



## U.S. MERCHANT MARINE ACADEMY ALUMNI FOUNDATION, INC.

December 3, 2008

# NATION'S BEST IN MARITIME GOLF GETS BETTER

## *Bulle Rock Highlights 2009 Heidmar Blue & Gray Golf Classics*

Kings Point, N.Y. - The **Heidmar Blue & Gray Golf Classics** will introduce three new golf courses to its 2009 tour with Bulle Rock in Maryland highlighting the field. The eight-month tour commences in March and travels the entire country setting up camp at 12 amazing golf courses.

After seeing a record 1,290 golfers in 2008, the Classics enhanced the field by switching courses in Baltimore, Washington, D.C. and New Jersey. **Bulle Rock**, one of the country's finest courses and nationally ranked at No. 30 by *Golf Digest*, will be the new home in the Chesapeake Bay area. The course is also one of only 24 Five-Star Rated Courses in North America (*Golf Digest*).

In conjunction with the Propeller Club of Washington D.C., the Washington D.C. Golf Classic gets a new look by playing at the **Laurel Hill Golf Club**. The track is one of the area's best and ranked by *Golfweek.com* as one of America's Best Municipal Courses. The event takes place the day before the Propeller Club's Annual Salute to Congress on Monday, April 27.

With nearly 90 golfers at the inaugural New Jersey Golf Classic, the tournament is being moved to **Neshanic Valley Golf Course** in Branchburg. *Golf Digest* ranks Neshanic as the No. 2 best public course in the state and 20th overall.

In addition to the three new courses, the Golf Classics will continue to play at fan-favorites, such as **Trump National** (Los Angeles), **Presidio** (San Francisco), **The Woodlands** (Houston) and the **Engineers/North Shore Country Club** combination in New York. Overall, the tour reaches nearly every major U.S. shipping port and attracts over 1,500 annual participants.

The events are maritime golf tournaments 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. The organization 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 and recently extended its partnership through 2013.

Company sponsorship packages are available now while individual tournament sign-ups will begin in January. For golf package and sponsor information view the accompanying sponsor packet or contact Gregg Matalas, Manager of Blue & Gray at 516-773-5544 or [gregg.matalas@alumni.usmma.edu](mailto:gregg.matalas@alumni.usmma.edu).

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



**2009 HEIDMAR BLUE & GRAY GOLF CLASSICS**  
*BENEFITING UNITED STATES MERCHANT MARINE ACADEMY ATHLETICS*

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**2009 National Sponsorship Packages**

## Heidmar Blue & Gray Golf Classics

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- 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 (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 sponsorship is 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)

## Participant Demographics

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- In 2008, a record 1,290 golfers participated in the Heidmar Blue & Gray Golf Classics.

<b>2008</b> - 1,290 golfers	<b>2006</b> - 863 golfers	<b>2004</b> - 692 golfers
<b>2007</b> - 1,160 golfers	<b>2005</b> - 765 golfers	<b>2003</b> - 530 golfers
- Of the 968 business cards collected in 2008, 887 cards listed the person's title. 76% of those golfers were top executives representing hundreds of maritime corporations.

<b>12%</b> - Owners, Presidents, CEOs, Chairmen	<b>9%</b> - Director Level Executives
<b>11%</b> - Senior Level Executives (EVPs, VPs, Operations, Sales)	<b>13%</b> - Manager Level Executives
<b>14%</b> - Vice President Level Executives	<b>8%</b> -Sales Manager Level Executives
<b>9%</b> - Regional Level Executives	

## National Sponsor Testimonials

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- "We continue to be thrilled to play a significant part in the Heidmar Blue and Gray Golf Classic program. It is a great way not only to support the school, but also to network with our friends and customers in the industry. It is win-win for all concerned and especially the midshipmen." **Tim Brennan '87 - President/CEO / John Hill '67 - Operations Control Director - Heidmar Inc.**
- "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 was already a benefit to our organization." **Tim Green '94 - Managing Consultant - Faststream Recruitment**
- "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**
- "Great schedule-solid/well organized and managed events which allow us to combine business and entertainment in a maritime industry environment in support of USMMA athletics." **Bill Mergenthaler '78 - Regional Director - World Fuel Services**
- "The Heidmar Blue and Gray Golf Classics are a great way to interact with your key clients and is a significant networking opportunity. We often talk about having a good working relationship with our business associates and what better opportunity than to actually be on the same team at the golf event. A great day to develop relationships and help provide funding for midshipmen who will shortly become industry leaders." **Ed Waryas '70 - Vice President, Marine - Lloyd's Register North America**
- 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. Good Luck in 2009!" **Steve Ware '71 - Owner - Baydelta Maritime**
- "The Heidmar Blue & Gray Golf Classics are 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." **Brett Keil - Senior Vice President - The Maritime Executive**

## National Sponsor Golf Packages

- 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 2009 Heidmar Blue & Gray Golf Classics. The sign displays your company logo and website information and is placed in full view of all golfers.
- A website banner, which links directly to your company home or related website, is designed and added to the tournament website.
- You can customize your package with specific marketing needs by contacting the Blue & Gray Office.

## Contact Information



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Heidmar Blue and Gray Golf Classics | [www.blueandgraygolf.com](http://www.blueandgraygolf.com)

USMMA Athletics | [www.usmmasports.com](http://www.usmmasports.com)

USMMA Alumni Foundation | [www.usmmaaf.com](http://www.usmmaaf.com)

U.S. Merchant Marine Academy | [www.usmma.edu](http://www.usmma.edu)

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



Last season, 25 maritime corporations participated in the National Sponsorship Package program. The organizations were represented at every outing.



*Due to the cost of some of our golf outings, we place four-some usage restrictions on a certain number of our events. Contact the Blue & Gray Office to discuss your marketing needs and customize a package that will benefit your organization.*

*Payments for the 2009 packages must be made in full by December 1, 2009. Installment plans are available but must be finalized prior to arrangement.*



**March 9 - FORT LAUDERDALE - Inverrary Country Club**

Has held a combined 15 PGA and LPGA Events  
Robert Trent Jones Design

**April 20 - HOUSTON - Woodlands Country Club / Canongate at the Woodlands**

Two of Houston's Premier Private Country Clubs  
Panther Trail Course - "Best Places to Play" - Golf Digest  
Arnold Palmer Course - Arnold Palmer Design



**April 27 - WASHINGTON, D.C. - Laurel Hill Golf Club**

In Conjunction with Propeller Club of Washington D.C.  
Ranked #21 - Golfweek.com America's Best Municipal Courses  
Ranked #9 - 2008 Golfweek.com Best Courses You Can Play in Virginia

**May 11 - CHICAGO - Klein Creek Golf Club**

"Best Places to Play" - Golf Digest



**July 27 - NEW YORK - Engineers Country Club / North Shore Country Club**

Two of Long Island's Premier Country Clubs  
North Shore Country Club - Established in 1914  
Engineers Country Club - Established in 1917

**Sept. 22 - NEW JERSEY - Neshanic Valley Golf Course**

Ranked #2 - Golf Digest (Public) "Best in State"  
Ranked #20 - Golf Digest (Public and Private) Best In State  
Ranked #4 - Golf Magazine "Most Playable Public Course in New Jersey"



**Sept. 28 - NORFOLK (VA.) - Greenbrier Country Club**

One of Norfolk's Premier Private Country Clubs

**Oct. 8 - SAN FRANCISCO - Presidio Golf Course**

"Best Places to Play" - Golf Digest  
Fleet Week 2009 - Blue Angels Fly Overhead During Tournament



**Oct. 12 - NEW ORLEANS - Beau Chene Country Club**

One of New Orleans' Premier Private Country Clubs

**Oct. 20 - BALTIMORE - Bulle Rock**

One of only 24 Five-Star Rated Courses in North America - Golf Digest 2008  
Site of the McDonald's LPGA Championship - LPGA Tour Major  
Ranked #30 - Golf Magazine Top 100 Courses You Can Play  
Ranked #49 - Golf Digest America's 100 Greatest Public Golf Courses  
Ranked #1 - Golf Digest (Public) "Best in State"  
Ranked #4 - Golf Digest (Public and Private) "Best in State"  
1998 Pete Dye Design

**Nov. 2 - Tampa - River Hills Country Club**

One of Tampa's Premier Private Country Clubs

**Nov. 19 - L.A./Long Beach - Trump National Golf Club**

Ranked #34 - Golf Magazine Top 100 Courses You Can Play  
Ranked #18 - 2008 Golfweek.com Best Courses You Can Play in California