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## PHIL BUNDY ACCEPTING SPONSORSHIPS AND SCHEDULING APPEARANCES TO HELP FUND QUEST TO PLAY ON THE PGA TOUR

February 18, 2009 -- Professional golfer Phil Bundy is accepting sponsorships and scheduling personal appearances to help fund his quest to play on the PGA Tour.

Bundy has already confirmed support from Prudential, CEO Club, Interactive Frontiers Software, OGIO and SkyCaddie as well as monetary contributions from several individuals. Sponsors receive brand identification, presence on the professional golfer's official blog, and the use of his testimonial and image for company advertising, marketing, and promotions. Sponsors also receive visibility and media coverage through Bundy's appearances at tournaments, exhibitions, golf outings, and trade shows.

With recognition of the economic environment, Bundy has packaged affordable and creative sponsorship opportunities that still deliver a high return on investment. While every arrangement is structured differently, sponsorships usually include a mix of financial support, in-kind product and services, marketing and public relations support, and charitable contribution to benefit Bundy's golf development programs. Bundy is seeking sponsors in the following categories:

**Primary and Presenting Sponsors** -- Major partners maximize brand exposure and identification with Bundy's quest to play on the PGA Tour. Ideal opportunity for companies that provide business or consumer products and services.

**Golf Equipment and Apparel Sponsors** -- Opportunity for golf equipment, accessory, and apparel companies.

**Technology Sponsor** -- Perfect opportunity for makers of cameras, computers, mobile devices, and other technology hardware as well as technology service providers, given Bundy's heavy use of technology, blogging, and social networks in documenting his quest.

**Automobile Sponsor** -- A grassroots marketing opportunity to decorate a vehicle identified with Bundy's journey.

**Travel Sponsor** -- Natural fit for airline, rental car, or hotel companies.

**Resort Sponsor** -- Great opportunity for a resort or development company to promote destinations.

**Course Sponsor** -- Opportunity for a golf course in Washington, DC area to serve as Bundy's home course for practice and special events.

**Media Partner** -- Major publication or blog to publish regular contributions from or about Bundy during the quest.

Bundy also enjoys meeting people and talking golf. He is scheduling and making personal appearances at events to share his experiences and to perform entertaining golf exhibitions. Already, he has appeared at events for numerous corporations, associations, and charities, including Buick Motors, Booz Allen, Prudential, SAP, Lockheed Martin, Mercy Health Clinic, and U.S. Chinese Golf Association. In his clinics, he demonstrates the fundamentals of golf as well as the changes that he has made in his own swing to try to compete with the world's best players. He also hits trick shots that delight golfers and non-golfers alike. At some golf outings, he enhances the events with "Beat the Pro" and hole-in-one contests that can raise funds for charitable activities. He also participates as a speaker during awards banquets for golf groups. For tradeshow and conventions, he performs his exhibitions indoors, utilizing a state of the art computerized golf swing simulator.

Bundy's quest to play on the PGA Tour is receiving wide-spread media attention. Phil Keoghan, Emmy-Award winning television personality and host of The Amazing Race, has requested an interview with Bundy for an upcoming documentary on men reaching for goals at mid-life. He has been or will be featured on several podcasts and radio programs, including The Growing Bolder Radio Show, Golf Success, Play on Golf, and Golfgal. His quest has been the subject of many articles and has been featured on popular golf blogs like World Golf, Waggle Room, and The Sand Trap.

For more information on sponsorships and/or appearances, please email Bundy at [phil@philbundy.com](mailto:phil@philbundy.com), or call him at 301.514.7080.