

# Celebrate the Cup!

## The Flags at Champions Row

The 2008 Ryder Cup will be played at Valhalla Golf Club, September 16-21, 2008. This world class event has all of Kentucky wanting to celebrate. Take advantage of this branding opportunity as you enter the final two miles to Valhalla. US and European flags will fly along Shelbyville Road on both sides of the scenic parkway leading to the course entrance. Players and guests will know that they are approaching Valhalla for the greatest match play on earth as they are greeted by these flags with corporate pennants hoisted immediately below. Position your Brand as close to the course as you can by participating as a flag sponsor. Here is your company's opportunity to commemorate this spirited international event – **purchase a Hospitality Flag and help us welcome the world!**

- Each flag will be on a 20 foot flag pole with a 4 x 6 foot flag and 2 x 5 foot sponsor pennant.
- Sponsor Pennant will be navy blue with white lettering and font will be the same on all pennants.
- Flags will be: USA, State, City, The Cup, Ireland, and Scotland etc. etc. etc.
- Flagpoles will be 50 feet apart on both sides of Shelbyville Road from the area of Landis Lakes Center to the east outer edge of Valhalla property (this could be larger).
- At this time we anticipate the Flags to be flying 6 weeks.
- Each flag and sponsor pennant will be given to the sponsor after they are taken down. They must be picked up at the Louisville East-Middletown Chamber office.
- Payment can be made by American Express, Visa, MasterCard, Discover, cash or check.  
Make checks payable to: LEMCC Cup Flags.
- The Flags at Champions Row sponsorship fee is \$795.00.
- LEMCC federal ID #61-11500690

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