



THE 2011 MASTERS TOURNAMENT

The Masters Tournament is one of four major championships in men's professional golf. Scheduled for the first full week of April, it is the first of the majors to be played each year. Unlike the other major championships, the Masters is held each year at the same location, Augusta National Golf Club, a private golf club in the city of Augusta, Georgia, USA. The field of players is smaller than those of the other major championships because it is an invitational event, entry being controlled by the Augusta National Golf Club.

A green jacket is awarded to the winner of each tournament, which must be returned to the clubhouse after a year. Beginning in 1963 legendary golfers, usually past champions, have hit a honorary tee shot on the morning of the first round. Since 1960 a semi-social Par 3 Contest, on a par-3 course on Augusta National's grounds, has been played on the day before the first round of each Masters Tournament.



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www.ebcorporate.com



What We Do

EB Corporate is the premier corporate hospitality firm specializing in high-end client entertainment. While enjoying the popularity and excitement of sports, our clients and their customers experience an elite atmosphere complimented with knowledgeable event staff professionals.

At **EB Corporate**, we identify and evaluate our clients' needs and expectations, then develop a sports-marketing initiative that accommodates budget and group size to produce events tailored to maximize satisfaction and return-on-investment.

EB Corporate's programs can offer great, hard to get seats, celebrity guests, haute cuisine catering, entrance into the most exclusive parties, eye-opening and classy corporate gifts, whatever is necessary to ensure your clients receive the most memorable experience possible. We strive to be your one-stop solution to all of your hospitality needs.



Our clients successfully utilize our corporate hospitality programs to achieve the following benefits of entertainment:

- **Inspiring loyalty** and cementing relationships with their most key or strategic clients by investing quality face to face time
- **Securing new business** within a controlled, captive environment
- Increasing sales through incentive or reward programs for both internal staff and distributor networks
- **Providing a controlled environment** for product launches or demonstrations
- **Building your company's image** and keeping ahead of your competitors in client entertainment
- Your clients are your only **constant source of revenue**, and these sporting events will help to make revenue constant and reliable
- Driving sales through **Targeted Networking**

How We Do It

Composed of an elite and experienced group of event specialists, **EB Corporate** utilizes its industry knowledge in travel and destination management, along with corporate hospitality expertise to offer the most complete, value-packed entertainment packages possible. We go above and beyond what the typical hospitality company will provide.

EB Corporate works as a cohesive unit with our clients to create a memorable experience allowing them to focus on their guests' expectations while we take care of the details. In turn, our clients develop lasting relationships with their guests that build customer trust, increase profits and develop business growth.

The staff at **EB Corporate** has produced events for numerous national and regional companies. These programs range from The Super Bowl, NASCAR Races, The NCAA Final Four, U.S. Open Tennis, U.S. Open Golf, Ryder Cup and Formula One racing. **EB Corporate** customizes every facet of your program to meet your needs. So whether your group size is 2 or 2,000, we can easily accommodate your clients.

In addition to our core services, our experienced on-site staff is ready to provide the highest quality care at all event locations including assisting with group ground transfers and hotel check-ins.

EB Corporate travel-agency affiliates work as strong team members in our sales and marketing network to assist with our customers' program design including chartering flights.



Client Satisfaction

Our commitment to your satisfaction exceeds that of all other corporate hospitality organizations. We provide hands-on care for your program from start to finish. **EB Corporate's** main goal is for our clients to be able to dazzle their guests at once-in-a-lifetime experiences and have a guaranteed assurance that their corporate needs are fully met. Our programs are designed to drive measurable business successes and build better partner relationships.



Excellence and Innovation

Our organization puts an unequalled emphasis on client satisfaction. To this end, we pride ourselves not only on our efforts leading up to and during event dates but also after the completion of our events. We are accountable for your most crucial customer relationships; we understand the magnitude of this. This is why we settle for nothing less than complete satisfaction.



In today's hyper-competitive and dynamic marketplace, we evolve and adapt with your company to ensure that all of your events continually meet and exceed your requirements. **EB Corporate** combines traditional elements with innovative and exciting new concepts in a program designed to the highest industry standards.

Quality of Product

We utilize our event management skills, hospitality experience and travel connections and combine it with unparalleled professionalism, high performance standards and integrity to ensure that you receive maximum value from your sports-entertainment investment.

"Thank you for all your hard work. My clients had an incredible time!"

Johnson & Johnson

"The ticket locations could not have been better!"

Caterpillar

"Please extend my thanks to all who worked so many extra hours to ensure that all the details were handled so well."

Bayer

"Great service and great price! You have our business forever!"

GE Capital

"You are the best...Service above and beyond the call of duty!"

Oracle

SUCCESS STORIES



MASTERS CHAMPIONSHIP—April 4-10, 2011

PACKAGE INCLUSIONS

- 4-Day Event Passes for the Tournament Days (Thurs.-Sun.)
- Access to our Exclusive Hospitality Area Located Less than 100 yards from Augusta National Golf Course's Gate 3
- Hospitality Includes:
 - Full Buffet Breakfast
 - Lunch Buffet
 - Afternoon Hors D'Oeuvres & Pasta Bar
 - Top-Shelf Open Bar
 - Big-Screen Televisions
 - Business Services Center
 - On-Site Concierge Services
 - Valet Parking
- On-Site Host
- Corporate Gift for Each Client



CUSTOMER SUPPORT

- Dedicated Account Manager
- All Packages Fully Customized for Your Clients' Satisfaction

AVAILABLE EXTRAS

- Assistance with Accommodations
- Chefs, Drivers
- Prearranged Rounds of Golf
- Practice Round Badges

PLEASE CALL EB CORPORATE SALES FOR PRICING AND AVAILABILITY AT (404)388-0537 OR (337)332-0556.



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