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BUSINESSES REAP BENEFITS OF SPONSORSHIP WITH THE LEGENDS RENO-TAHOE OPEN

RENO, Nev. (July 3, 2008) – The Legends at Sparks Marina Reno-Tahoe Open offers far more than just PGA TOUR golf in a beautiful setting this July 28 – Aug. 3. The only professional-level sporting event in northern Nevada also allows business owners and executives an ideal opportunity to entertain existing and potential clients, increase brand exposure and reward employees, in addition to the chance to contribute to the northern Nevada non-profit community, through utilization of its many sponsorship options.

Providing an assortment of sponsorship packages at a variety of levels, the 2008 Legends Reno-Tahoe Open provides sponsors with seven days worth of options for mixing, mingling and increasing marketing reach. Options range from Pro-Am tournament spots to on-course sponsor suites and sky boxes, allowing companies to spend extended amounts of time with colleagues and potential business partners in a relaxed, VIP-type setting, encouraging the development of relationships and allowing for a wide-range of exposure in front of a variety of audiences.

"With all of the options we have for sponsorship and participation in the tournament, the Legends Reno-Tahoe Open gives businesses the chance to get as much or as little exposure as they'd like, even adding the possibility of reaching an international audience through our broadcast on the Golf Channel" said John Sande III, chairman of the Reno-Tahoe Open Foundation. "We can also create customized packages to suit specific needs, allowing sponsors to get as close as possible to their target."

Those taking advantage of corporate and individual sponsorships also help the tournament continue in its mission to support the non-profit community in northern Nevada. Since 1999, the Legends Reno-Tahoe Open has contributed more than \$1.7 million to area charities and non-profit organizations such as the Boys & Girls Club of Truckee Meadows, First Tee of Northern Nevada, YMCA of the Sierra, Children's Cabinet and the Muscular Dystrophy Association.

"The Legends Reno-Tahoe Open is the premier event in this region from a sporting perspective. There is no other event that gets us the kind of national coverage that it does," remarked Hal Lenox, president of AT&T. "It's a great venue for us to entertain our customers. It's a great way for us to say thank you to our customers for the business they've given us. In fact, every year our customers and stakeholders confirm with us that we are still supporting the event. They look forward to this event and we're happy to be able to accommodate them. AT&T supports the Legends Reno-Tahoe Open because of not only everything it does for our business and our stakeholders and clients, but for the community. So there are philanthropic reasons to be involved in addition to good business."

The 10th annual Legends Reno-Tahoe Open takes place July 28 – Aug. 3, 2008 at Montréux Golf & Country Club. As part of the FedExCup series, the tournament brings 132 PGA TOUR professionals to Reno to compete for additional points and the \$3 million prize purse.

For more information on this year's Legends at Sparks Marina Reno-Tahoe Open, including ticket sales, volunteer and sponsorship opportunities, visit www.LegendsRenoTahoeOpen.com or contact the tournament office at 775-322-3900.

The Legends at Sparks Marina Reno-Tahoe Open, an official PGA TOUR event, celebrates its 10th anniversary July 28 – Aug. 3, 2008 at Montréux Golf & Country Club in Reno, Nev. As the PGA TOUR's only West Coast summer venue, the tournament is a regular full-field stop on the TOUR schedule and is part of the FedExCup series, a points competition for PGA TOUR professionals. The nationally-televised tournament brings in millions of dollars in coverage for the region through its affiliation with The Golf Channel as it follows 132 PGA TOUR professionals competing for a share of the \$3-million purse. The Legends Reno-Tahoe Open is operated and managed by the Reno-Tahoe Open Foundation, comprised of its members including Eldorado Hotel Casino, EMPLOYERS, Montréux Development Group, RED Development, LLC, Reno-Tahoe, America's Adventure Place and Sierra Pacific Resources.

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