



PALM TREE CREW

Golf Classic

POWERED BY

N9NE LOUNGE

DESERT ISLAND COUNTRY CLUB

APRIL 10TH, 2025

WHO

Palm Tree Crew



WHAT

The Palm Tree Crew Golf Classic 2025



WHEN

April 10, 2025 at Desert Island Country Club



THE EVENT

Palm Tree Crew will takeover the legendary Desert Island Country Club in beautiful Rancho Mirage, CA for an invite-only golf tournament to kick off Coachella Weekend One.

Coachella Weekend One has undeniably transformed into the modern-day Mecca of culture, where the worlds of music, art, fashion, and technology converge in a dazzling display of contemporary zeitgeist. The festival creates a platform for brands to showcase their innovation, creativity, and commitment to the cultural conversation, making it an indispensable part of their marketing strategy.



THE COURSE

The Desert Island Country Club in Rancho Mirage, CA, is a luxurious retreat nestled in the heart of the Coachella Valley. Known for its picturesque views, the club features an 18-hole championship golf course surrounded by a shimmering 25-acre lake.

The property offers an exclusive experience with elegant residences, fine dining, and impeccable landscaping that enhances the serene desert atmosphere. Its mid-century modern architecture and stylish interiors reflect the iconic aesthetic of the region. The club is a favored destination for those seeking an upscale, tranquil lifestyle in Southern California's sunny oasis.



FRIENDS OF PTC



Kygo



Travis Kelce



Rickie Fowler



Camille Kostek



Dave Portnoy



Gryffin



Braxton Berrios



Max Verstappen

ENTER has 20+ years experience executing best-in-class golf experiences

PAST GOLF PARTICIPANTS



Anthony Anderson



Fat Joe



Christopher McDonald



John Starks



Justin Tuck



Michael Strahan



Pete Wentz



Schoolboy Q



Bryan Greenberg



Stephen Malbon



Kyle McLachlan



Belly

- **Anna DePalma** Athlete (Golf)
- **Annalynne McCord** Actor
- **Anthony Anderson** Actor
- **Billy Crudup** Actor
- **Blake Webber** Musician
- **Brandon Thomas Lee** Actor
- **Brian Mazza** Entrepreneur
- **Cam Akers** Athlete


- **Chandler Parsons** Athlete
- **Chase McQueen** Athlete
- **Chord Overstreet** Actor/Musician
- **Chris Duhon** Athlete
- **Christian Okoye** Athlete
- **Christopher McDonald** Actor
- **Christie Kerr** Athlete (Golf)
- **Dashon Goldson** Athlete

- **Dhani Jones** Athlete
- **Diana Ramirez** Actor
- **Donovan Carter** Actor
- **Eric Dickerson** Athlete
- **Gabo Garcia** Content Producer
- **James Farrior** Athlete
- **Jason Whaler** Actor
- **Jay Hayden** Actor

- **Jesse Lee Soffer** Actor
- **Jill Zarin** Actor
- **Jon Buscemi** Fashion Designer
- **JR Ramirez** Actor
- **Kelsey Grammer** Actor
- **Kendra Wilkinson** TV Personality
- **Landon Collins** Athlete
- **Lorraine Bracco** Actor

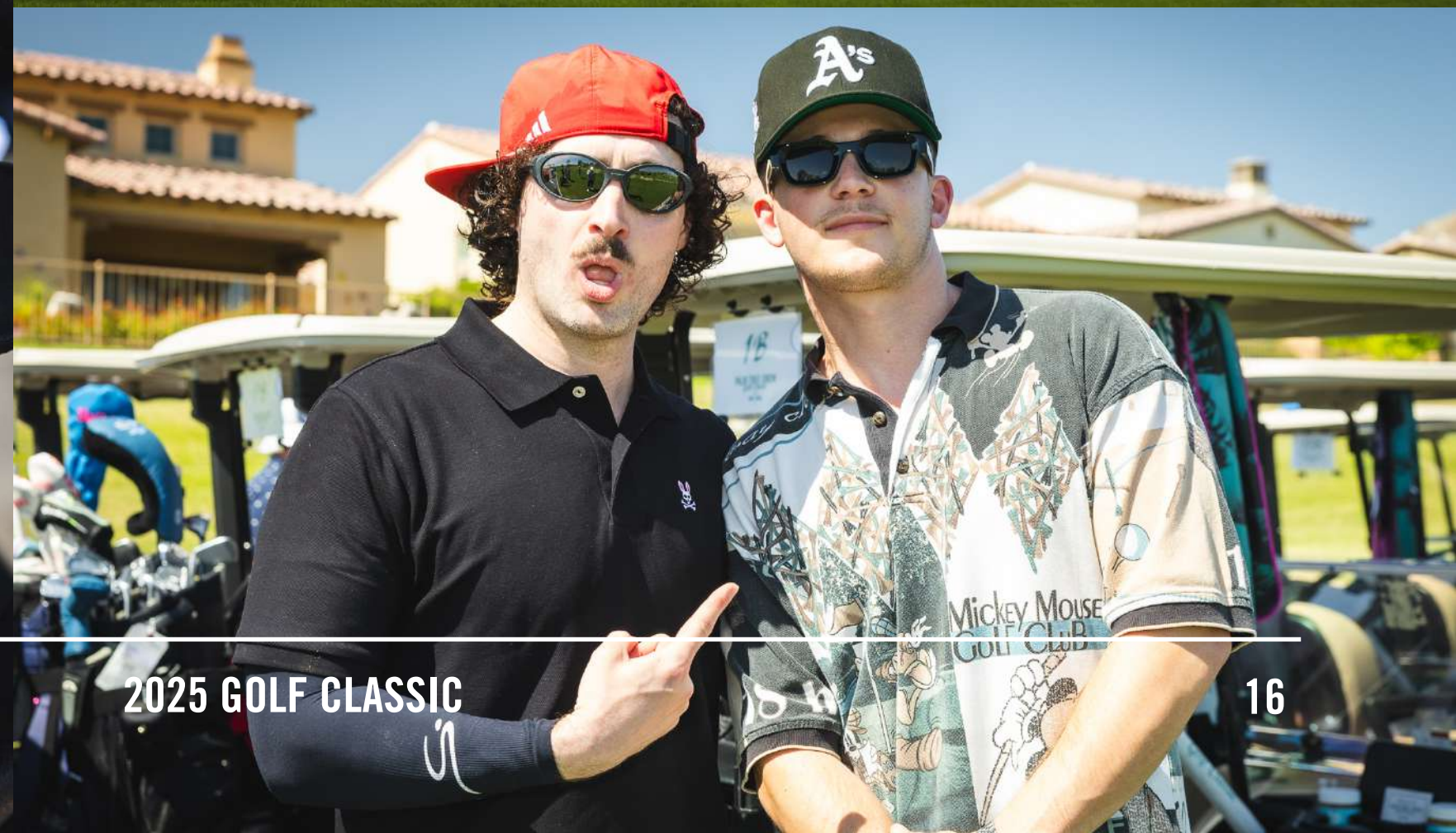
- **Mark Herzlich** Athlete
- **Matt Iseman** Comedian
- **Michael Bellisario** Actor
- **Nick Mangold** Athlete
- **Patrick Kane** Athlete
- **Philip Boyd** Actor
- **Presley Gerber** Model
- **Prince Amukamara** Athlete

- **Rachel McCord** Actor
- **Robbie Berger** Influencer
- **Ryan Cabrera** Musician
- **Sean Malto** Athlete
- **Shwayze** Musician
- **Sonja Morgan** TV Personality
- **Tanner Beard** Actor
- **Wells Adams** Actor



Palm Tree Crew golf tournaments are fixated at the center of golf culture. Bring that to the desert to kick-off Weekend One, and that's a recipe for success that brings together some of the biggest names in music, sports, and culture for a day on the course.

ATMOSPHERE & ENVIRONMENT







The Palm Tree Crew Golf Classic will combine multiple on-course activations and challenges.

ACTIVATION OPPORTUNITIES

ON-COURSE SAMPLING

PAR 3 ACTIVATION

Each par 3 will have a bar at the tee for each player to re-fill their drinks while they wait for the group ahead to finish the hole.

Each bar will be owned by a beverage brand, allowing them to activate and sample their newest beverages for golfers.



CLOSEST TO THE PIN

PAR 3 COMPETITION

The shortest Par 3 of the day will feature a Closest to the Pin competition where the closest shot to the hole will win major points for your team.

Prizes and strokes off their final score will be awarded to the winning team.



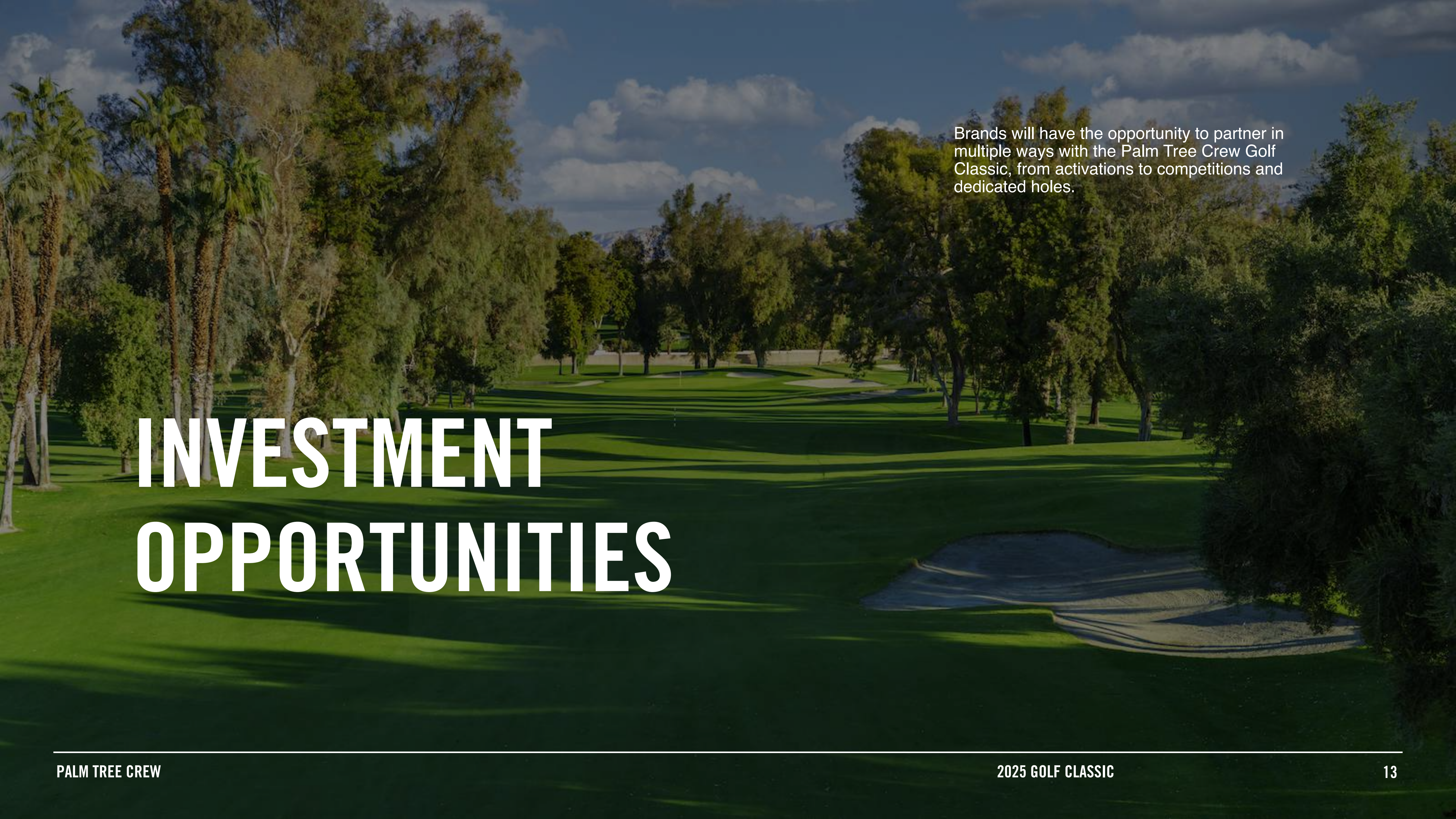
LONGEST DRIVE

PAR 5 COMPETITION

One special Par 5 will feature a Longest Drive competition where players can tee up to drive their ball down the longest fairway on the course.

Outdrive your opponents in this competition for a chance to win prizes, and most importantly, bragging rights.





Brands will have the opportunity to partner in multiple ways with the Palm Tree Crew Golf Classic, from activations to competitions and dedicated holes.

INVESTMENT OPPORTUNITIES

HOLE IN ONE – \$250K TITLE SPONSOR

- Naming Rights: "Palm Tree Crew Golf Classic", Presented by: _____
- Customized design of invite with logo as title sponsor
- Three player foursomes (12 players)
- 18 VIP tickets for post event reception / party
- Category exclusivity
- 12 polo shirts, 12 hats
- Red carpet inclusion – Step and Repeat
- Branded golf ball or similar premium item
- On-site activation footprint, brand signage, and engagement opportunities
- Charity recognition
- Public thank you from celebrity host

EAGLE – \$100K PRESENTING SPONSOR

- Choice of golf cart / pin flag / scorecard or apparel sponsorships
- Corporate logo displayed on premium item of your choice
- Two player foursomes (8 players)
- 10 VIP tickets for post event reception / party
- Category exclusivity
- 8 polo shirts, 8 hats
- On-site activation footprint, brand signage, and engagement opportunities
- Charity recognition

BIRDIE – \$50K

- Choice of umbrella / driving range / putting green / longest drive / closest to the pin or beverage sponsorships
- Corporate logo displayed on item of your choice
- One player foursome (4 players)
- 6 VIP tickets for post event reception / party
- 4 polo shirts, 4 hats
- On-site activation footprint, brand signage, and engagement opportunities
- Charity recognition

Per event sponsorships and special event packages available upon request

HOLE – \$25K

- Commemorative sign located at tee box
- On-site activation footprint, brand signage, and engagement opportunities
- One player foursome (4 tickets)
- 6 VIP tickets for post event reception / party

FOURSOME – \$10K

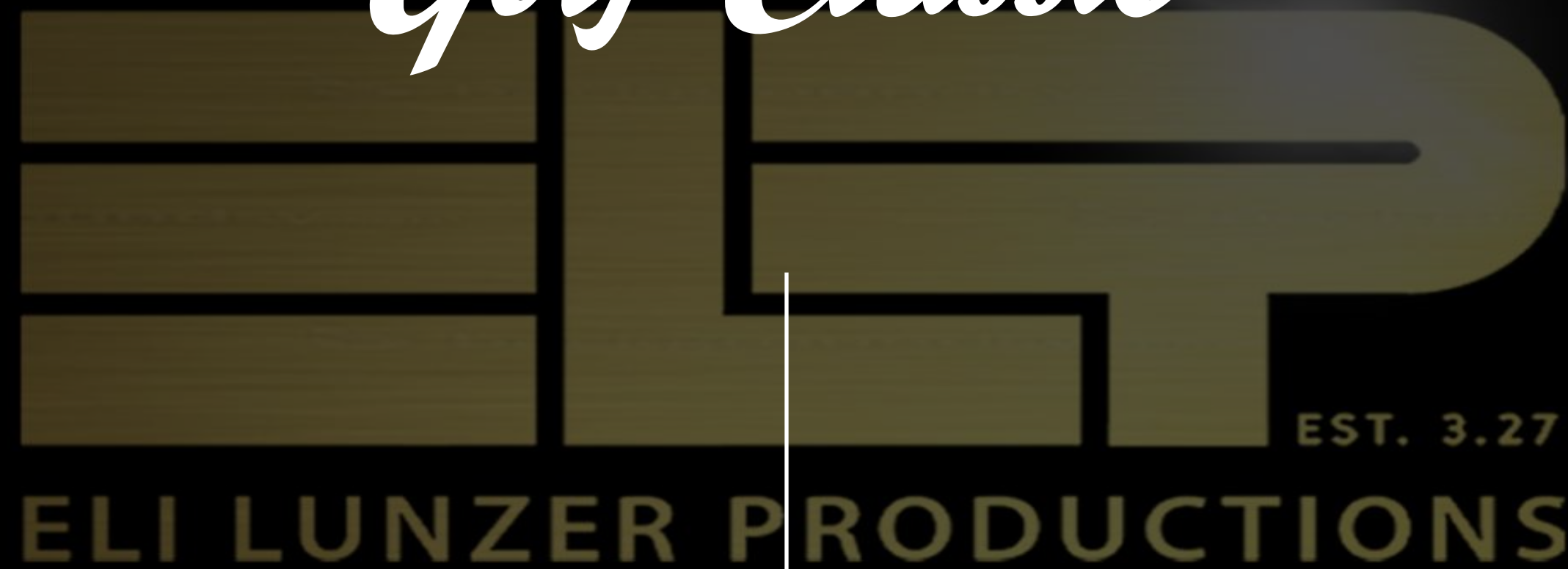
- One sponsored foursome (4 tickets)
- On-site activation footprint, brand signage, and engagement opportunities
- Opportunities for sampling around the course

PUTTER – \$5K

- Gift bag inclusion

Per event sponsorships and special event packages available upon request

PALM TREE CREW
Golf Classic



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