

Street & Smith's

SPORTS BUSINESS

JOURNAL®

VOLUME 7 • ISSUE 20

SEPTEMBER 20-26, 2004 • \$5.95

Women's celeb event adds sponsors

BY NOAH LIBERMAN
STAFF WRITER

The Ladies First Celebrity Golf Classic, hosted by the U.S. women's national soccer team, has added three more sponsors for the Dec. 10-12 event. Jones Soda Co., Alice White Wines and high-end mail-order florist Calyx & Corolla will be announced this week.

They join Starbucks, United Airlines and LimeLight Solutions as "supporting" sponsors for the inaugural event, which will benefit the Women's Sports Foundation's GoGirlGo! Initiative, the team's official charity.

The event will take place at the LaCosta

Resort & Spa in Carlsbad, Calif.

With the deals, the event is more than half way to its goal of a \$250,000 donation to the charity, according to Jen Rottenberg, senior vice president of business development for CC&C Management Group, which is producing and marketing the event.

Rate-card cost of a supporting deal is \$50,000; Rottenberg said the current deals are a combination of cash and in-kind. Golf equipment/apparel and automotive deals should be completed later this week, she said. The event does not have a title sponsor; that spot goes for \$150,000.