



**New Orleans**  
*Blue & Gray Golf Classic*

*Beau Chene Country Club*  
*Monday, October 11, 2010*

*Benefiting U.S. Merchant Marine Academy Athletics*

# NEW ORLEANS BLUE & GRAY GOLF CLASSIC

## About

- The Heidmar Blue & Gray Golf Classics are 13 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 fees and sponsorships are 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](http://www.blueandgraygolf.com)

## New Orleans Outing

**Beau Chene Country Club**  
602 N. Beau Chene Drive  
Mandeville, LA 70470  
985-845-3571 / [www.beauchenecc.com](http://www.beauchenecc.com)



**Monday, October 11, 2010**

### Event Times / Format:

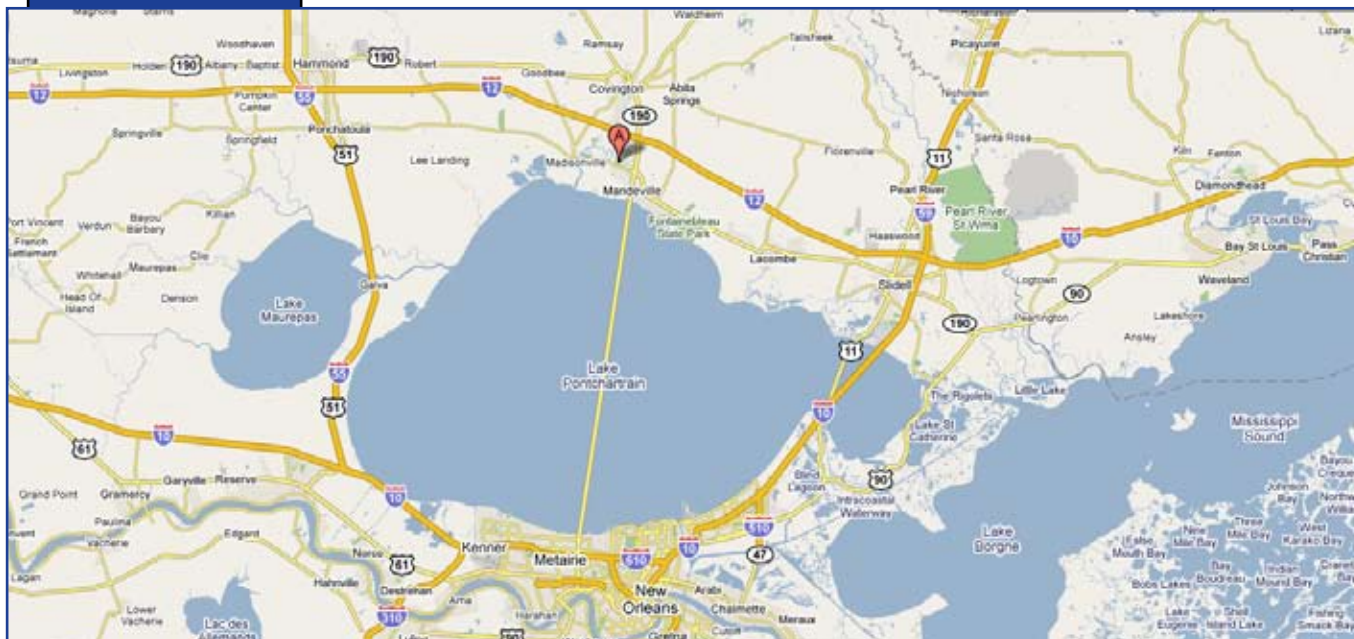
10:30 a.m. Registration/Lunch  
11:45 a.m. Shotgun  
5:00 p.m. Dinner/Awards

### Local Alumni Contact:

Captain Ron Campana 71' President  
[kpnolachapter@gmail.com](mailto:kpnolachapter@gmail.com)



## Location



# NEW ORLEANS BLUE & GRAY GOLF CLASSIC

## Prices

\*Price includes tax deductible donation, USMMA Gift, green fees, cart fees, lunch, dinner and refreshments.

### Golf Prices:

Single Golfer Price	\$200
Twosome Price:	\$400
Foursome Price:	\$800
Dinner Only Price	\$50

### Sponsor Opportunities:

Local Dinner Sponsor:	\$2500*
Local Lunch Sponsor:	\$1750*
Local Beverage Sponsor:	\$1500*
Tee Box Sponsor:	\$350
Prize / Contest Sponsor	\$300

\* Includes Foursome

## By the Numbers

- There are many reasons to sponsor the Heidmar Blue & Gray Golf Classics:
  - Promote your products and/or services
  - Position your solutions with industry leaders
  - To show your support to the initiative for image enhancement
  - Congratulate the winners and celebrate their award winning achievements
- 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	
- In 2009, 1,120 golfers participated in the Heidmar Blue & Gray Golf Classics.

2009 - 1,120 golfers	2005 - 765 golfers
2008 - 1,290 golfers	2004 - 692 golfers
2007 - 1,160 golfers	2003 - 530 golfers
2006 - 863 golfers	

## Testimonials

*"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**

# NEW ORLEANS BLUE & GRAY GOLF CLASSIC

## Instructions

Please complete the following form and submit to the Blue & Gray Office at the U.S. Merchant Marine Academy Alumni Foundation. If you have any questions, please contact Gregg Matalas at 516-773-5544 or [gregg.matalas@alumni.usmma.edu](mailto:gregg.matalas@alumni.usmma.edu).

Mail to: Gregg Matalas, Manager of Blue & Gray  
 (Make Check Payable to) USMMA Alumni Foundation, Inc.  
 300 Steamboat Road, Kings Point, NY 11024

Fax to: Gregg Matalas - 516-482-5308

Online: [www.blueandgraygolf.com](http://www.blueandgraygolf.com)

## Payment Type

\*If you are paying with a business credit card or check, please provide the business' contact information, not your personal information. If you are paying via personal methods, please provide your personal information and not your business information.

\_\_\_\_\_ I am paying with a personal owned credit card  
 \_\_\_\_\_ I am paying with a personal check  
 \_\_\_\_\_ I am paying with a business owned credit card  
 \_\_\_\_\_ I am paying with a business check

## Contact

Please provide accurate billing and contact information.

Name: \_\_\_\_\_ Class Year (If Applicable): \_\_\_\_\_  
 Company (Write only if company is paying): \_\_\_\_\_  
 BILLING Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

## Credit Card

Please provide accurate Credit Card information.

Please Circle: Visa / MasterCard / AmEx

Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

## Items

Please complete to finalize registration.

Golf Items:	Price:	Qty:
Single Golfer Fee:	\$200	_____
Twosome Fee:	\$400	_____
Foursome Fee:	\$800	_____
Dinner Only Fee:	\$50	_____
<b>Sponsor Items</b>	<b>Price:</b>	<b>Check Yes</b>
Local Dinner Sponsor:	\$2500	_____
Local Lunch Sponsor:	\$1750	_____
Local Beverage Sponsor:	\$1500	_____
Tee-Box Sponsor	\$350	_____
Prizes / Contest Sponsor:	\$300	_____