



# The Masters

April 2nd - 8th, 2012

Augusta National Golf Club

Augusta, Georgia



World Class Event Experience



# WHY DOWEVENTS

*“The golf experience  
of a lifetime...”*

Many consider the Masters the number one client entertainment event in the world. Not only is it the toughest ticket, but the event presents the greatest challenges to deliver a high level of service to guests and attendees.

DowEvents delivers the best turn-key experience at the Masters. The last 15 years have presented us with the opportunity to develop a solid infrastructure and staff unmatched in the Masters hospitality marketplace.



The Championship Club, our private hospitality facility on Azalea Drive across from Augusta National, provides an intimate, relaxed club-like environment with gourmet offerings from our culinary team to entertain customers. Beautiful executive housing, transportation on call, private dinners, our staff to attend to your every need....all this makes your Masters Experience worry free.



[\(click above to play video\)](#)

*“Thru our partnership with Don and DowEvents over the last 7 years, the relationships we have developed with clients at the Masters has meant Tens of Millions of dollars to our bottom line. It is without a doubt the best event for client development and retention. The DowEvents Team delivers an outstanding event every time”.*

*Senior Executive, Real Estate Industry\**





# WAVE I

Monday - Wednesday

*"The golf experience  
of a lifetime..."*



## Monday, April 2

- Arrive in Augusta, Georgia
- Transfer to *The Championship Club* or Jones Creek
- Lunch at *The Championship Club*
- Late afternoon cocktails
- Final Four Southern BBQ Party at Hospitality House

## Tuesday, April 3

- Continental breakfast at Hospitality House or gourmet buffet at *The Championship Club*
- Transfer to Augusta National Golf Club to view Practice Round
- Lunch at *The Championship Club*
- Late afternoon Cocktails
- Private dinner at Hospitality House is available or dinner out in Augusta on own

## Wednesday, April 4

- Continental breakfast at Hospitality House or gourmet buffet at *The Championship Club*
- Transfer to Augusta National Golf Club to view Practice Round and Par 3 Tournament
- Lunch at *The Championship Club*
- Departures from *The Championship Club*





# WAVE II



Wednesday - Friday

*"The golf experience  
of a lifetime..."*

## Wednesday, April 4

- Arrive in Augusta, Georgia
- Check-in at Hospitality House
- Welcome Cocktail Party
- Private dinner at Hospitality House is available or dinner out in Augusta on own

## Thursday, April 5

- Continental breakfast at Hospitality House or gourmet buffet at *The Championship Club*
- Transfer to Augusta National Golf Club (*entire day*)
- Lunch at *The Championship Club*
- Late afternoon Cocktails
- Private dinner at Hospitality House is available or dinner out in Augusta on own

## Friday, April 6

- Continental breakfast at Hospitality House or gourmet buffet at *The Championship Club*
- Transfer to Augusta National Golf Club (*entire day*)
- Lunch at *The Championship Club*
- Departures from *The Championship Club*





# WAVE III



Friday - Sunday

*“The golf experience  
of a lifetime...”*

## Friday, April 6

- Evening arrival in Augusta, Georgia
- Check-in at Hospitality House
- Welcome Cocktail Party
- Private dinner at Hospitality House is available or dinner out in Augusta on own

## Saturday, April 7

- Continental breakfast at Hospitality House or gourmet buffet at *The Championship Club*
- Transfer to Augusta National Golf Club (*entire day*)
- Lunch at *The Championship Club*
- Late afternoon Cocktails
- Private dinner at Hospitality House is available or dinner out in Augusta on own

## Sunday, April 8

- Champagne Brunch at *The Championship Club*
- Transfer to Augusta National Golf Club (*entire day*)
- Lunch at *The Championship Club*
- Departures from *The Championship Club*





# THE CHAMPIONSHIP CLUB



*“Exclusive  
Premium Hospitality”*

- Exclusive Members Only Club
- One-block from Augusta National Golf Course
- Daily gourmet buffet breakfast with carving and omelet stations
- Daily gourmet lunch buffet with cooked to order specials
- Heavy afternoon hors d'oeuvres
- Premium open bar
- Cigars for the course
- Internet scoring & flat screen televisions
- Valet parking & transportation drop site
- High speed internet & wireless modem
- Open 7am to 7pm daily during Masters



# HOSPITALITY HOUSE

## *“Premium Hospitality”*

DowEvents provides our customers with an “Oasis” in the neighborhood where our guests stay in beautiful executive homes. The Hospitality House is our main hub for guests to interact with the DowEvents Team and our concierge service during your stay at The Masters. It is here you check in to your assigned home, change a flight reservation, set up a transfer... any special needs you may have, our staff will be happy to assist. When you are at the course, our staff at the Championship Club will be happy to assist as well.

We hold our annual Final Four BBQ Monday evening at the Hospitality House where all our guests come together to enjoy the game, buy a square on the board and dine on fantastic BBQ. Gourmet dinners are available each evening as well (*additional charges may apply*).

- Only 10 minutes from Augusta National Golf Club
- Daily continental breakfast
- Afternoon beverages and snacks
- Welcome Cocktail Parties
- Business Services available
- Transportation Center



# EXECUTIVE HOUSING

## *“Premium Housing”*

The Masters is an event unlike any other. With a shortage of adequate hotel rooms back when Bobby Jones began this Tournament, a Tradition started in the Augusta Community. The city schedules their spring break over the Tournament dates and people rent their homes to patrons attending the Masters. DowEvents rents nearly 30 of these beautiful homes every year for our guests just minutes away from Augusta National Golf Club, home of the Masters Golf Tournament. Most are 4 or 5 bedroom executive level homes grouped closely together near our Hospitality Houses. All feature modern amenities and provide you with a unique environment to spend time with your guest(s).

- One person per bedroom
- Daily maid service
- Stocked with beverages, snacks, & fruit
- Optional private dinners (Additional charges apply)
- Run of house



# YOUR PACKAGE INCLUDES

## *“Exclusive Premium Hospitality”*

- Access to The Masters for 2 days per wave
- Continental breakfast, snacks and beverages at the Hospitality House
- Gourmet buffet breakfast, lunch and hors d' oeuvres daily at The Championship Club
- Premium open bar
- Cigars for the golf course and evening cordials
- All transfers
- Transportation on-call 18 hours each day
- Accommodations in private executive homes
- On-site DowEvents staff to assist with restaurant reservations, private catered meals, sightseeing, shopping, touring, additional golf and other special needs
- Official programs, daily pairing sheets and course guides



# OPTIONAL SERVICES

- **Gourmet dinner at the Hospitality House**  
*(includes wine & open bar)* ..... \$125 per person
- **Private catered dinner, at your home, prepared by gourmet chef**  
*(includes wine, choice of entrees, staffing) (8 guest minimum)* ..... \$175 per person  
With optional bar and bartender for 3 hours ..... \$325 per 8 guests
- **Round of golf at area course**  
Westlake Country Club in Augusta, Georgia ..... \$375 per person  
Jones Creek in Augusta, Georgia..... \$375 per person  
The Reserve in Aiken, South Carolina ..... \$275 per person
- **Sunday night accommodations in house or hotel**  
*(limited availability)* ..... \$475 per person
- **Transportation Services Upgrades**  
Private Atlanta transfer *(one way)*..... \$400 per person  
Private Columbia transfer *(one way)* ..... \$150 per person  
Lincoln Navigator with driver *(18 hours per day)*..... \$2,000 per week





# PACKAGE PRICING



*“Exclusive  
Premium Hospitality”*

<b>Full Week</b> ( <i>Monday through Sunday</i> ).....	\$15,900 per person
<b>Wave III</b> ( <i>Friday through Sunday</i> ) .....	\$6,550 per person
<b>Wave II</b> ( <i>Wednesday through Friday</i> ).....	\$6,550 per person
<b>Wave I</b> ( <i>Monday through Wednesday</i> ) .....	\$3,650 per person



# CONTACT DOWEVENTS

*Your gateway to the best events the world has to offer...*



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