Michael Kostroff - actor
Mike Lansford - former LA Rams NFL kicker
Buddy Lewis - actor/comedian
Ron Masak - actor, writer, producer
Don Most - actor
Jeff Rector - actor
Tucker Smallwood - actor
Alan Thicke - actor
Paula Trickey - actor
Glynn Turman - Emmy Award winning actor
Jim Turner - actor/comedian
Duffy Waldorf - PGA Tour Pro
Jim Weatherley - former NFL
Matt Winston - actor
Eric Wynalda - former U.S. National Soccer Team
Lance Zeno - former UCLA and NFL

** The above celebrities are scheduled to participate in the golf and/or dinner. Some celebrity participant schedules may change due to circumstances outside of their control. Please check the website frequently for up to date information.*

For more information, contact Ed Taylor at 310-750-6781 or A.J. Ali at 310-395-5181 or visit www.ontheteewithajali.com/events/keep-it-classic-invitational or www.keepitclassic.org.



KEEP IT CLASSIC INVITATIONAL

Monday, December 15, 2008

THE ULTIMATE HOLIDAY PARTY!

You're invited to participate at the inaugural **Keep It Classic Invitational** celebrity-program golf outing and holiday celebration dinner at the beautiful El Caballero Country Club. This year-end event celebrates all the best that golf has to offer AND MORE!

You don't have to be a golfer to enjoy this festive holiday event. Tickets to the reception and dinner featuring CBS Records recording star Keaton Simons are only \$50 -- and include a \$50 credit on the auction! The dinner pays for itself!



KEATON SIMONS - PERFORMING LIVE

*When considering the roll call of rock's most influential icons, those rare artists that pose a triple threat are the ones that consistently stand out, musicians that seize the spotlight through their singing, songwriting and instrumental prowess. That hallowed breed of musician has become increasingly less common in popular music, so it's especially worth noting that Keaton Simons also qualifies as a triple threat, given that his multifaceted talents have garnered him a presence on radio, television, film and the concert circuit. It's an especially auspicious distinction for an artist who is only now on the cusp of releasing his debut album, the prophetically titled tour de force, *Can You Hear Me*, on CBS Records. www.keatonsimons.com*

Event Day Itinerary

8 -11 am	Registration, networking and breakfast. Silent auction items on display. Driving range open and putting contest.
9 - 9:30 am	Trick shot exhibition
10 - 10:30 am	Clinic with special celebrity guest
11 am	Shotgun start
4 pm	Cocktails, appetizers, silent auction, live music by Keaton Simons at clubhouse
5:00 pm	Holiday Celebration Dinner & live music by Keaton Simons
5:30 pm	Silent auction closes. "15 Minutes of Fame" Live auction
5:45 pm	Speaker and awards program
6:30 pm	Program ends. Auction checkout.

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KEEP IT CLASSIC INVITATIONAL
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ABOUT THE CHARITY: KEEP IT CLASSIC



The KIC Mission:

To restore and preserve classic public and municipal golf courses in the United States in line with today's golf technology when appropriate and to promote traditional golf ethics to children.

Golf is more than just a game. It is a pastime that embraces fundamental traditions and values that impact our everyday way of life. It remains a true test of character and at the same time provides a framework of playing principles for, among others, our children to aspire.

Today, there are many who want to see golf move toward a more natural and classic style of design. The success of Bandon Dunes in Oregon confirms this belief. In addition, while older private clubs often have the financial means to keep their classic courses as they were intended by the masters, many classic facilities in the public sector have languished. Countless classic public and municipal courses are mere shells of their prior glory to the detriment of their city and residents. Some of these courses have been made 'easier' in the mistaken belief that a lack of challenge will result in quicker play and more revenue. The reality is that a bland and open course does not attract golfers, at least not for long. More and more courses across the country are finding out that golfers appreciate a well-designed layout and that 'affordable' golf doesn't necessarily have to mean dull and boring golf. They are finding if they enhance the quality of their design, it will help increase the number of rounds and bring new players into the game. They are beginning to recognize that the golfers they thought only played for the fresh air and exercise, also enjoy interesting and thought provoking golf holes.

Join KIC December 15th to help preserve the legacy of the game and to help children.

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AN INSTANT CLASSIC GOLF EVENT



Join PGA Tour Pro Duffy Waldorf in making this event an instant classic!

Format

The golfing format is a “Shamble” for the amateurs and celebrities, and stroke play for the pros. Each group will consist of three amateurs, one PGA/LPGA club pro and one celebrity. 125 participants will enjoy a great day of golf at El Caballero Country Club, affectionately known as “El Cab.” Revered as one of the finest and most challenging private golf clubs in Los Angeles, El Cab is a fitting home to what will become an instant classic event.

75 Amateurs and 25 Celebrities

Each group will have three amateur players and one celebrity playing the Shamble format along with their professional teammate. The team can use the pro’s drive on any hole. Team prizes for 1st, 2nd and 3rd place.

25 Pros

Stroke Play Format competing for a cash purse of \$2,000 for 1st, \$1,000 for 2nd and \$500 for 3rd place in the pro division. Plus, all pros will receive an appearance fee as a show of appreciation for all that they do to promote and preserve the game, and for their important work of helping children and families.

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Statement
IT'S WHO YOU ARE



**INCREDIBLE GOLFER PACKAGE PROVIDED BY
“ON THE TEE WITH A.J. ALI”
Presented by Statement Magazine**

Read A.J. Ali's celebrity golf column in Statement and experience the “On the Tee” package today! Golfers in today's event receive your share of more than \$50,000 in gifts, prizes and special bonus offers!

1. **Free 1-year Player's Pass membership valued at \$67 -- discount golf at more than 2,000 courses.**
2. **Free seated massage for everyone. And one lucky person will win a \$250 gift certificate for a free initial consultation and session from Ari Gronich, owner of www.performancetherapist.com.**
3. **Certificate for a free Magique Golf hybrid club valued at \$75.**
4. **Chance to win \$10,000 cash prize for a hole in one! Or win great prizes at 3 bonus holes.**
5. **Chance to win a \$1,500 Los Cabos or Cancun vacation package for two from Fiestamericana Vacation Club as Grand Raffle Prize. Plus, you can be purchase a \$1,500 trip for only \$340, with the charity receiving \$68 for each sale. Good for two adults and two children under 12.**
6. **Chance to win a complete set of Magique golf clubs with golf bag in the auction. A \$1,200 value.**
7. **Chance to win a Stay and Play golf package at Pacific Palms Resort for Long Drive competition (one night hotel, golf for 2 people). \$250 value.**
8. **Chance to win a Hybrid and Putter from Sweet Spot Golf in the two Closest to the Pin contests (one club each).**
9. **“Sweet” Putting Contest sponsored by two great companies: Sweet Wood Golf and Sweet Spot Golf. Handmade exotic wood putter by Sweet Wood used in contest & given to winner. \$250 value.**
10. **Last Place Team receives 4 sets of Swing the Handle DVD's by Hall of Fame golf instructor Eddie Merrins. \$400 value.**
11. **Additional Long Drive Contest Prizes include two sets of Swing the Handle DVD's.**
12. **Free 3-issue subscription to Fairways & Greens golf magazine.**
13. **Free 3-issue subscription to Statement magazine.**
14. **Entry in nationwide year-end grand prize drawing: \$5,000 Dream Trip for two to Pebble Beach! Includes airfare, luxury hotel, golf for two with A.J. Ali and his guest, meals, ground transportation, gifts and \$500 in cash!**
15. **Plus additional golfer gifts and prizes!**

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KEEP IT CLASSIC INVITATIONAL 2008 Sponsorship Levels

Title Sponsor - \$15,000 (maximum of one)

- Company name/logo listed at beginning of title of event on all marketing materials
- Four (4) foursomes at the KIC Invitational (foursome includes three amateurs and one PGA or LPGA golf club professional)
- Sixteen extra tickets to the post tournament awards dinner
- One celebrity golfer with each foursome (four players plus one celebrity)
- Space available for display of company products and services near clubhouse and at registration area
- Sponsor to be named as Title Sponsor in all event material: press releases, website and emcee introduction
- Exclusive tee box sign at a designated hole
- Photo of the foursome with celebrity for every golfer
- Full page back cover ad in event program
- Sponsor logo Goodie Bag for all attendees
- Sponsor may provide items to be included in Goodie Bag for all attendees (125) and special goodie bag items for celebrities (25)
- Company banner displayed (you supply)

Presenting Sponsor - \$7500 (maximum of two)

- Company name/logo listed under title of event on all marketing materials
- “Breakfast Presented By...” banner or “Dinner Presented By...” banner on display with sponsor’s company name – and listed as such in the event program and on website
- Two (2) foursomes at the KIC Invitational (foursome includes three amateurs and one PGA or LPGA golf club professional)
- Eight extra tickets to the post tournament awards dinner
- One celebrity golfer with each foursome (four players plus one celebrity)
- Space available for display of company products and services near clubhouse
- Sponsor to be named as Presenting Sponsor in all event material: press releases, website and emcee introduction
- Exclusive tee box sign at a designated hole
- Photo of the foursome with celebrity
- Full page ad in event program
- Sponsor may provide items to be included in Goodie Bag for all attendees (125) and special goodie bag items for celebrities (25)
- Company banner displayed (you supply)

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KEEP IT CLASSIC INVITATIONAL 2008 Sponsorship Levels

Major Sponsor - \$5000

- Company name/logo on all marketing materials
- One (1) foursome at the KIC Invitational (foursome includes three amateurs and one PGA or LPGA golf club professional)
- Four extra tickets to the post tournament awards dinner
- One celebrity golfer with foursome (four players plus one celebrity)
- Space available for display of company products and services near clubhouse
- Sponsor to be named in all event material: press releases, website and emcee introduction
- Exclusive tee box sign at a designated hole
- Photo of the foursome with celebrity
- Half-page ad in event program
- Sponsor may provide items to be included in Goodie Bag for all attendees (125) and special goodie bag items for celebrities (25)

Corporate Sponsor - \$2,500

- Small Company name/logo on all marketing materials
- One (1) foursome at the KIC Invitational (foursome includes three amateurs and one PGA or LPGA golf club professional)
- Two extra tickets to the post tournament awards dinner
- One celebrity golfer with foursome (four players plus one celebrity)
- Sponsor to be named in all event material: press releases, website and emcee introduction
- Logo on group 3x5 banner at check-in, banquet area and practice putting green
- Tee box sign at a designated hole
- Photo of the foursome with celebrity
- Sponsor may provide items to be included in Goodie Bag for all attendees

Foursome - \$1,100

- One (1) foursome at the KIC Invitational (foursome includes three amateurs and one PGA or LPGA golf club professional)
- One celebrity to join foursome
- Photo of the foursome with celebrity

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KEEP IT CLASSIC INVITATIONAL 2008 Sponsorship Levels

Dinner Table Sponsor - \$500

- Ten (10) tickets to the dinner, including reception and entertainment
- Special Dinner Sponsor Benefit: \$50 silent auction credit certificate for every attendee (pays for your dinners!)
- Reserved table

Putting Contest Sponsor - \$1,000

- Banner at the putting green and space for company products/services display
- Prize to winner supplied by sponsor
- Two (2) tickets to the dinner, including reception and entertainment

Chipping Contest Sponsor - \$1,000

- Banner at the chipping area and space for company products/services display
- Prize to winner supplied by sponsor
- Two (2) tickets to the dinner, including reception and entertainment

Green Flag - \$150 (18 available)

- One (1) green flag with your company name
- Company logo in event program

Tee Box Sign - \$100

- One (1) sign on a tee box with your company name
- Company logo in event program

Individual Golfer - \$275

- One (1) golf spot
- One celebrity golfer to join foursome
- Photo of the foursome with celebrity

Individual Dinner Guest - \$50

- One (1) ticket to the reception and dinner with live entertainment. Includes \$50 in auction credits (your dinner pays for itself!)

Event Program Ads

Full page ad in program (5.25" x 8.25")	\$250
Half page ad in program (5.25" x 4")	\$150

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KEEP IT CLASSIC INVITATIONAL REGISTRATION FORM

PARTICIPATION LEVEL

LEVEL (fill in all that apply)

Title Sponsor @ \$15,000 x__ = _____

Presenting Sponsor @ \$7,500 x__ = _____

Major Sponsor @ \$5,000 x__ = _____

Corporate Sponsor @ \$2,500 x__ = _____

Foursome @ \$1,100 x__ = _____

Dinner Table @ \$1,000 x__ = _____

Putting Contest @ \$1,000 x__ = _____

Chipping Contest @ \$1,000 x__ = _____

Green Flag @ \$150 x__ = _____

Tee Box Sign @ \$100 x__ = _____

Individual Golfer @ \$275 x__ = _____

Individual Dinner @ \$50 x__ = _____

Program Ad (Full Page) @ \$250 x__ = _____

Program Ad (Half Page) @ \$150 x__ = _____

Donation (fully tax-deductible)

= _____

TOTAL ENCLOSED

\$ _____

**Some sponsorship levels have very limited inventory. Please call Ed Taylor at 310-750-6781 or A.J. Ali at 310-395-5181 to verify availability.*

CONTACT INFORMATION

NAME _____

COMPANY _____

TITLE _____

EMAIL _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

FAX _____

PAYMENT METHOD

CHECK

Please make checks payable to "Keep It Classic"

CREDIT CARD

Check one: ___ Visa ___ MasterCard ___ AMEX ___ Discover

Card # _____ Exp. Date _____ Security Code _____

Amt. Authorized \$ _____ Print Name On Card _____

Signature Authorizing Charge _____

MAIL FORM AND PAYMENT NO LATER THAN 12/8/08 TO: Keep It Classic, 21800, Oxnard St., Suite 1060, Woodland Hills, CA 91367 or if paying by credit card you can fax form to our secure fax line at 928-395-5184.

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