



NATION'S BEST IN MARITIME GOLF EVEN BETTER IN 2010

2010 Heidmar Blue & Gray Golf Classics add Las Vegas and Homecoming Golf Outings

Kings Point, N.Y. - The **Heidmar Blue & Gray Golf Classics**, which are the nation's best maritime golfing events in the country, saw 1,120 golfers in 2009. In 2010, the tour will introduce a Las Vegas event along with an outing during the U.S. Merchant Marine Academy's Homecoming celebration. Overall, seven new courses will be added in 2010 while continuing to play at some of the best venues in the United States.

The tour tees off on Thursday, March 11 with the addition of a **Las Vegas Blue & Gray Golf Classic** being held at the Desert Pines Golf Club. Additionally, the tour has secured a discounted hotel rate at the New York-New York Casino which sits proudly on the famous Las Vegas Boulevard. Also new for 2010 is the **Homecoming Blue & Gray Golf Classic** being held near Kings Point (N.Y.) at the Engineers Country Club on Thursday, September 23.

The New York and Houston tournaments, which rank No. 1 and No. 2 respectively in golfers, will see over 500 golfers between the two events. The **New York Blue & Gray Golf Classic** (255 golfers in 2009) will be coordinated on Monday, July 26 at both the Engineers and North Shore Country Clubs, while the **Houston Blue & Gray Golf Classic** (254 golfers in 2009) will take place on Monday, April 19 at both the Woodlands Country Club (Arnold Palmer Course) and Canongate Resort (Panther Trails Course).

Tournaments in Fort Lauderdale, Washington, D.C., Chicago, Tampa and L.A./Long Beach will all see new courses in 2010. The **Fort Lauderdale Blue & Gray Golf Classic** receives a major upgrade by moving to Jacaranda Golf Club on April 9. The course recently underwent a \$10 million renovation improving the layout, facilities and practice areas. On Florida's west coast, the **Tampa Blue & Gray Golf Classic** will check out the sights and sounds of the renowned MacDill Air Force Base – South Course on Monday, November 1. The course is ranked as one of the area's best private courses and sits right on the water.

The **Washington, D.C. Blue & Gray Golf Classic** will be held on Monday, May 24 at the Country Club of Fairfax to coincide with Maritime Day, which is the national holiday (May 22) celebrating the Maritime Industry and its importance in U.S. History.

Moving west, the Chicago and L.A./Long Beach outings will see new venues. The **Chicago Blue & Gray Golf Classic** will take place at Bolingbrook Golf Club on Monday, June 7. The course ranked No. 28 in Golf World's 2010 Reader's Choice Top 50 Public Course Rankings. In Los Angeles, the **L.A. / Long Beach Blue & Gray Golf Classic** moves away from Trump National Golf Club to help ease escalating registration fees. The SeaCliff Country Club (private) in Huntington Beach will be the new home of the L.A. / Long Beach Outing on Monday, November 15.

The end of September and October will see four Blue & Gray Golf Classics. Crowd favorites, **Norfolk** (9/27), **San Francisco** (10/7), **New Orleans** (10/11) and **Baltimore** (10/19) will continue to be held at their respective courses. In San Francisco, the Blue Angels will continue to fly overhead at the Presidio Golf Course, while in Baltimore, the event will take place at Bulle Rock, which is a Golf Digest Top 100 Course in the country.

The **Heidmar Blue & Gray Golf Classics** are maritime golf tournaments that benefit the U.S. Merchant Marine Academy and its Department of Athletics. The events are coordinated during the calendar year and serve U.S. Merchant Marine Academy alumni, parents, maritime organizations and friends of the Academy.

Heidmar Inc., the tour's National Title Sponsor, leads a string of national sponsors that provide critical support to the outings. Heidmar is a successful tanker vessel trader, a leading worldwide commercial manager of tankers and a marine services provider to the energy industry. Located in Norwalk (Conn.), Heidmar employs eight Merchant Marine Academy graduates.

Blueandgraygolf.com, the home of the **Heidmar Blue and Gray Golf Classics** will receive a complete overhaul for 2010 and will begin taking registrations on February 1.

- www.blueandgraygolf.com -

Heidmar Blue & Gray Golf Classics

- The Heidmar Blue & Gray Golf Classics are 12 national maritime golf tournaments that benefit the U.S. Merchant Marine Academy and its Department of Athletics.
- The U.S. Merchant Marine Academy is one of five (5) Federal Service Academies (Army, Navy, Air Force, Coast Guard, Merchant Marine) and is located in Kings Point, NY.
- The events are coordinated during the calendar year and serve U.S. Merchant Marine Academy alumni, parents, maritime organizations and friends of the U.S. Merchant Marine Academy.
- Tournaments are produced in nearly every major shipping area and attract over 1,300 attendees.
- The Heidmar Blue & Gray Golf Classics are coordinated by the USMMA Alumni Foundation, Inc.
- **Heidmar Inc.** is the National Title Sponsor and located in Norwalk (CT). The organization extended its partnership through 2013.
- Portion of sponsorship is tax deductible. The USMMA Alumni Foundation is a 501(c)(3) charitable organization. Your tax deductible amount is the sponsorship less the Fair Market Value of received benefits (i.e. golf foursome value).
- Tournament Website: www.blueandgraygolf.com

Participant Demographics

- In 2009, 1,120 golfers participated in the Heidmar Blue & Gray Golf Classics.

2009 - 1,120 golfers	2006 - 863 golfers	2004 - 692 golfers
2008 - 1,290 golfers	2005 - 765 golfers	2003 - 530 golfers
2007 - 1,160 golfers		
- Of the 823 business cards collected in 2009, 742 cards listed the person's title. 74% of those golfers were top executives representing hundreds of maritime corporations.

10% - Owners, Presidents, CEOs, Chairmen	11% - Director Level Executives
13% - Senior Level Executives (EVPs, VPs, Operations, Sales)	8% - Manager Level Executives
17% - Vice President Level Executives	7% - Sales Manager Level Executives
8% - Regional Level Executives	

National Sponsor Testimonials

- "We continue to be thrilled to play a significant part in the Heidmar Blue and Gray Golf Classic program. It is a great way not only to support the school, but also to network with our friends and customers in the industry. It is win-win for all concerned and especially the midshipmen." **Tim Brennan '87 - President/CEO / John Hill '67 - Operations Control Director - Heidmar Inc.**
- "I felt it was appropriate to make a long term commitment to the Blue and Gray to ensure their continued success as well as give back to the Academy. As a maritime recruiter, there is no better source of candidates or potential employers in our industry than the Heidmar Blue and Gray Golf Classics. Attending several tournaments last year was already a benefit to our organization." **Tim Green '94 - Managing Consultant - Faststream Recruitment**
- "There is tremendous value for our organization to sponsor the Heidmar Blue & Gray Golf Classics on a national level. We use the Heidmar Blue and Gray Golf Classics to promote our brand, strengthen relationships with our customers and develop potential sales leads. There is no other tour like this in the country." **Ted Murphey - Senior Sales Manager - Kongsberg Maritime**
- "Moran Shipping Agencies has been participating as sponsors for the past several years. As agents for most U.S. Flag ship owners we embrace the opportunity to support our Merchant Marine Academy. These events are truly a unique exemplification of the camaraderie in our maritime industry!" **Jim Black - President/CEO - Moran Shipping Agencies**
- "Great schedule-solid/well organized and managed events which allow us to combine business and entertainment in a maritime industry environment in support of USMMA athletics." **Bill Mergenthaler '78 - Regional Director - World Fuel Services**
- "The Heidmar Blue and Gray Golf Classics are a great way to interact with your key clients and is a significant networking opportunity. We often talk about having a good working relationship with our business associates and what better opportunity than to actually be on the same team at the golf event. A great day to develop relationships and help provide funding for midshipmen who will shortly become industry leaders." **Ed Waryas '70 - Vice President, Marine - Lloyd's Register North America**
- The Heidmar Blue and Gray Golf Classics have been very instrumental in my company's growth. We look forward to our continued support of this excellent networking and fundraising program. Good Luck in 2009!" **Steve Ware '71 - Owner - Baydelta Maritime**
- "The Heidmar Blue & Gray Golf Classics are win-win for everyone. The proceeds go to a great cause, the courses are phenomenal and the networking opportunities are unparalleled in the commercial marine marketplace." **Brett Keil - Senior Vice President - The Maritime Executive**

National Sponsor Golf Packages

- National Sponsorship Golf Packages are designed to serve your organization's marketing needs.
- Your organization has the flexibility to decide what foursomes/twosomes are used at the various golf outings.
- Each package includes an 18x24 color Tee-Box Sponsor Sign that is displayed at all 2010 Heidmar Blue & Gray Golf Classics. The sign displays your company logo and website information and is placed in full view of all golfers.
- A website banner, which links directly to your company home or related website, is designed and added to the tournament website.
- You can customize your package with specific marketing needs by contacting the Blue & Gray Office.

Contact Information



Gregg Matalas | Manager, Blue & Gray

USMMA Alumni Foundation | 300 Steamboat Road | Kings Point | NY | 11024

Phone 516-773-5544 | Fax 516-482-5308 | E-mail gregg.matalas@alumni.usmma.edu

Heidmar Blue and Gray Golf Classics | www.blueandgraygolf.com

USMMA Athletics | www.usmmasports.com

USMMA Alumni Foundation | www.usmmaaf.com

U.S. Merchant Marine Academy | www.usmma.edu

National Sponsor Golf Packages

- **\$30,000 - National Beverage Sponsor (exclusive)**
Banner displayed during entire event
Twelve (12) Foursomes
- **\$25,000 - National Lunch Sponsor (exclusive)**
Banner displayed during entire event
Ten (10) Foursomes
- **\$20,000 - Player of the Year Golf Package**
Banner displayed during entire event
Eight (8) Foursomes
- **\$15,000 - All-American Golf Package**
Six (6) Foursomes
- **\$10,000 - All Conference Package**
Five (5) Foursomes
- **\$8,000 - Team MVP Package**
Four (4) Foursomes
- **\$6,000 - Captain Package**
Three (3) Foursomes
- **\$4,500 - Varsity Package**
Two (2) Foursomes
- **\$3,500 - Foursome Package / Two Twosome Package**
One Foursome or Two (2) Twosomes
- **\$2,500 - National Hole Sponsor**
18x24 Color Sign + Website Banner
Golf not included



Last season, 28 organizations participated in the National Sponsorship Package program. The organizations were represented at every outing.

Heidmar Inc.

ABS
Andrie, Inc.
Austal USA
Baydelta Maritime
Chembulk Tankers
Compass Maritime Services
Crowley (Two Divisions)
Dietz & Associates
Faststream Recruitment
Foss Maritime
Glander International
Kongsberg Maritime

KPI Oil

Man Diesel
McAllister Towing
MD Eastport Maritime USA
MJLF
Moran Shipping Agencies
Resop Inc.
Rolls Royce Comercial Marine
Seaworthy Systems
TORM Shipping
Transmarine Navigation
Wartsila
Wilhelmsen Ships Services
World Fuel Services

Due to the cost of some of our golf outings, we place four-some usage restrictions on a certain number of our events. Contact the Blue & Gray Office to discuss your marketing needs and customize a package that will benefit your organization.

Payments for the 2010 packages must be made in full by December 1, 2010. Installment plans are available but must be finalized prior to arrangement.



March 11 - LAS VEGAS - Desert Pines Golf Club

Ranked #50 in 2009 *GolfDigest* Readers Choice Top 50 Public Courses in the country
“Best Places to Play” - *GolfDigest*

April 9 - FORT LAUDERDALE - Jacaranda Golf Club - East Course

\$10 million renovation to East Course
“Best Places to Play” - *GolfDigest*



April 19 - HOUSTON - Woodlands Country Club / Canongate at the Woodlands

Two of Houston’s Premier Private Country Clubs
Panther Trail Course - “Best Places to Play” - *Golf Digest*
Arnold Palmer Course - Arnold Palmer Design

May 24 - WASHINGTON, D.C. - Country Club of Fairfax

In Conjunction with Maritime Day in Washington, D.C. (May 22)
One of D.C.’s Premier Private Country Clubs



June 14 - CHICAGO - Bolingbrook Golf Club

Ranked #28 in *Golf World’s* 2010 Reader’s Choice Top 50 Public Course Rankings
“Best Places to Play” - *GolfDigest*

July 27 - NEW YORK - Engineers Country Club / North Shore Country Club

Two of Long Island’s Premier Country Clubs
North Shore Country Club - Established in 1914
Engineers Country Club - Established in 1917



Sept. 23 - HOMECOMING - Engineers Country Club

One of Long Island’s Premier Country Clubs
Engineers Country Club - Established in 1917

Sept. 27- NORFOLK (VA.) - Greenbrier Country Club

One of Norfolk’s Premier Private Country Clubs

Oct. 7 - SAN FRANCISCO - Presidio Golf Course

“Best Places to Play” - *Golf Digest*
Fleet Week 2010 - Blue Angels Show after tournament



Oct. 11 - NEW ORLEANS - Beau Chene Country Club

One of New Orleans’ Premier Private Country Clubs

Oct. 19 - BALTIMORE - Bulle Rock

One of only 24 Five-Star Rated Courses in North America - *Golf Digest* 2008
Site of the McDonald’s LPGA Championship - LPGA Tour Major
Ranked #30 - *Golf Magazine* Top 100 Courses You Can Play
Ranked #49 - *Golf Digest* America’s 100 Greatest Public Golf Courses
Ranked #1 - *Golf Digest* (Public) “Best in State”
Ranked #4 - *Golf Digest* (Public and Private) “Best in State”
1998 Pete Dye Design

Nov. 1 - Tampa - MacDill Air Force Base – South Course

One of Tampa’s Premier Private Country Clubs

Nov. 18 - L.A./Long Beach - SeaCliff Country Club

One of California’s Premier Private Country Clubs