



Four years ago we began shooting NBC-TV's critically acclaimed "Friday Night Lights" in which one of the show's characters, a high school quarterback, suffers a spinal cord injury in a football game. His storyline was inspired by a tragic accident that took place during a game at Westlake High School in Austin in 2003. Through this show, we got an opportunity to work with people living with paralysis and learn about their needs and dreams. We were inspired by their courage, strength and determination. We also understood that one day "FNL" will come to an end, and we wanted to find some effective way to have a lasting impact in the face of such tragedies.

Thus, we started the Beyond the Lights Celebrity Golf Classic to raise funds to find a cure for paralysis and for life sustaining resources for those with spinal cord injuries through our charities, *The Buoniconti Fund to Cure Paralysis* and Texas' own *Gridiron Heroes Spinal Cord Injury Foundation*. Our third annual tournament will be held on May 14, 2010, at the beautiful Hyatt Regency Lost Pines Resort and Spa near Austin, Texas. We've invited our friends, including fellow actors from "Friday Night Lights," a host of entertainment and sports celebrities, current and legendary coaches and pro athletes to join us for a great day of golf and an evening of fantastic events.

We invite you to join us as a sponsor of the 3rd Beyond the Lights Celebrity Golf Classic. Our tournament is a great way to increase your brand awareness through our media exposure and have a great time combining work and play at the event as you help our charities, no matter your budget.

Our one-day shotgun start tournament will be held at the Hyatt's Wolfdancer Golf Club. Besides amazing golf with contests and prizes, golfers will be given the royal treatment starting with breakfast, and continuing into the evening as our dinner guests join us for cocktails, buffet dinner, silent and live auctions, topped off with evening entertainment.

We are committed to making a difference in the lives of those who are injured from paralysis, whether occurring on the playing field, in an auto accident or by some other tragic circumstance. It is our goal to make sure that these folks have the wheelchairs, customized vans, other support and hope for a cure they need through the good works of Gridiron Heroes and The Buoniconti Fund to Cure Paralysis. We look forward to your joining us in making a huge difference in the lives of others while having a great time at the 3rd Annual Beyond the Lights Celebrity Golf Classic.

We'll see you soon!

Kyle Chandler
Host

Brad Leland
Host

For sponsorship opportunities and more info, go to www.beyondthelights.org

About the Charities



The Buoniconti Fund to Cure Paralysis

In 1985, Barth A. Green, M.D., and NFL Hall of Fame linebacker Nick Buoniconti helped found The Miami Project to Cure Paralysis after Nick's son, Marc, sustained a spinal cord injury during a college football game. Today, The Miami Project is the world's largest, most comprehensive spinal cord injury research center, housed in the Lois Pope Life Center, based at the University of Miami Miller School of Medicine. The Miami Project's international team of over 200 scientists and clinicians take innovative approaches to the challenge of spinal cord injury. Committed to finding a cure for paralysis resulting from spinal cord injury and to seeing millions worldwide walk again, the Buoniconti family established The Buoniconti Fund to Cure Paralysis in 1992, a nonprofit organization devoted to assisting The Miami Project achieve its national and international goals.

The Human Clinical Trials Initiative will take discoveries found to be successful in laboratory studies and fast-track them to human studies with the approval of the FDA. The Miami Project to Cure Paralysis is well-positioned and confident that it has the expertise, knowledge and drive to navigate through the FDA approval process and initiate new human clinical trials involving Schwann Cell Transplantation. This study will be based in part on published work in which Miami Project scientists showed more than 70 percent return of normal walking function in experimental models, the best results ever seen in the field.

For more than 23 years, The Miami Project to Cure Paralysis has worked carefully and diligently toward this goal, and the results show that the time is right to make this important step into human study.

www.themiamiproject.org



Gridiron Heroes Spinal Cord Injury Foundation

Gridiron Heroes, a 501(c) (3) non-profit foundation, provides immediate and long-term resources and support to individuals sustaining a catastrophic spinal cord injury through activities associated with high school football.

On November 2, 2001, Chris Canales, a senior defensive back playing for San Marcos Baptist Academy, sustained a spinal cord injury during the final regular season game. Over the next three weeks, Chris fought for his life on a daily basis. Through perseverance, patience and prayer he survived. The following months he battled through countless hours of rehabilitation trying to gain movement and learning how to function as a quadriplegic.

During the 2002 high school football season, Chris and his father Eddie attended a Texas State Championship game. Ironically, during that game, a player suffered the same injury Chris had sustained just one year earlier. Chris and his father knew all too well the difficult times that lay ahead for the young man and his family. They decided they had to help other families who were learning to live with the same tragedy they endured, so they founded the Gridiron Heroes Spinal Cord Injury Foundation.

Through the Gridiron Heroes fundraising efforts, Texas high school football athletes who have suffered a spinal cord injury have received financial assistance for medical bills, wheelchair accessible vans, ramps for their homes and other assistance and information to help with the everyday needs required for the athletes' care and quality of life.

Serving Texas, Gridiron Heroes is the only organization of its kind offering specific resources to the athlete and his family impacted by this life changing injury. With great need from all states, Gridiron Heroes Foundation is now preparing to take their mission nationwide.

www.gridironheroes.org



3rd Annual Beyond the Lights Celebrity Golf Classic
Friday, May 14, 2010
Wolfdancer Golf Club, Hyatt Regency Lost Pines Resort and Spa
Sponsorships, Information: www.beyondthelights.org
Benefiting spinal cord injury care and research for cure

2010 TOURNAMENT FACT SHEET

- This third annual tournament will again benefit two foundations that provide support, resources, and research for cure for those with spinal cord injuries: The Buoniconti Fund to Cure Paralysis and Gridiron Heroes Spinal Cord Injury Foundation.
- Tournament hosts are actors Kyle Chandler and Brad Leland, stars of the critically acclaimed NBC television show “Friday Night Lights,” which centers on small town life and the fervor surrounding high school football in Texas.
- Event will be held Friday, May 14, 2010 at the top-rated Arthur Hills-designed Wolfdancer Golf Club at Hyatt Regency Lost Pines Resort and Spa a 15-minutes east of Austin, Texas.
- Scheduled to attend the Pairing’s Party, to be held at Shellers at the Hyatt Lost Pines, are special guests, University of Texas Head Football Coach Mack Brown and his wife Sally.
- Scheduled to attend the Golf Tournament are Dallas Cowboy’s Quarterback Tony Romo and Wide Receiver Roy Williams.
- Returning to entertain the Pairings Party is actor and musician Chris Mulkey.
- Besides tournament hosts Chandler and Leland, players will include “Friday Night Lights” TV and movie cast-mates, current and legendary pro football and baseball players, coaches and college coaches, and other celebrities including actors, athletes, musicians, and local personalities.
- Tournament to include four Hole-in-One and other contests with prizes ranging from golf clubs and electronics to a new car.
- After golf, tournament players and other guests will enjoy a cocktail reception, live and silent auctions, presentation dinner with the celebrities hosted by Chandler and Leland, and the evening concert featuring Stonehoney.
- For the event, Hyatt Lost Pines Resort and Spa is offering a limited number of rooms at a discount price. Call 888-421-1442.
- Chandler and Leland’s inspiration for the annual tournament came directly from their TV show’s storyline where the star quarterback suffers a life-altering spinal cord injury.

TOURNAMENT SCHEDULE:

Thursday, May 13th

6:30 a.m. Pairings Party at Shellers Bar, Hyatt Regency Lost Pines Resort and Spa

Friday, May 14th – Tournament Day

9:30 a.m. Registration and Breakfast

11 a.m. Shotgun Start of Golf Tournament

4 p.m. Golf Awards Ceremony

5 p.m. Cocktail Reception and Silent Auction Begin

6 p.m. Buffet Dinner, Evening Presentation and
Live Auction hosted by Chandler and Leland

8 p.m. Concert Begins

9 p.m. Silent Auction Concludes

10 p.m. Evening Entertainment Ends

Saturday, May 15th – Disc Golf Tournament

11:00 a.m. Inaugural Disc Golf Tournament

Family activities provided by the Hyatt Lost Pines throughout the weekend

Media Contact:

Shelly Kanter, Director of Operations, Celebrity & Media Contact

shelly@beyondthelights.org

phone: 512.461.9249



2010 SPONSORSHIP LEVELS

We are pleased to offer a variety of sponsorship benefits and in appreciation of your support of our charities:

Presenting Sponsor - \$50,000

- Corporate name to appear below the event title on all advertising, event notices, website, signage and invitations
- Corporate logo displayed on 3rd Annual Beyond the Lights website homepage as Presenting Sponsor with link to company webpage
- Presenting Sponsor corporate/name recognition on;
 - *all advertising and media promotion*
 - *exclusive presenting sponsor banner at welcome/registration area*
 - *all event banners and signage*
 - *all tournament materials*
 - *player golf shirts*
 - *staff and volunteer shirts*
 - *full back cover color ad on the event program, and*
 - *opportunity to provide promotional materials in Golfer Gift Bags*
 - *opportunity to provide On-site Corporate Displays/Tents/Kiosks*
- 3 golf foursomes at Wolfdancer Golf Club
- First choice of celebrity golfers for each foursome
- 24 VIP All-Access hospitality passes/credentials
- 12 hotel rooms, one night's lodging at Hyatt Regency Lost Pines Resort and Spa
- Round-trip limousine transportation of sponsor party from Austin
- 24 tickets to cocktail reception, dinner, silent and live auctions, and evening concert
- 3 reserved front-row tables at dinner and evening programming
- Special recognition at awards gathering and evening programming
- 24 Reserved front-center seats at evening concert
- 12 customized golfer gift bags
- First right to sponsor 2011 Beyond the Lights Celebrity Golf Classic

Platinum Sponsor - \$15,000

- Corporate logo displayed on 3rd Annual Beyond the Lights website homepage as Platinum Sponsor with link to company webpage
- Platinum Sponsor corporate/name recognition on;
 - *advertising and media promotion*
 - *sponsor banners*
 - *tournament materials*
 - *2 tee-box hole sponsorship*
 - *staff and volunteer shirts*
 - *one (1) full page ad in event program, and*
 - *opportunity to provide promotional materials in Golfer Gift Bags*
 - *opportunity to provide On-site Corporate Displays/Tents/Kiosks*
- 2 golf foursomes at Wolfdancer Golf Club
- Second choice of celebrity golfers for each foursome
- 12 VIP All-Access hospitality passes/credentials
- 2 hotel rooms, one night's lodging at Hyatt Regency Lost Pines Resort and Spa
- Round-trip limousine transportation of sponsor party from Austin
- 16 tickets to cocktail reception, dinner, silent and live auctions, and evening concert
- 3 reserved tables at dinner and evening programming
- 16 prime reserved seats at evening concert
- 8 golfer gift bags

Gold Sponsorship - \$7,500

- Corporate logo displayed on 3rd Annual Beyond the Lights website homepage as Gold Sponsor
- Gold Sponsor corporate/name recognition on;
 - *advertising and media promotion*
 - *sponsor banners*
 - *tournament materials*
 - *2 tee-box hole sponsorships*
 - *staff and volunteer shirts*
 - *one-half (1/2) page ad in event program, and*
 - *opportunity to provide promotional materials in Golfer Gift Bags*
 - *opportunity to provide On-site Corporate Displays/Tents/Kiosks*
- 1 golf foursome at Wolfdancer Golf Club
- Celebrity to golf with foursome
- 2 hotel rooms, one night's lodging at Hyatt Regency Lost Pines Resort and Spa
- 8 tickets to cocktail reception, dinner, silent and live auctions, and evening concert
- 8 reserved seats at evening concert
- 4 golfer gift bags

Silver Sponsorship - \$5000

- Corporate logo displayed on 3rd Annual Beyond the Lights website homepage as Silver Sponsor
- Silver Sponsor corporate/name recognition on;
 - *advertising and media promotion*
 - *sponsor banners*
 - *tournament materials*
 - *2 tee-box hole sponsorships*
 - *staff and volunteer shirts*
 - *one-half (1/2) page ad in event program, and*
 - *opportunity to provide promotional materials in Golfer Gift Bags*
- 1 golf foursome at Wolfdancer Golf Club
- Celebrity to golf with foursome
- 1 hotel room, one night's lodging at Hyatt Regency Lost Pines Resort and Spa
- 8 tickets to cocktail reception, dinner, silent and live auctions, and evening concert
- 8 reserved seats at evening concert
- 4 golfer gift bags

Bronze Sponsor - \$3,500

- Corporate logo displayed on 3rd Annual Beyond the Lights website homepage as Bronze Sponsor
- Bronze Sponsor corporate/name recognition on;
 - *advertising and media promotion*
 - *sponsor banners*
 - *tournament materials*
 - *1 tee-box hole sponsorship*
 - *staff and volunteer shirts*
 - *event program, and*
 - *opportunity to provide Promotional Materials in Golfer Gift Bag*
- 1 golf foursome at Wolfdancer Golf Club
- Celebrity to golf with foursome
- 8 tickets to cocktail reception, dinner, silent and live auctions, and evening concert
- 4 golfer gift bags

Other Sponsorships:

Entertainment/Stage Sponsor - \$10,000
Golf Shirt Sponsor - \$5,500
VIP Hospitality Lounge - \$5000
Beverage Cart Sponsor - \$3,500
Photography Sponsor - \$2,500
Video Monitor/AV Sponsor - \$2500
Golf Hat Sponsor - \$2,000
Golf Cart Sponsor - \$1500
Driving Range Sponsor - \$1500
Corporate Course Kiosk Sponsor - \$750
Hole Sponsor - \$500
Volunteer Shirt Sponsor - \$500
Hole-In-One Sponsor - TBD

Golf Foursome - \$2,000

- 1 golf foursome at Wolfdancer Golf Club
- Celebrity to golf with foursome
- 4 tickets to cocktail reception, dinner, silent and live auctions, and evening concert
- 4 golfer gift bags

Individual Player - \$500

- 1 Golfer to be paired with other individual golfers at Wolfdancer Golf Club
- Celebrity to golf with foursome
- 1 ticket to cocktail reception, silent and live auctions, and evening concert
- 1 golfer gift bag

Evening Events Ticket - \$200 (cocktail reception, dinner, auctions, and concert)

Under 21 Evening Events Ticket - \$125 (cocktail reception, dinner, auctions, and concert)

For Sponsor Inquiries Contact:

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2010 CONTACTS

3rd Annual Tournament
Friday, May 14, 2010
Wolfdancer Golf Club
Hyatt Regency Lost Pines Resort and Spa
Sponsorships, Information: www.beyondthelights.org
Benefiting spinal cord injury care and research for a cure

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