

Executive Marketing Services

2014 Masters



“... truly one of a kind.”

A world-class event demands world-class hospitality. That is our goal at Executive Marketing Services. Our programs have been described many times over as “... truly one of a kind.” We are **Your Ticket In** to the Masters Golf Tournament and other premiere sporting events. Based in Augusta, GA, EMS is your ultimate source for the development and planning that are essential to truly experiencing a world-class sports event. As an industry leader, we offer corporate clients complete turnkey packages and incentive programs that provide premium access and daily hospitality at the most revered sporting events and venues in the world. Along with event access, EMS offers concierge and business services including the coordination of your transportation needs, executive home rental options



from our in-house database, catered receptions and gourmet dinners for your special guests.

In addition to our showcase event, **The Masters**, we also individualize hospitality programs for the **U.S. Open**, **PGA Championship**, **NCAA Final Four**, the **Kentucky Derby**, **NASCAR** and the **Super Bowl**. If you're looking to complement or enhance your company's sales and marketing strategies, we are **Your Ticket In**.

706-737-3849

www.ExecutiveMarketing.net

*Pricing and Availability Subject to Change

Masters Golf Tournament, April 7 - 13, 2014



Let Us Customize A Package for You

There is no other sporting event in the world with the aura of the Masters Golf Tournament at the Augusta National Golf Club. The world's finest golfers descend on Augusta for this one week each year and the eyes of the world follow their every move.

Executive Marketing Services is uniquely qualified to put together special Masters Hospitality packages for groups of all sizes. Treat your VIP guests, employees or friends to a world class experience. Our two luxury hospitality houses are literally steps away from the front gate of the Augusta National and our Augusta roots and experience in entertaining special guests at the tournament for the past 10 years give us an edge no other hospitality company can claim.

We Take Care of Every Detail

Your 2014 custom Masters Tournament Package from EMS includes:

- Guaranteed Practice Round tickets or Tournament Badges
- World class accommodations
- Gourmet meals prepared fresh daily; full buffet breakfast, daily lunch buffet and afternoon Hors D'oeuvres and Pasta Bar
- Expert travel and concierge services
- Airport meet and greet upon arrival and transfer to airport upon departure
- Dedicated driver and vehicle from arrival until departure
- Fully customizable; we can build a package for your specific needs
- All taxes and services charges

Additional Options

Golf outings, private dinners, catered receptions, celebrity golfer appearances, sightseeing, business meetings and VIP tickets to local and area events.



World Class Hospitality

Proximity to the Course

With our facilities located directly across the street from the Augusta National Golf Club, you are just a chip shot away from one of the finest golf courses in the world. Combined with our valet parking, our location is truly the best for access to the Masters Golf Tournament

About Our Venues

We provide world-class hospitality in permanent state-of-the-art climate-controlled facilities constructed exclusively for hospitality during the Masters Golf Tournament. Past guests have described it as *"casual elegance with a festive clubhouse flair."* Your special clients and guests will have access throughout the day to conduct business, store items and souvenirs with our concierge, enjoy first-class cuisine and their beverages of choice or simply to relax and unwind while viewing the Masters on one of our many big screen high definition televisions. The tastefully decorated country club atmosphere allows your clients and guests to mix business with pleasure while enjoying the ambiance of the Masters Golf Tournament.

Amenities

- Daily access to Hospitality from 7 a.m. until one hour after play
- Gourmet meals prepared fresh daily
- Full American breakfast with made-to-order omelet station
- Elegant luncheon buffet, featuring salad bar and carving stations
- Afternoon hot and cold hors d'oeuvres with made-to-order pasta station
- Premium beverages with complimentary bar service served throughout the day
- Private outdoor patios, decks and lounge areas
- Full service business center with phone, fax and copier
- High speed wireless access
- Daily newspaper and pairing sheets
- Hospitality village security personnel
- Concierge service to handle your special requests
- Optional valet parking service available

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2014 Masters Tournament Pricing

Daily Hospitality

The Executive Club on Azalea

Monday	\$245/person/day
Tuesday	\$255/person/day
Wednesday	\$295/person/day
Thursday	\$345/person/day
Friday	\$345/person/day
Saturday	\$345/person/day
Sunday	\$345/person/day

Located at 1004 Azalea Drive directly across the street from the Augusta National Golf Club. Valet parking permits are available at \$25 each in addition to pricing above. Vehicles without permit will be charged \$35 on site.

The Foundation Club on Azalea- SOLD OUT

Wednesday	\$295/person/day
Thursday	\$345/person/day
Friday	\$345/person/day
Saturday	\$345/person/day
Sunday	\$345/person/day

Located at 1006 Azalea Drive directly across the street from the Augusta National Golf Club. Valet parking permits are available at \$25 each in addition to pricing above. Vehicles without permit will be charged \$35 on site.

Private Dinners

All-inclusive evening dinners : \$125 per person plus 18% gratuity. Private dinners must be scheduled in advance and require a minimum guest count.



Pricing and Availability Subject to Change

- Badges issued through hospitality must be turned in daily
- Badges MAY NOT be resold or transferred at any time
- All course rules, policies and etiquette MUST be adhered to at all times
- Patrons who return badges late, fail to return their badges or who violate any of these policies will be required to pay a \$5,000 fee per badge
- The Executive Club is not a badge distribution location inside or out. If clients do not have hospitality, badges cannot be distributed here.

* No Exceptions



Ticket and Hospitality Packages

Tickets With Hospitality:

Monday	Please Call
Tuesday	Please Call
Wednesday	Please Call
Badge	Please Call

Daily Badge With Hospitality:

Thursday	Please Call
Friday	Please Call
Saturday	Please Call
Sunday	Please Call

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2014 Masters Tournament Program Options



Will-Call Services

- Distribution of guest provided badge(s) for the 4-day tournament: **\$150/badge**
- Distribution of guest provided badge(s) for specific days, partial days or allowing guests to turn in badges not issued by EMS: **\$25/ticket/day** for practice rounds and **\$40/badge/day** for the tournament rounds.
- **Hospitality access must be purchased for all Will-Call guests.**
- **Groups or persons without hospitality may not pick up badges on location.**

EMS will not accept responsibility for the actions of your guests with your badges.

Golf Packages

Golf tee times are available for you and your guests at almost every course in the Augusta area. Some of our most requested options are listed below. All golf is sold per foursome & club rentals are available with advance notice. Please contact our office for pricing and availability or for information on additional courses not listed.

Private Courses: Augusta Country Club, Mt. Vintage Golf Club, West Lake Country Club, Reserve Club at Woodside, Woodside Plantation, Champions Retreat, Sage Valley & Palmetto Golf Club

Public Courses: The River Club, Bartram Trail, Jones Creek & Forest Hills Golf Club

Private Transportation

Five (5) Day	\$4,695
Six (6) Day	\$4,995
Seven (7) Day	\$5,295
Eight (8) Day	\$5,595
Nine (9) Day.....	\$5,895

*Pricing based at a maximum of \$4.00/gallon of gas.
Additional fuel charges may apply.

Suburban Surcharge	\$300
9-Passenger Luxury Van Surcharge	\$1,250

**Minimum of 7 day rental for Suburban or Luxury Van. Vehicle types are extremely limited and based on availability.

- Prepaid gratuity will be added to all billing and paid directly to the driver at end of the program. Minimum billing is \$75/day for 6 days or less and \$65/day for 7 days or more.
- Groups requiring four or more vehicles will be assigned a lead driver at the additional rate of \$150/driver/day.
- Pricing includes dedicated driver, vehicle fuel and insurance. Driver is scheduled to work up to 16 hours/day and must receive a minimum of two hours of downtime during the shift. Excess hours will be billed post event at \$35/hour.

Additional Personnel and Services

Uniformed Deputy Sheriff	\$30/hour
Catering Staff	\$22/hour
Lead driver	\$30/hour
Driver	\$25/hour
Sommelier	\$150/hour
Event Coordinator	\$4,500/week
Transportation Coordinator	\$4,500/week
Entertainment	Pricing varies
Celebrity Appearances.....	Pricing varies

Personnel pricing includes Employee, Payroll Taxes, Insurance and Worker's Compensation. Pricing does not include appropriate gratuities of 15%

Guest Transfers

Atlanta, GA transfer	\$500/transfer
Charlotte, NC transfer	\$500/transfer
Columbia, SC transfer	\$375/transfer
Reynolds Plantation transfer	\$375/transfer
Augusta, GA transfer	\$125/transfer

- All transfers are for one to six guests.
- Delays resulting in driver waiting with client(s) will be billed \$50/hour.
- Transfers are based on availability and are only sold as part of a complete transportation package.
- A 12% prepaid gratuity will be added to all billing and paid directly to the driver at end of the program.



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2014 Masters Tournament Housing

Executive Home Rentals

Executive Marketing Services offers a variety of private home options to fit most every schedule and budget. Whether your needs require a smaller townhome or an 8 bedroom executive estate, our housing inventory is certain to have the perfect option to complete your program. Our private home communities include some of the finest, most-exclusive properties in Augusta, GA. These luxury accommodations offer amenities, space, and privacy that hotels in the area are unable to provide. Sample communities include: West Lake Country Club, Jones Creek Golf Club, The River Club, Champion's Retreat, and River Island. All home rentals through EMS include professional daily maid service.



Homes of this stature provide ambiance and amenities creating an experience for your clients and guests that is unparalleled. Every event that they attend after their Masters experience will be measured by a higher standard.



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Hospitality Dining

Enhance your experience of golf's most renowned and celebrated event, The Masters, at The Executive Club & The Foundation Club. As part of your complete Masters Experience, we offer Five-Star Dining paired with complimentary open bar each day of the event. Access to our facilities includes your day beginning with a full breakfast buffet featuring a rotating selection of morning favorites. Your afternoon at the club includes your luncheon buffet with carving station along with a variety of fresh salads and soups. To round out your day, heavy afternoon Hors D'oeuvres and made-to-order Pasta Bar is offered throughout the evening.



Breakfast Buffet | 7:00 am until 10:30 am

Featured items include a daily rotation of favorites such as Belgian Waffles, French Toast, Eggs Benedict, made-to-order Omelet Station and Shrimp and Grits. A featured selection will be included daily with typical fares of Sausage, Bacon, Grits and Biscuits as well as assorted Pastries and Fresh Cut Fruit.

Luncheon Buffet and Carving Station | 11:00 am until 2:30 pm

Your afternoon begins with Chef-inspired creations including Fresh Soups prepared daily, Seasonal Salads and an assortment of fresh Breads and Deli Meats. Your luncheon Buffet includes a feature menu with carving station that changes daily.

Sample Menu A

Low Country Charleston She Crab Soup
Classic Augusta Green Jacket Salad
Roasted Asparagus with Fresh Shaved Parmesan
Rosemary Whipped Potatoes
Lemon & Dill Broiled Alaskan King Salmon
Braised Lamb Shank Osso Bucco

Carving Station: Horseradish Encrusted Slow Cooked Prime Rib with Basil Au Jus

Sample Menu B

Roasted Quail & Chicken Soup with Wild Rice
Spinach & Watercress Salad with Slivered Almonds and Hearts of Palm
Green Beans Almandine
Roasted Red Bliss Potatoes
Pan Seared Mahi Mahi in a Citrus Lime Beurre Blanc
Italian Chicken Saltimbocca with a Light Vodka Cream Sauce

Carving Station: Cedar Plank Roasted Filet of Buffalo with Caramelized Onion Au Jus

Afternoon Hors D'oeuvres & Pasta Bar | 2:30 pm until 7:30 pm

Sample Menu

Spinach and Artichoke Dip with Garlic Pepper Toast Points
Roma Tomatoes and Fresh Mozzarella Stacks on French Crustini
Italian Panini Sandwiches
Chicken & Wild Mushroom Wellingtons
Thai Seasoned Eggrolls with Hoisin Dipping Sauce
Bacon Wrapped Quail Breasts

Sesame Encrusted Seared Ahi Tuna with Wasabi Aioli

Luncheon & Afternoon Buffets Include:

- Build-your-own Sandwich Station featuring 100% Natural Boars Head Meats and Cheeses
- Grilled to order Hotdogs, Bratwurst and Hamburgers
- Dessert Bar with Finger Desserts, Fresh Baked Cookies, Brownies, Baklava, Cakes, Trifles, assorted Pies and Petit Fours will be offered on a rotational basis throughout each day
- Complimentary full service bar is provided with a variety of non-alcoholic beverages as well as domestic and import beer along with premium spirits & liquors for guests 21 years old and older



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Driving Directions

Our facilities are within walking distance of the Augusta National Golf Club. The Executive Club & The Foundation Club Hospitality venues access the tournament by the main pedestrian gate located on Berckmans Road.



Driving Directions

Travel to Hospitality:

Take I-20 towards Augusta to Exit 199 Washington Road. If travelling from Atlanta, turn right onto Washington Road at the bottom of the off ramp. If travelling from Columbia, turn left onto Washington Road. Drive straight for approximately two miles. Turn left onto Azalea Drive (the fifth red light). The Executive Club is the second house on the right, 1004 Azalea Drive. The Foundation Club is the third house on the right, 1006 Azalea Drive. If valet service is included in your program, valet will parking your vehicle from the circular driveway. If you do not have the optional valet you may self park in once of the adjacent lots.

*** Executive Marketing Services is independent of the USGA, PGA and The Augusta National Golf Club. EMS does not maintain or represent ourselves as holding a ticketing agreement with the USGA, PGA or The Augusta National Golf Club.**



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