



**L.A. / Long Beach**

*Heidmar Blue & Gray Golf Classic*

*Pelican Hill Golf Club*

*Monday, November 12, 2012*

*Benefiting U.S. Merchant Marine Academy Athletics*

# LA. / LONG BEACH HEIDMAR BLUE & GRAY GOLF CLASSIC

## Prices

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

### Golf Prices:

Single Golfer Price	\$300
Twosome Price:	\$600
Foursome Price:	\$1200

### Sponsor Opportunities:

Local Breakfast Sponsor:	\$5000**
Local Lunch Sponsor:	\$3000*
Local Beverage Sponsor:	\$3000*
Tee Box Sponsor:	\$500

\*\* Includes Two Foursomes

\* Includes Foursome

## LA. / Long Beach Outing

The Resort at Pelican Hill  
22701 Pelican Hill Road South  
Newport Coast, CA 92657  
[www.pelicanhill.com](http://www.pelicanhill.com)

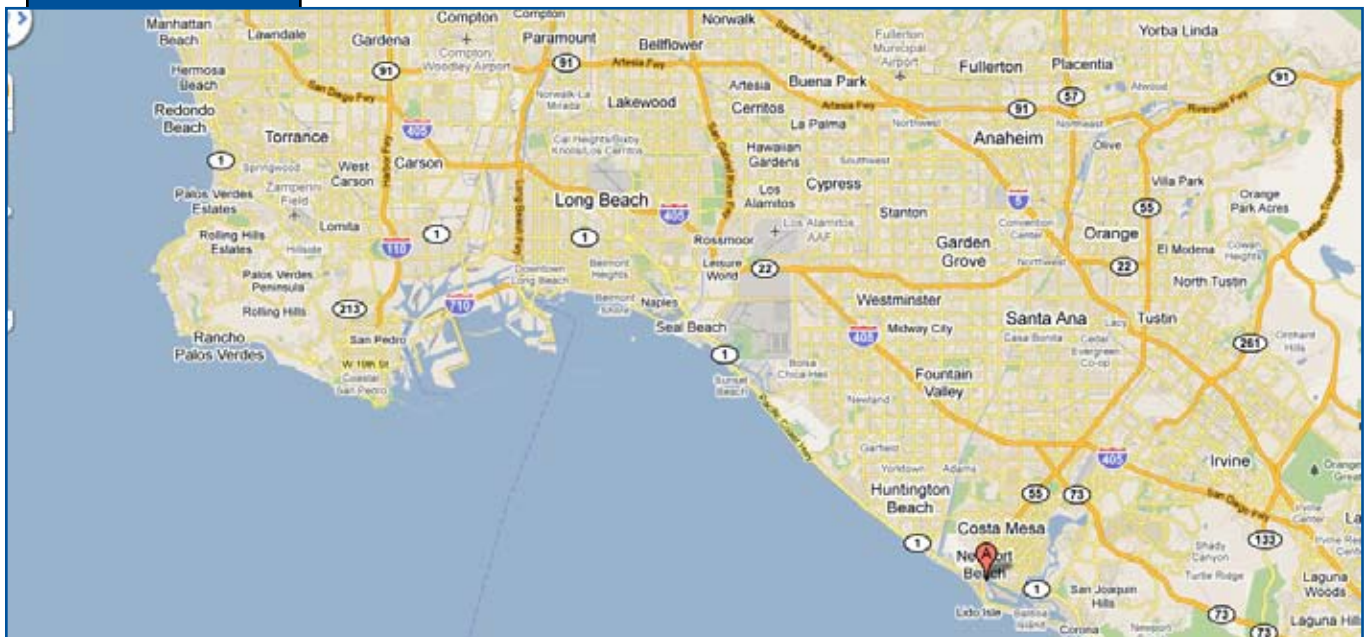
Monday, November 12, 2012  
9:00 a.m. Registration/Breakfast  
11:00 a.m. Shotgun / Scramble  
Post Golf Reception - TBD

Local Alumni Contact:  
John Daly '82 - [kpsocal07@yahoo.com](mailto:kpsocal07@yahoo.com)

For Additional Information  
[www.blueandgraygolf.com](http://www.blueandgraygolf.com)

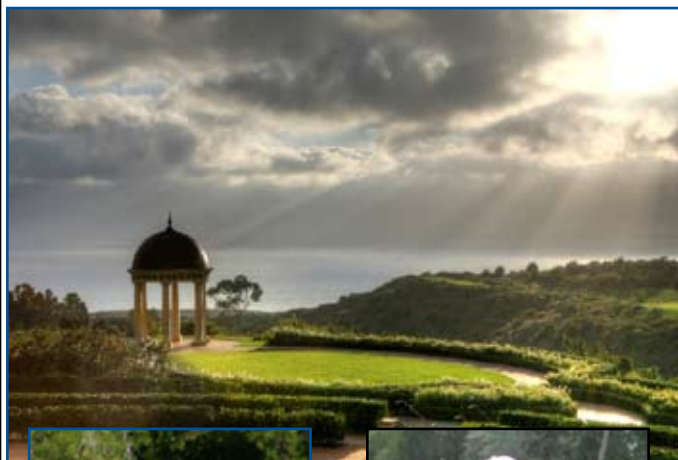
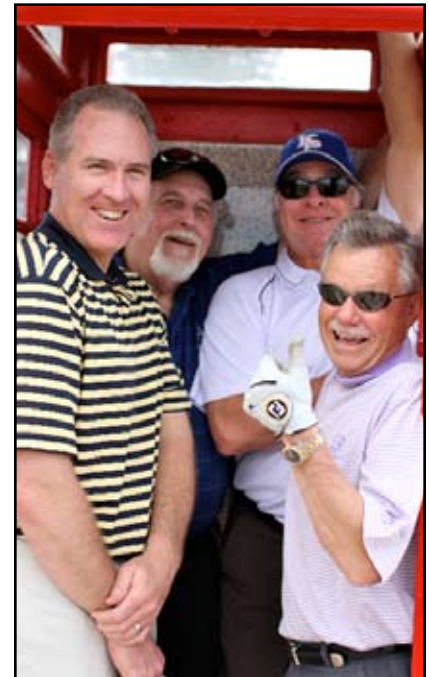


## Location



# 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 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 1,600 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 nine 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 2011, 1,408 golfers participated in tournaments.

**2011 - 1,408 golfers - Tour Record**

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 1,408 golfers in 2011, we received 694 business cards, of which, there were approximately 80-100 repeat golfers over multiple events. In the end, we had 539 cards that listed the person's title. Below are the percentages of those golfers. The majority of our golfers are high ranking officials in the Maritime Industry.

- 23%** Vice Presidents, Business Development Officers
- 22% Manager Level Executives
- 13%** Owners, Presidents, CEOs, CFOs, COO's
- 12% Maritime Operations (Brokers/Sales/Operations/Logistics)
- 11% Director Level Executives
- 6%** Senior Level Executives (Senior Vice Presidents)
- 6% Regional General Managers, G.M.'s, District Directors
- 4% Engineering Operations
- 3% Maritime Related / Other (Retired, Military, Maritime Staff)
- 1% Maritime Lawyers



# U.S. MERCHANT MARINE ACADEMY

The **United States Merchant Marine Academy** is one of the country's five (5) U.S. Federal Academies. It falls under the direction of the U.S. Department of Transportation and U.S. Maritime Administration.

- U.S. Merchant Marine Academy (Kings Point, NY - Long Island)**
- U.S. Military Academy (West Point, NY)
- U.S. Naval Academy (Annapolis, MD)
- U.S. Coast Guard Academy (New London, CT)
- U.S. Air Force Academy (Colorado Springs, CO)

One of the foremost institutions in the field of maritime education, U.S. Merchant Marine Academy graduates include ship captains, marine engineers, naval architects, lawyers and officers in every branch of the United States armed forces in all 50 states and numerous foreign countries.

USMMA midshipmen must spend one year at sea on U.S. Flag Ships that transit the world. Many midshipmen have trained on several ships connected to U.S. Armed Force Operations.

Graduates must commit five years of service in our country's U.S. Flag Merchant fleet or in our country's Armed Services. On average annually, approximately 1/3 of the Regiment goes active duty while the remaining 2/3 enter the Maritime Industry serving the needs of the United States Maritime Administration.



# L.A. / LONG BEACH HEIDMAR 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, Director of Marketing / 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 Company Name 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:	\$300	_____
Twosome Fee:	\$600	_____
Foursome Fee:	\$1200	_____
Sponsor Items	Price:	Check Yes
Local Dinner Sponsor:	\$5000**	_____
Local Lunch Sponsor:	\$3000*	_____
Local Beverage Sponsor:	\$3000*	_____
Tee-Box Sponsor	\$500	_____

\*\* Includes Two Foursomes

\* Includes Foursome

# ANNIKA™ ACADEMY

## SKILLS CHALLENGES

### ANNIKA Academy

7450 Sparkling Ct. Reunion, Fla. 34747

info@theANNIKAacademy.com | www.theannikaacademy.com

407.662.GOLF | 1.888.ANNIKA2



*"We are honored to support the Heidmar Blue & Gray Golf Classics and the men and women of the United States Merchant Marine Academy."*

*"We are excited to be connected to this unique and special tour and I personally invite the Merchant Marine Academy community and Heidmar Blue & Gray Golf Classics participants to our facility."*

*"Come share my passion for golf, fitness and nutrition by joining us in Florida for a little fun, golf and instruction."*

Annika Sorenstam

Founder and CEO - ANNIKA Academy

### SKILLS CHALLENGES

Longest Drive

Straightest Drive

Closest to the Pin (2)

Longest Putt

Par 5 Challenge\*

*\*For \$50, your group can decide to hit your second shot from 150 yards from the Pin!*

The **U.S. Merchant Marine Academy Alumni Association and Foundation** is proud that the **ANNIKA Academy**, the renowned golf teaching facility founded by Hall of Fame LPGA golfer **Annika Sorenstam**, is a national sponsor of the Heidmar Blue & Gray Golf Classics and its "Skills Challenges." The tour will feature five on-course contests called the "ANNIKA Academy Skills Challenges" and consist of the Longest Drive, Straightest Drive, Longest Putt, Closest to the Pin (2) and the Par 5 Challenge.

The **Merchant Marine Academy** will benefit through a revenue sharing program with the ANNIKA Academy, which features multiple golf school vacation packages geared toward world-class instruction. The ANNIKA Academy will donate a percentage of proceeds to the Merchant Marine Academy for all three day golf packages booked by USMMA graduates, families and friends.

The ANNIKA Academy, located on the property of Reunion Resort just miles from Disney World, is personally operated under Sorenstam and her team of instructors, personal swing coach **Henri Reis**, personal trainer **Kai Fusser** sister, LPGA winner, **Charlotta Sorenstam**, and **Mark Bereza**. Together, their style and approach to teaching golf has reshaped the skill levels of thousands of golfers.

