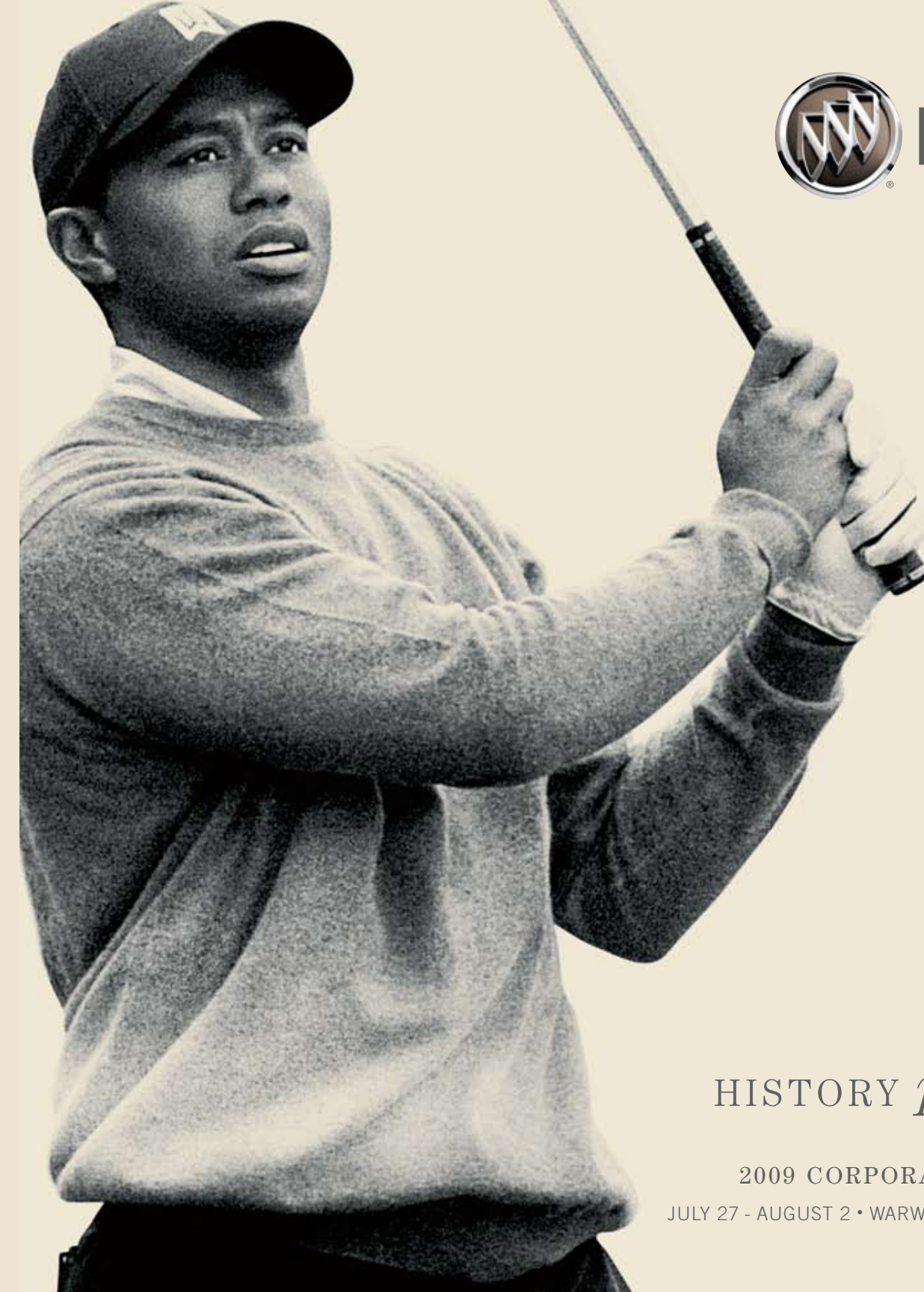




For more information or to order your sponsorship, please contact us. We'll be happy to answer any questions and discuss the options that best meet your needs.

Buick Open Sales and Marketing
General Motors R*Works
One Woodward Avenue, Suite 1100
Detroit, MI 48226
313-596-9027

Thank you for supporting the Buick Open and the Buick Open Charities. See you at Warwick Hills Golf & Country Club.



HISTORY *plays* HERE

2009 CORPORATE SPONSORSHIP
JULY 27 - AUGUST 2 • WARWICK HILLS GOLF & COUNTRY CLUB



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The 17th Hole
Warwick Hills Golf & Country Club



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Billy Casper
1958 Buick Open Champion



HISTORY *plays* HERE

WE INVITE YOU TO JOIN US THIS YEAR AS WE
CELEBRATE THE PAST WHILE CHEERING ON THE BEST OF TODAY.

1958

1965

1982

1986

1994

2006

2008

Golf legend Billy Casper wins
the first Buick Open.

Buick, first corporate sponsor
of the PGA TOUR.

HISTORY OF THE BUICK OPEN

For over 50 years the Buick Open has set the stage for some of the most thrilling golf in PGA TOUR history. From improbable comebacks and classic finishes to some of the most memorable shots of all time, Warwick Hills Golf & Country Club and its packed galleries have witnessed golf at its finest.

It all began in 1958 when Buick became the PGA TOUR’s first corporate sponsor. Now, more than 50 years later, your company has an opportunity to capitalize on the PGA TOUR’s longest running corporate partnership. Over the years, the Buick Open has evolved into one of the TOUR’s most prestigious events, generating extensive media coverage from local, regional, national and international media.

For good reason, too. The legacies of many of the game’s greats will forever be associated with the Buick Open. It’s difficult to think of Ben Crenshaw without recounting his remarkable shot on the 13th hole at Warwick, where he flipped his nine-iron upside down to successfully play a left-handed chip shot. Of course, Crenshaw would go on to capture the 1986 Buick Open Championship. In 1981, fans were treated to a finish for the ages. Hale Irwin sunk a long curling birdie putt to beat out fellow greats Gil Morgan, Peter Jacobsen and Bobby Clampett in a four-man play-off. In 2006, Tiger Woods won his 50th career tournament, and second Buick Open, by shooting four 66s, and another record-setting accomplishment was the first successful defense of a Buick Open title by Tony Lema in 1965. The record remained his until Vijay Singh won back-to-back tournaments in 2004 and 2005, his second and third victories at the Buick Open.

Just a survey of past winners explains why the Buick Open has risen to such prominence. Tournament champions include Billy Casper (1958), Julius Boros (1963, 1967), Tom Weiskopf (1968), Peter Jacobsen (1980), Hale Irwin (1981), Ben Crenshaw (1986), Brad Faxon (1991), Fred Couples (1994), Justin Leonard (1996), Jim Furyk (2003), Vijay Singh (1997, 2004, 2005), Tiger Woods (2002, 2006) and Kenny Perry (2001, 2008).

However, the biggest beneficiaries of the tournament have been the area charities. All tournament proceeds, after expenses are paid, go directly to charity. Over the years Buick has raised over \$10 million for worthy causes in southeastern Michigan. So corporate sponsors, while benefiting from valuable marketing exposure, also make important contributions to the community.

Another point of pride, Buick has a sponsorship agreement with the world’s number-one player and sports celebrity, Tiger Woods. Tiger and Buick have developed a great partnership over the past nine years. He has been an integral part of Buick’s marketing and advertising programs and has played in the Buick Open six times since the 2000 season.

History is made in moments and remembered for decades. The Buick Open gives you and your company the opportunity to witness history in the making. It not only offers spectacular golf, but also gives you unparalleled access to fans, sponsors and media. As Michigan’s only annual PGA TOUR event, there has never been a better time to become part of this great tradition. **The 2009 Buick Open. History Plays Here.**

EVENT ESSENTIALS

key facts about the buick open

PLACE: Grand Blanc, Michigan

ESTABLISHED: 1958

COURSE: Warwick Hills Golf & Country Club

PAR: 72

YARDAGE: 7,127

CURRENT CHAMPION: Kenny Perry

TOURNAMENT RECORD SCORE: Robert Wrenn-26 (1987)

PURSE: \$5,100,000

THE FIELD: The Buick Open consistently draws top names on the PGA TOUR. In recent years, Tiger Woods, John Daly, Mike Weir, Geoff Ogilvy, Vijay Singh, Jim Furyk, Trevor Immelman and Rocco Mediate have been just a few of the golf superstars to tee it up at Warwick Hills.

TELEVISION: The Golf Channel broadcasts the tournament nationally Thursday and Friday. CBS Sports broadcasts the tournament nationally Saturday and Sunday.

TOURNAMENT CHARITIES: Since 1982, the Buick Open has donated over \$10 million to southeastern Michigan charities. In 2008, the Buick Open raised money for the following organizations:

AGA Booster Club

American Lung Association

American Red Cross

Boy Scouts of America

Boys & Girls Clubs

of Greater Flint

Clarkston Athletic Boosters

Community Foundation

of Greater Flint

Easter Seal Society

Flint Institute of Music

Flint Junior Golf Association

Goodrich Schools

Grand Blanc Community

Schools

Mt. Holly Ski Patrol

Sloan Museum/Flint Cultural

Center

Visually Impaired Center

Whaley Children’s Center

SCHEDULE OF EVENTS

Seven Days of Excitement and Opportunities

MONDAY, JULY 27
PGA TOUR Players’ Practice Rounds
Monday Pro-Am

TUESDAY, JULY 28
PGA TOUR Players’ Practice Rounds
Buick Family Golf Clinic

WEDNESDAY, JULY 29
OnStar Pro-Am

THURSDAY, JULY 30
Opening Round of Buick Open

FRIDAY, JULY 31
Second Round of Buick Open

SATURDAY, AUGUST 1
Third Round of Buick Open

SUNDAY, AUGUST 2
Final Round of Buick Open

BUICK OPEN CHARITY FACT

The Buick Open partnered with the Genesys Foundation to create “Party with the Pros” to benefit the Genesys Regional Medical Center’s Women’s and Children’s Center.

Tony Lema
1964 & 1965 Buick Open Champion

BENEFITS OF SPONSORSHIP



ELEVATE YOUR *game*

1958

1965

1982

1986

1994

2006

2008

Tony Lema defends his 1964 Buick Open title by holding off a field of world-class challengers, including Jack Nicklaus and Arnold Palmer.

THE BENEFITS OF SPONSORSHIP

how your company gains

As a sponsor of the 2009 Buick Open, you can:

Build business relationships in a first-class setting.

Entertain valuable customers and employees.

Promote your company to an upscale target market with demonstrated buying power.

Spotlight your company as a community leader.

Associate your business with nationally recognized companies who currently sponsor the Buick Open.

All tournament proceeds go to southeastern Michigan charities.

how you can stand out from the field

You'll find many ways to participate at the 2009 Buick Open:

Advertising Packages

Corporate Expo Tents

Skyboxes

Sky Suite at 17

Trophy Suite at 17

17th or 18th Fairway Chalets

Corporate Hospitality Tents

Pro-Am Packages

Ticket Packages

Official Sponsor Packages

Other Special Opportunities

BUICK OPEN CHARITY FACT

Once the bills are paid, the remaining proceeds, over \$10 million since 1982, go to southeastern Michigan charities.



Rocco Mediate
2000 Buick Open Champion

Lanny Wadkins
1982 Buick Open Champion

ADVERTISING & ENTERTAINMENT PACKAGES



GET *recognized*

1958

1965

1982

1986

1994

2006

2008

Lanny Wadkins starts his streak of 26 straight rounds of Buick Open golf under par and wins the 1982 tournament.

ADVERTISING

deliver your message to a most attractive audience

When you advertise at the Buick Open, you will reach a highly desirable market. The galleries are made up of more than 100,000 affluent consumers with proven buying power.

Eighty-eight percent of PGA TOUR spectators are more likely than the U.S. public to have a household income over \$100,000.*

Forty-six percent of PGA TOUR spectators' ages range between 35-54.*

When comparing PGA TOUR-themed ads to those that were not, the PGA TOUR-themed ads showed a +25 percent to +54 percent improvement on whether the consumers were likely to buy from the company advertising.*

You may choose from a variety of advertising options at the Buick Open, each offering you an effective way to increase sales and build awareness.

*Sources: PGA TOUR and Scarborough 2007.

tournament program advertising

Programs are distributed to all corporate hospitality guests and tournament patrons. They're also sold to the public at all gates and on the grounds. Programs get extended exposure as keepsakes or souvenirs. Full-page advertisers receive 10 Any One-Day tickets.

Four-Color Program Advertisements

FULL PAGE: \$3,000

HALF PAGE: \$2,000

BUICK OPEN CHARITY FACT

Volunteerism is the lifeblood of all PGA TOUR events, and the Buick Open is able to make charitable donations due to the functions, labor and associated costs, which are handled by over 1,500 volunteers and their organizations.

hole sponsorship: \$7,000-\$10,000

Prominent locations on-site and in the program provide premium exposure

Wooden tee sign with company name and/or logo

Full-page four-color program advertisement with premium placements

8 Clubhouse badges

4 VIP parking passes

Logo identification on hole page in Buick Open Program



ADVERTISING

pairing guides

The pairing guide is an indispensable part of the event. More than 90,000 pairing guides are distributed to fans at no charge. Pairing guide advertisers receive eight Clubhouse badges and four preferred parking passes.

FOUR-COLOR FULL PANEL: \$7,500

FOUR-COLOR FULL PANEL BACK COVER: \$8,500

*expo tents**

Promote your product or service to more than 100,000 spectators through on-site exposure. Expo Tents are located on the course in high-traffic areas.

10' x 10' white frame tent with floor

4 service badges

8' table with two chairs**

2 parking passes

8TH TEE EXHIBIT AREA: \$5,000 / 13TH GREEN SAMPLING AREA: \$4,000

UNIQUE SPONSORSHIP OPPORTUNITIES

Are you looking for a way to make your company stand out? Just call us at 800-878-OPEN (6736). We'll be happy to talk with you about a variety of special sponsorships, based on availability—or even create a new opportunity *just for you*.

Transportation Sponsor

Kids' View Sponsor

Web Site Logo

Locator Boards Sponsor

Putting Green Sponsor

Ticket Back Advertising

Clubhouse Sponsor

Driving Range Sponsor

Parking Passes Advertising

Volunteer T-Shirt Sponsor

Monday Pro-Am Sponsor

Official Scoreboard Sponsor

Family Golf Sponsor

Larger sponsorship packages that include television visibility, premium on-course exposure, golf outings and hospitality are also available.

ADVERTISING & ENTERTAINMENT PACKAGES

Combine advertising in the tournament program and corporate entertainment packages to receive valuable discounts and get the Buick Open experience you want.

eagle advertising package \$7,000

Our premier package offers you the most.

Full-page four-color ad in tournament program

10 Clubhouse badges

100 Any One-Day tickets

4 VIP parking passes

50 parking passes

50 daily Clubhouse tickets

VALUE \$12,640 (45% SAVINGS)

birdie advertising package \$5,000

An excellent package with extra benefits and savings.

Full-page four-color ad in tournament program

25 daily Clubhouse tickets

6 Clubhouse badges

50 Any One-Day tickets

3 VIP parking passes

30 parking passes

6 grounds badges

VALUE \$8,635 (42% SAVINGS)

par advertising package \$3,500

Our most economical package.

Full-page black-and-white ad in tournament program

2 Clubhouse badges

10 parking passes

2 grounds badges

10 daily Clubhouse tickets

2 VIP parking passes

VALUE \$4,430 (21% SAVINGS)

Ben Crenshaw
1986 Buick Open Champion

SKYBOXES & HOSPITALITY



EMBRACE *opportunity*

1958

1965

1982

1986

1994

2006

2008

Ben Crenshaw hits an unbelievable "upside down, backwards" nine-iron to set up a birdie on hole 13. He goes on to win the 1986 Buick Open by one stroke.

SKYBOXES

you can't get any closer

A Skybox Package at the Buick Open is the perfect way to get a close-up look at each pro, a front-row view of every shot and the ability to hear the ball roll into the cup. Adjacent to the green, the fully catered upscale Skyboxes are canopied, carpeted and furnished with padded chairs. Skyboxes offer general seating to Skybox patrons, and seats are limited.

skybox packages:

SKYBOX PACKAGE INCLUDES GREENSIDE SEATING WITH: Food and beverages (beer, wine and soda) Official tournament programs Daily pairing guides Clubhouse privileges Recognition in tournament program	GREENSIDE AT 18: For 20 guests daily Thursday through Sunday \$24,000 WEEKLY COST
	GREENSIDE AT 13 OR 16: For 20 guests daily Thursday through Sunday \$5,500 EACH DAY
	For 10 guests daily Greenside at the 13th or 16th holes: ANY ONE-DAY \$2,750

HOSPITALITY TENTS

perfect for large groups

The intimate atmosphere of the corporate tent provides an efficient, personalized way to entertain large numbers of people. Private, air-conditioned hospitality tents, designed to accommodate 250 guests or more, are conveniently stationed in the middle of the on-course action. (You'll find several sizes and locations at the bottom of this sheet.) Food and beverages are available with the Buick Open caterer at additional cost. The spirited social atmosphere of professional golf is an ideal setting for entertaining valuable customers and employees. What better way is there to build a business relationship or just say thanks for a job well done? Provide unrivaled corporate hospitality at a better value than you'll find at other sporting events in the area.

AVAILABLE UPGRADES
 Professional Hospitality Planning
 Deluxe Floor Plans
 Lighting and Décor Options

These new upgrades are available at an additional cost; please ask your marketing representative for details.



WHITE FRAME TENT WITH:

- | | |
|---------------------------|---|
| Carpeted flooring | Custom tent tickets |
| Round tables with chairs | Clubhouse badges |
| Patio area | VIP parking passes |
| Flat-screen television | Official tournament programs |
| Private phone | Daily pairing guides |
| Official scoring computer | Recognition in tournament program |
| Corporate signage | Air conditioning |
| Daily housekeeping | Round of golf for three at Warwick Hills (with a Buick Open host) |
| 24-hour security | |

All Tent Packages are Thursday-Sunday.

LOCATIONS, SIZES	CUSTOM TENT TICKETS	CLUBHOUSE BADGES	VIP PARKING	PROGRAMS/PAIRING GUIDES	COST
VILLAGE LOCATIONS (17TH FAIRWAY)					
40' x 30'	280 (70 per day Th-Sun)	8	140 (35 per day Th-Sun)	250	\$38,000
40' x 60'	520 (130 per day Th-Sun)	16	260 (65 per day Th-Sun)	500	\$49,000
PREMIUM LOCATIONS (LAKESIDE AT 17TH HOLE, 18TH HOLE)					
40' x 30'	280 (70 per day Th-Sun)	8	140 (35 per day Th-Sun)	350	\$46,000
40' x 60'	520 (130 per day Th-Sun)	16	260 (65 per day Th-Sun)	600	\$57,000



SKY SUITE

step up to luxury at warwick's signature hole

Sky Suite Packages provide unrivaled views. This venue allows for exclusive seating for you and your guests in a reserved section overlooking the action of the 17th hole. Also, home to some of the most exciting action on the PGA TOUR.

PACKAGES INCLUDE

- Tickets for 20 guests
- Tiered chair seating
- Food and beverages (beer, wine and soda)
- 10 VIP parking passes
- Clubhouse privileges for guests
- Official tournament programs
- Daily pairing guides
- Flat-screen television
- Telephone
- Official scoring computer
- Private restrooms

PACKAGE PRICE:

(for 20 guests)
Any single day \$5,500

TROPHY SUITE

trophy suites offer lavish amenities

Buick Open Trophy Suites at the 17th green give you an exceptional way to enjoy the tournament's most exciting location. See all the action unfold right in front of you while relaxing in a climate-controlled environment, enjoying plush, theater-style seating and much more.

TROPHY SUITES INCLUDE:

- Open-air deck levels
- Panoramic windows with spectacular views
- Audio/visual entertainment center
- Bar service area with mini-refrigerator
- Marble countertops for food presentation
- Second-story, open-air observation deck
- A luxurious way to impress clients
- Air conditioning
- Wood floors
- Exclusive view of the action
- Multiple flat-screen TVs
- Catered refreshments, including (beer, wine and soda)
- Private restroom with vanity area
- Tournament program and pairing guides
- Official scoring computer

PACKAGES INCLUDE:

80 credentials per day with VIP parking
All food and beverages (Choose from four custom menus)

TOTAL INVESTMENT THURSDAY-SUNDAY: \$70,000

SINGLE DAY RATES MAY BE AVAILABLE

CHALET

private chalets on the 17th or 18th fairway

Host your own Private Chalets on the 17th or 18th fairway. Our Private Chalets feature a 20' x 20' luxury hospitality tent and an expansive patio that opens directly onto the 17th or 18th fairway. Entertain 25 guests per day with VIP parking, Clubhouse access and all food and beverages from one of four custom menus.

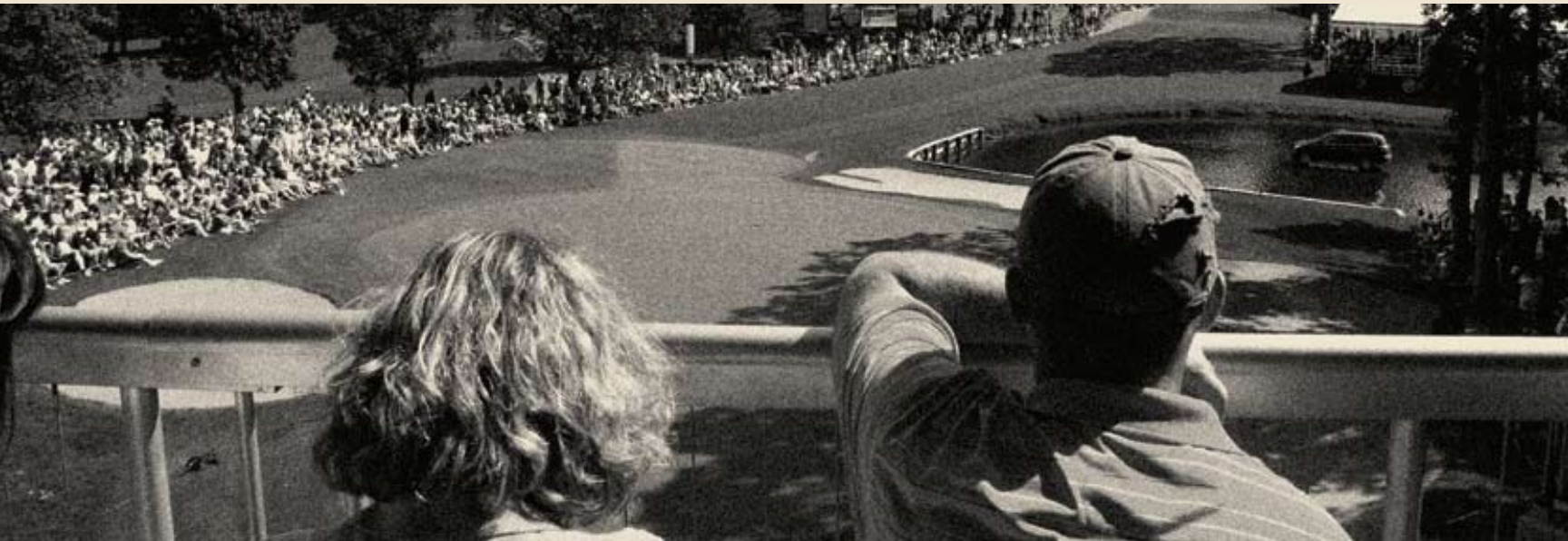
BUICK OPEN CHARITY FACT

The Community Foundation of Flint is the organization that manages the distribution of proceeds from the Buick Open.

PACKAGE INCLUDES:

- Tickets for 25 guests
- Round tables with chairs
- Food and beverages (beer, wine and soda)
- VIP parking passes
- Clubhouse privileges for guests
- Official tournament programs
- Daily pairing guides
- Air conditioning
- Flat-screen television
- Telephone
- Official scoring computer

PRICE FOR ALL FOUR DAYS (THURSDAY-SUNDAY): \$30,000



Fred Couples
1994 Buick Open Champion

PRO-AM PACKAGES



BE A PART OF THE *action*

1958

1965

1982

1986

1994

2006

2008

In his final round, Fred Couples completes a thrilling 6-shot comeback to win the 1994 Buick Open.

Bubba Watson, PGA TOUR Professional (Center)
Kirk Maltby, 2008 Stanley Cup Champion, Detroit Red Wings (Far Right)



PRO-AM PACKAGES

play with the pros

Treat a major client, employee or yourself to a rare opportunity by signing up for a golf package at the Buick Open. You'll compete alongside some of the premier players in the world. You'll also receive VIP privileges and exclusive access to tournament parties and seating at the course. Choose from these two packages.

Wednesday Pro-Am Package: \$5,000

- 1 Pro-Am playing spot
- 1 practice round at Warwick Hills
- 6 Clubhouse badges
- 2 Buick Clubhouse hospitality tickets (Wednesday-Sunday)
- 20 Any One-Day tickets
- Access to VIP bleachers at 18 (first-come, first-served basis)
- 1 week-long valet parking pass
- 2 invitations to Pro-Am pairings party and awards reception
- 1 Buick Open gift package
- Listing on Patron Board and in tournament program

Monday Pro-Am Package: \$2,250

- 1 Monday Pro-Am playing spot
- Breakfast
- Lunch
- 1 Buick Open gift package
- 2 Clubhouse badges (Monday-Sunday)
- Lot P parking for the week
- Valet parking on Monday
- 2 Monday Grounds Tickets

Tiger Woods
2002 & 2006 Buick Open Champion

TICKET PACKAGES & ADMISSION



REACH *new* FANS

1958

1965

1982

1986

1994

2006

2008

Tiger Woods wins the 2006 Buick Open and becomes the youngest player in history to record 50 PGA TOUR victories.

TICKET PACKAGES

entertain customers, clients and employees

Tickets give you an economical method of pleasing your customers, clients and employees. Ticket packages reward you with valuable exclusive access, parking passes and more.

choose from these three attractively priced packages:

PLATINUM

- 8 Clubhouse badges
- 8 grounds badges
- 30 daily Clubhouse tickets
- 40 Any One-Day tickets
- 4 VIP parking passes
- 20 parking passes
- Program listing
- Value: \$5,890

\$3,500 BEFORE JUNE 1
\$4,400 AFTER JUNE 1

GOLD

- 5 Clubhouse badges
- 5 grounds badges
- 20 daily Clubhouse tickets
- 20 Any One-Day tickets
- 2 VIP parking passes
- 10 parking passes
- Program listing
- Value: \$3,600

\$2,200 BEFORE JUNE 1
\$2,700 AFTER JUNE 1

SILVER

- 3 Clubhouse badges
- 3 grounds badges
- 15 daily Clubhouse tickets
- 10 Any One-Day tickets
- 1 VIP parking pass
- 5 parking passes
- Program listing
- Value: \$2,195

\$1,300 BEFORE JUNE 1
\$1,650 AFTER JUNE 1

TICKET OPTIONS

any one-day grounds ticket

Allows access to grounds for any ONE day of the tournament. Does not permit access to Clubhouse, Skybox or any other hospitality areas.

book of 10 any one-day grounds tickets

Contains 10 perforated Any One-Day tickets.

week-long grounds badge

Reusable badge. Allows access to grounds every day of tournament (Monday-Sunday). Does not permit access to Clubhouse, Skybox or any other hospitality areas.

week-long clubhouse badge

Reusable badge. Allows access to Warwick Hills Clubhouse and grounds for every day of the tournament (Monday-Sunday). Does not permit access to Skyboxes or any other hospitality areas.

any one-day clubhouse ticket

Allows access to Warwick Hills Clubhouse and grounds for ONE day of the tournament.

a new opportunity for 2009

The Buick Open is offering gift certificates available in \$5 denominations that can be used throughout the course, including for programs, concessions, merchandise tent and clubhouse, allowing you to give additional rewards to employees, clients or special guests.

ADVANCE ANY ONE-DAY TICKETS
Single before July 24 \$30
After July 24 and at the gate \$35
Book of 10 \$250

WEEK-LONG CREDENTIALS
Clubhouse badge \$185
Grounds badge..... \$95

DAILY GATE PRICES
Monday..... \$10
Tuesday \$10
Wednesday \$20
Thursday..... \$35
Friday \$35
Saturday \$35
Sunday \$35
Any One-Day Clubhouse ticket.... \$75

BUICK OPEN CHARITY FACT
Boy Scouts picked up trash and collected empty cans and bottles to add to their contributions from the Buick Open in 2008.

Kenny Perry
2001 & 2008 Buick Open Champion



HOW TO ORDER A SPONSORSHIP PACKAGE



SHARE YOUR *success*

1958

1965

1982

1986

1994

2006

2008

Kenny Perry is crowned champ as the Buick Open celebrates its 50th Anniversary.

HOW TO ORDER A SPONSORSHIP PACKAGE

Please fill out the reservation form and fax it to the number provided on the form. For more information, please call us or log on to

buickopen.com

We would be happy to answer any questions and discuss available options. For more information on the Buick Open or to reserve your package today, please contact:

Buick Open Sales and Marketing
General Motors R*Works
One Woodward Avenue, Suite 1100
Detroit, MI 48226
313-596-9027

TO MAXIMIZE THE VALUE OF YOUR BUICK OPEN SPONSORSHIP,
FINALIZE ALL PACKAGE DETAILS BY JUNE 15, 2009.

WITNESS HISTORY IN ACTION AT
WARWICK HILLS GOLF & COUNTRY CLUB
GRAND BLANC, MICHIGAN

BUICK OPEN CHARITY FACT

Providing the drivers and making the huge commitment to running the transportation program at the Buick Open is the North American Red Cross.

