



# 2011 HEIDMAR BLUE & GRAY GOLF CLASSICS

*BENEFITING UNITED STATES MERCHANT MARINE ACADEMY ATHLETICS*



**2011 National Sponsorship Packages**

# PELICAN HILL HIGHLIGHTS

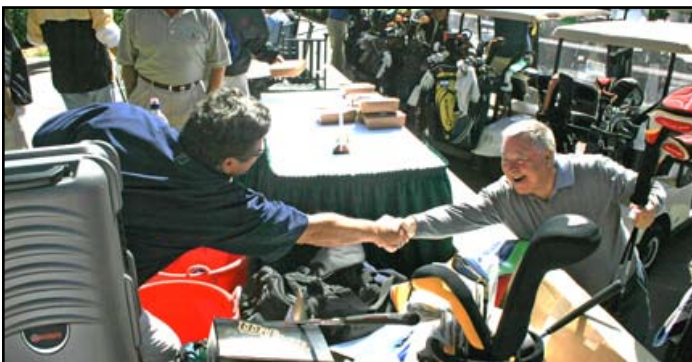
## 2011 HEIDMAR BLUE & GRAY GOLF CLASSICS



The **Heidmar Blue & Gray Golf Classics**, which is the nation's leading authority in maritime golf events, saw over 1,200 participants in 2010. Next year, the tour will add four new courses to the lineup, including the South Course at the Resort at Pelican Hill for the **L.A./Long Beach Blue & Gray Golf Classic** to be held on Monday, November 14.

The Tom Fazio designed South Course at Pelican Hill is considered one of the most amazing golf courses in the country. Fazio, a three-time recipient of Golf Digest's Best Modern Day Golf Course Architect, said he "re-perfected" the South Course less than five years ago. **National Sponsors** of the tour will be guaranteed spots in this outing. Individual registrations for this outing begin in March.

The tour tees off on Thursday, March 10 with the return of **Las Vegas Blue & Gray Golf Classic** held at the Royal Links Golf Club. Additionally, the tour will secure a discounted hotel rate at the New York-New York Hotel & Casino which sits proudly on the famous Las Vegas Boulevard.



The New York and Houston tournaments, which rank No. 1 and No. 2 respectively in golfers, will see over 500 attendees between the two events. The **New York Blue & Gray Golf Classic** (254 golfers in 2010) will be coordinated on Monday, July 25 at both the Engineers and North Shore Country Clubs, while the **Houston Blue & Gray Golf Classic** (220 golfers in 2010) will take place on Wednesday, April 20 at both the Woodlands Country Club (Arnold Palmer Course) and Canongate Resort (Panther Trails Course).



The outing that will see the biggest change is the **New Orleans Blue & Gray Golf Classic**, which will now coincide with the 2011 Workboat Show and take place on Tuesday, November 29 at the Chateau Golf & Country Club. The outing will be added to the 2011 Work Boat Show schedule and will have a Tuesday morning shotgun so convention attendees can prepare exhibits in the afternoon.

The **Tampa Blue & Gray Golf Classic** will also see an upgrade and be held at the Tampa Palms Golf & Country Club on Monday, November 7.

Early spring tournaments in Fort Lauderdale and Washington, D.C. will remain at the same courses. The **Fort Lauderdale Blue & Gray Golf Classic** saw success at the Jacaranda Golf Club and will play there on Friday, April 8. The **Washington, D.C. Blue & Gray Golf Classic** will be held on Monday, May 23 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.

On the “Back Seven,” golfers will experience some of the best courses on the tour. The **Norfolk Blue & Gray Golf Classic**, which saw 108 golfers, will play at Greenbrier Country Club on Monday, September 26. The crowd favorite **San Francisco Blue & Gray Golf Classic** will see the Blue Angels fly overhead at the Presidio Golf Course on Thursday, October 6. The true gem of the tour lies at the **Baltimore Blue & Gray Golf Classic** which takes place at Bulle Rock (October 18), which is a Golf Digest Top 100 Course in the country. The 2011 **Kings Point/Homecoming Blue & Gray Classic** will return to Engineers Country Club on Thursday, October 13 giving reunion attendees the chance to etch their name into the Kings Point Trophy.

The Heidmar Blue & Gray Golf Classics are maritime golf tournaments coordinated by the USMMA Alumni Association and Foundation 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.

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



- 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 Federal Service Academies (Army, Navy, Air Force, Coast Guard, Merchant Marine) and is located in Kings Point, N.Y.
- 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 1,500 attendees annually.
- **Heidmar Inc.** is the National Title Sponsor and located in Norwalk (Conn.). 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. The organization extended its partnership through 2013.
- The Heidmar Blue & Gray Golf Classics are coordinated by the United States Merchant Marine Academy Alumni Association & Foundation, Inc.
- Portion of sponsorship is tax deductible. The USMMA Alumni Association & 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)



**In 2010, 1,180 golfers participated in tournaments.**

**2010 - 1,180 golfers**

**2009 - 1,120 golfers**

**2008 - 1,290 golfers**

**2007 - 1,160 golfers**

**2006 - 863 golfers**

**2005 - 765 golfers**

**2004 - 692 golfers**

**2003 - 530 golfers**

**Of the 745 business cards collected in 2010, 634 cards listed the person's title. 76% of those golfers were top executives representing hundreds of maritime corporations.**

13% - Senior Level Executives

12% - Director Level Executives

**11% - Owners, Presidents, CEOs, Chairmen**

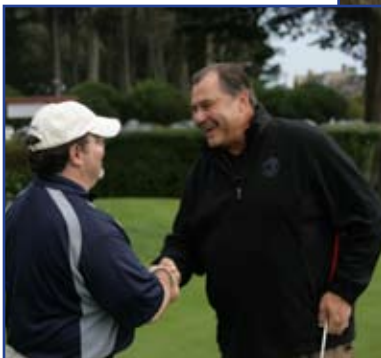
10% - Vice President Level Executives

8% - Manager Level Executives

8% - Regional Level Executives

7% - Regional Level Executives

7% - Sales Manager Level Executives



**Tim Brennan '87**

**President and CEO - Heidmar Inc.**

*The Blue & Gray Golf Classics presents a great opportunity for the maritime industry to network, support a great cause and, in general, to enjoy a fun-filled and challenging day of golf with friends, alumni and business associates. Kings Point has provided many of us, including eight graduates at Heidmar, a top maritime education and a fantastic network of alumni. Graduates from some of the other federal academies have told me that they are surprised at how close Kings Pointers are and how much they look after each other after graduation. Supporting the Blue and Gray is one way to give back to the school that has done so much for us.*



**Bruce Trent**

**Vice President, US East Coast - Rolls-Royce**

*We are pleased to contribute to the Academy through the Heidmar Blue & Gray Golf Classics. We can support athletic programs at Kings Point; build relationships with midshipmen and alumni; highlight the Rolls-Royce name to a variety of maritime professionals-all at the same time. Having played in the tournament for the past four years, I know first-hand that it is a great networking event and an effective means of making connections with others in the maritime industry. I also appreciate the opportunity to treat some of Rolls-Royce's valued customers to a special experience. The atmosphere at the event is relaxed and provides quality business time away from the boardroom.*



**Tim Green '94**

**Managing Consultant - Faststream Recruitment**

*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 already benefited our organization.*



**Gary C. Faber '73**

**President and COO - Foss Maritime**

*Giving back to our community of merchant mariners has always been a core value at Foss, and we are pleased to be able to support the fine work of the USMMA with our participation in the Heidmar Blue & Gray Golf Classics. As an alumnus of Kings Point, I value the Heidmar Blue & Gray Golf Classics for the opportunity it affords the maritime community to support the men and women who will enter into this thriving industry. Given the current state of the global economy, supporting the institutions that are educating the next generation of world-class merchant mariners is more crucial than ever.*



**Steve Ware '71 - Owner - Baydelta Maritime**

*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. I am able to visit my customers, listen to their needs and have a little fun in the process. It's a win-win for everyone involved.*

**Jim Black - President/CEO - Moran Shipping Agencies**

*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!*

**Bill Mergenthaler '78 - Reg. Director - World Fuel Services**

*Great schedule; Well organized and managed events which allow us to combine business and entertainment in a maritime industry environment in support of USMMA athletics.*

**Brett Keil - Senior V.P. - The Maritime Executive**

*The Heidmar Blue & Gray Golf Classics are a 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.*

**Margaret Faucher '03 - Client Relations N.A. - ABS Americas**

*I enjoy participating in the Heidmar Blue & Gray Golf Classics because it allows me to interact with members of the maritime industry and other Merchant Marine Academy alumni in a unique social setting. The older alumni give great golf and business recommendations. It is also fun to find out about their careers and experiences.*

**Thomas O'Toole '06**

**Marine Broker - Compass Maritime Services**

*The Heidmar Blue & Gray Golf Classics give our organization an excellent platform to meet and entertain clients outside of the office in addition to networking with other customers, colleagues and alumni of the Merchant Marine Academy. I highly recommend young Kings Pointers to get involved in the program.*

**Lindsay Conte '05**

**Commercial Operations - OSG Ship Management, Inc.**

*Participating in the outings gives individuals the opportunity to network with KP alumni and maritime executives. It's important to give back to the school so that the current and future Midshipmen can benefit from the Classics of which I participate. I hope more alumni will come out and play, not only for a day out of the office but for the midshipmen.*



# 2010 NATIONAL SPONSORS (LAST SEASON)



*Last season, there were 29 National Sponsors that committed over \$300,000 in revenue. The group is photographed above at the 2010 New York Blue & Gray Golf Classic.*



**HEIDMAR INC.** - National Title Sponsor

**ROLLS-ROYCE** - National Lunch Sponsor - \$25,000

**FASTSTREAM RECRUITMENT** - National Dinner Sponsor - \$20,000

**FOSS MARITIME** - National Website Sponsor - \$20,000

**BAYDELTA MARITIME** - Player of the Year Level - \$20,000

**CHEMBULK TANKERS** - Player of the Year Level - \$20,000

**MCALLISTER TOWING** - Player of the Year Level - \$20,000

**COMPASS MARITIME SERVICES** - All-Conference Level - \$10,000

**ABS AMERICAS** - All-Conference Level - \$10,000

**AUSTAL USA** - All-Conference Level - \$10,000

**LEE CARR '61** - All-Conference Level - \$10,000

**MORAN SHIPPING AGENCIES** - Team MVP Level - \$8,000

**KONGSBERG MARITIME** - Team MVP Level - \$8,000

**WORLD FUEL SERVICES** - Team MVP Level - \$8,000

**CROWLEY MARITIME** - National Sponsor- \$6,500

**HESS BUNKERS** - Team Captain Level - \$6,000

**WILHELMSSEN SHIPS SERVICES** - Team Captain Level - \$6,000

**MALLORY, JONES, LYNCH, FLYNN** - Team Captain Level - \$6,000

**KPI BRIDGE OIL (USA)** - Team Captain Level - \$6,000

**ANDRIE INC.** - Team Captain Level - \$6,000

**VALLS GROUP** - Team Captain Level - \$6,000

**WÄRTSILÄ** - National Sponsor - \$5,000

**GLANDER INTERNATIONAL** - National Sponsor - \$4,500

**TORM SHIPPING** - National Sponsor - \$4,500

**TRANSMARINE NAVIGATION** - National Sponsor - \$4,000

**DREW MARINE** - Ball Marker Sponsor - \$4,000

**DIETZE AND ASSOCIATES** - National Sponsor - \$3,500

**LARRY GOTTLIEB (USMMA PARENT)** - National Sponsor - \$3,500

**WILHELMSSEN SHIPS SERVICES** - Tee-Packet Sponsor \$2,000



- 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 events.
- The sign displays your company logo and website information and is placed in full view of all golfers.
- The banner displays your company logo and website information and is placed in full view of all golfers.
- Any sponsorship equal or greater than \$20,000 includes a banner displayed during entire outing.
- A website banner, which links directly to your company website, is added to the tournament website.
- If you would like to sponsor nationally and do NOT see a package that fits your exact needs, please contact the Blue & Gray Office to develop a package that works for you.

## 2011 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
- **\$8,500 - Team MVP Package**  
Four (4) Foursomes
- **\$6,500 - Captain Package**  
Three (3) Foursomes
- **\$5,000 - Varsity Package**  
Two (2) Foursomes
- **\$3,500 - Foursome / Two (2) Twosome Package**  
One Foursome or Two (2) Twosomes
- **\$2,000 - National Hole Sponsor**  
18x24 Color Sign + Website Banner  
Golf not included



**MARCH 10, 2011 - LAS VEGAS**  
**ROYAL LINKS GOLF CLUB**

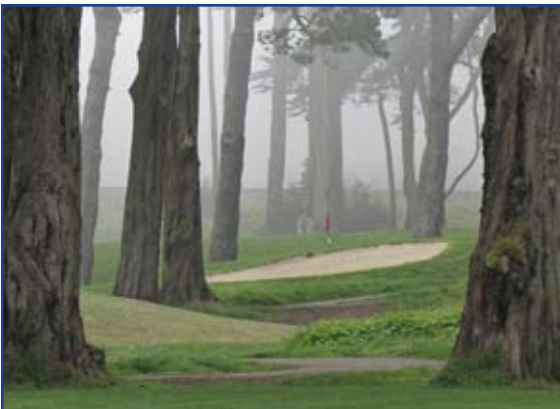
*Ranked #13 in 2009 Golf Digest Readers Choice Top 50 Public Courses*

**APRIL 8, 2011 - FORT LAUDERDALE**  
**JACARANDA GOLF CLUB - EAST COURSE**

*\$10 million renovation to East Course / "Best Places to Play" - Golf Digest*

**APRIL 20, 2011 - HOUSTON**  
**WOODLANDS C.C. / CANONGATE AT THE WOODLANDS**

*Two of Houston's Premier Private Country Clubs*



**MAY 23, 2011 - WASHINGTON, D.C. - COUNTRY CLUB OF FAIRFAX**  
*In Conjunction with Maritime Day in Washington, D.C. (May 22)*

**JULY 25, 2011 - NEW YORK - ENGINEERS C.C. / NORTH SHORE C.C.**  
*Two of Long Island's Premier Country Clubs*

**SEPT. 26, 2011 - NORFOLK (VA.) - GREENBRIER COUNTRY CLUB**  
*One of Norfolk's Premier Private Country Clubs*

**OCT. 6, 2011 - SAN FRANCISCO - PRESIDIO GOLF COURSE**  
*"Best Places to Play" - Golf Digest - Fleet Week 2010*



**OCT. 13, 2011 - KINGS POINT/HOMECOMING**  
**ENGINEERS COUNTRY CLUB**  
*55 Golfers attended its 2010 Debut!*

**OCT. 18, 2011 - BALTIMORE - BULLE ROCK**  
*Former Site of the McDonald's LPGA Championship - LPGA Tour Major*  
*Ranked #36 - Golf Magazine Top 100 Courses You Can Play*

**NOV. 7, 2011 - TAMPA - TAMPA PALMS GOLF & COUNTRY CLUB\***  
*One of Tampa's Premier Private Country Clubs*

**NOV. 14, 2011 - L.A./LONG BEACH**  
**THE RESORT AT PELICAN HILL - SOUTH COURSE**  
*"Best Experience" - 2010 Southland Golf 2010 Readers Choice Awards*  
*"Best Courses You Can Play" - 2009 & 2010 Golfweek*  
*#11 Best Golf Resort - 2010 Golf Magazine*



**NOV. 29, 2011 - NEW ORLEANS / WORK BOAT SHOW**  
**CHATEAU GOLF AND COUNTRY CLUB**  
*Work Boat Show - 2,000+ Maritime Attendees*

# CONTACT INFORMATION



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