



# ORLANDO'S SIGNATURE EVENT

**MARCH 14-20, 2016**

Arnold Palmer's Bay Hill Club & Lodge, Orlando, FL  
[ArnoldPalmerInvitational.com](http://ArnoldPalmerInvitational.com)



Official Event

# WHY entertain AT API?

**One week every spring, Central Florida celebrates the game of golf ... and its most iconic champion.**

Thousands of fans crowd the fairways each day to watch the best players in the world compete. Thousands more gather in the Chalets and Clubs to eat, drink and swap stories with colleagues and friends.

When the final hole is played, the roar and excitement is electric on the standing-room-only 18th green.

Arnold Palmer — who brought the game of golf to the masses and today remains its most beloved player — has built an annual tradition at Bay Hill Club & Lodge that delivers seriously great golf amidst a fun, festive social scene. It's one of the PGA TOUR's most anticipated tournaments and it happens in the heart of one of the world's most-traveled cities.



# IN GOOD company

Whether you're thanking top clients or rewarding high performers, entertaining at the tournament is just smart business. Executives, CEOs and senior managers in banking and finance, technology, healthcare, transportation and logistics, and professional services are among our 130,000+ guests each year.

The mood is light and the pace relaxed, giving you plenty of time with your guests. The bonus? Golf Channel and NBC broadcast the tournament live Thursday through Sunday, giving your guests even more cache.

**75%** Florida Residents   **17%** Other U.S.   **8%** International



Ages:  
**63%** 45+  
**30%** 25-44  
**7%** 25 & under

**56%** \$100,000+ Annual Income   **71%** Have College Degree

IN 2015, THE FOLLOWING COMPANIES WERE AMONG OUR HOSPITALITY PARTNERS:





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# expo

Interact with 130,000+ spectators and showcase your products and services. Capture leads, activate promotions and offer special giveaways.

## FEATURES

- 10' x 10' tent with flooring, power, skirted table and two chairs
- Opportunity to fully customize interior tent
- High-traffic location
- Two staff passes for company representatives
- One on-site parking pass per day
- Company name on tent exterior
- Company name on sponsor board in high-traffic location

## TOTAL INVESTMENT

Starts at \$7,500

Larger spaces are also available.

