

2012 FARMERS INSURANCE OPEN • PATRON COMMITMENT FORM

<input type="checkbox"/> SYCUAN PRO-AM.....\$2,700 \$ _____	<input type="checkbox"/> MILITARY ACTIVITES.....\$1,000 - \$15,000 \$ _____ Type of Sponsorship _____
<input type="checkbox"/> SYCUAN RESORT PRO-AM FOURSOME.....\$10,000 \$ _____	<input type="checkbox"/> HOLE-IN-ONE TICKET PACKAGE.....\$5,575 \$ _____
<input type="checkbox"/> ZURICH PRO-AM – FULL DEPOSIT.....\$6,500 \$ _____	<input type="checkbox"/> DOUBLE EAGLE TICKET PACKAGE.....\$3,875 \$ _____
<input type="checkbox"/> ZURICH PRO-AM – ½ DEPOSIT.....\$3,250 \$ _____	<input type="checkbox"/> EAGLE TICKET PACKAGE.....\$1,500 \$ _____
<input type="checkbox"/> EXECUTIVE SKYBOX.....\$37,000 \$ _____	<input type="checkbox"/> CC BUCKS ULTIMATE EXPERIENCE PACKAGE.....\$1,250 \$ _____
<input type="checkbox"/> FAIRWAY CHALET.....\$26,000/\$28,500 \$ _____	<input type="checkbox"/> BIRDIE TICKET PACKAGE.....\$725 \$ _____
<input type="checkbox"/> CUSTOM DAILY CHALET.....\$8,000 \$ _____	<input type="checkbox"/> PAR TICKET PACKAGE.....\$425 \$ _____
<input type="checkbox"/> ONE- DAY SKYBOX.....\$2,800 - \$9,800 \$ _____ Day _____ Hole# _____	<input type="checkbox"/> ADDITIONAL WEEKLY PATRON BADGE.....\$160 \$ _____
<input type="checkbox"/> FIRST & FINAL ROUND COMBO PKG (Thu & Sun).....\$11,500 \$ _____	<input type="checkbox"/> DAILY PATRON BADGE.....\$55 \$ _____
<input type="checkbox"/> TEE BOX TO SKYBOX.....\$13,000 \$ _____	<input type="checkbox"/> SEASON BADGE.....\$105 \$ _____
<input type="checkbox"/> SKYBOX CLUB.....8-PACK \$8,250 \$ _____	<input type="checkbox"/> ADULT ANY DAY TICKET (ANY ONE DAY WED-SUN).....\$26 \$ _____
<input type="checkbox"/> SKYBOX CLUB.....4-PACK \$4,125 \$ _____	<input type="checkbox"/> SENIOR ANY DAY TICKET (ANY ONE DAY TUES-SUN).....\$16 \$ _____
<input type="checkbox"/> SKYBOX CLUB.....2-PACK \$2,060 \$ _____	<input type="checkbox"/> UPGRADE WRISTBAND.....\$20 \$ _____
<input type="checkbox"/> 9 TH TEE CLUB- WEEKLY.....\$5,600 \$ _____	<input type="checkbox"/> SEASON PREFERRED PARKING.....\$95 \$ _____
<input type="checkbox"/> 9 TH TEE CLUB- DAILY.....\$1,650 \$ _____	<input type="checkbox"/> QUALCOMM GENERAL PARKING PASS.....\$20 \$ _____
<input type="checkbox"/> 9 TH TEE CLUB- SINGLE TICKET.....\$175 \$ _____	<input type="checkbox"/> WEEKLY VALET PARKING PASS.....\$300 \$ _____
<input type="checkbox"/> EXECUTIVE SPECIAL (THU OR FRI).....\$350 \$ _____	<input type="checkbox"/> CENTURY CLUB BUCKS.....\$5 \$ _____
<input type="checkbox"/> SPECTATOR GUIDE ADVERTISING.....\$ _____	<input type="checkbox"/> CENTURY CLUB "GIVING BACK" PACK.....\$100 \$ _____
<input type="checkbox"/> PAIRINGS GUIDE ADVERTISING.....\$ _____	<input type="checkbox"/> CUSTOM PACKAGE.....\$ _____
<input type="checkbox"/> FANFARE/FAIRWAY EXPO ROW.....\$20,000 \$ _____	
<input type="checkbox"/> MEGA LED SPONSOR SCREEN.....\$5,000 - \$15,000 \$ _____	
	*Processing Fee \$5.00
	GRAND TOTAL \$ _____

In order to be listed in the Spectator Guide, payment for packages and purchases of Pro-Am foursome only, must be received by November 30, 2011. All orders received with payment will be mailed by January 13, 2012. Orders received after January 13, 2012 may be picked up from the Tournament Office at Torrey Pines (858) 535-4500.

Please confirm the financial commitment and contractual obligations to the packages for the 2012 Farmers Insurance Open. This agreement is between the individual and/or company ("Sponsor") and The Century Club. Furthermore, by signing below, we agree with the conditions outlined on both the front, backside and attachment to this Patron Form.

SIGNATURE: _____ DATE: _____

PATRON INFORMATION

METHOD OF PAYMENT: VISA Master Card American Express Check (Make check payable to : Century Club of San Diego)
 Mail Invoice (excludes Pro-Am packages) Email Invoice (excludes Pro-Am packages)

COMPANY/ INDIVIDUAL NAME: _____
(Please print as you wish to appear in patron listings if applicable.)

BILLING INFORMATION (same as credit card if applicable)

NAME: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

BUS./HOME PHONE: _____ FAX: _____

EMAIL ADDRESS: _____ Yes, I'd like to be sent an E-newsletter

CARD NUMBER : _____ EXP. DATE: _____ / _____ CVV #: _____

*ZURICH PRO-AM PARTICIPANTS ONLY: (valid until Sept. 1, 2011)

PLEASE CHARGE THE DEPOSIT OF \$3,250 TO MY ACCOUNT TODAY AND CHARGE THE REMAINING BALANCE OF \$3,250 ON SEPTEMBER 1, 2011

Pro-Am refund policy: Our policy with regard to refunding the total amount of a Pro-Am playing spot(s) is that if you are unable to participate in the Pro-Am of choice after payment has been submitted, we will gladly honor a full refund request as long as there is a qualified replacement or to which the Pro-Am is sold out and a wait list has been established. If the Pro-Am is not sold out and no wait list has been established, we will not be able to honor a full refund. Cancellation of Pro-Am activities during tournament week due to weather or other circumstances will not result in a full refund for a Pro-Am playing spot(s).

CENTURY CLUB OF SAN DIEGO • 6155 CORNERSTONE COURT E , STE 100 • San Diego, CA 92121
Telephone Number: (858) 886-4653 • Fax: (858) 886-4612
FarmersInsuranceOpen.com

FARMERS INSURANCE OPEN
SPONSOR AGREES TO ABIDE BY THE TERMS AND CONDITIONS SET FORTH HEREIN:

- a) Sponsor shall make full payment to The Century Club for this package(s) upon receipt of billing within 30 days of receipt, or by December 1, whichever is sooner. Payments remaining for any outstanding purchases, such as additional tickets and other benefits or services not included in the original package(s), will be made by Sponsor March 1, 2012, and will be subject to 1½ % late charge per month thereafter. If Sponsor does not make timely payment, The Century Club may cancel this Agreement and have no obligation to Sponsor.
- b) Sponsor acknowledges this Agreement shall commence upon Sponsor's execution of the Agreement, and shall continue until the day following the last day of the Event, or until the various obligations and considerations set forth herein have been satisfied and delivered, whichever is later.
- c) If Sponsor has committed to both the 2012 and 2013 tournaments, then references in this agreement to dates in the 2012, such as deadlines and payment dates shall include the same date in 2013.
- d) Sponsor warrants that it/he is free to enter into this Agreement and rights granted hereunder will not infringe upon rights of any third party.
- e) **Sponsor: Private Hospitality and Group Hospitality** acknowledges and agrees to the following:
 - 1. The Hospitality Space is private and available only to invited guests with proper credentials. No general public admittance allowed.
 - 2. Sponsor is responsible for its guests' behavior in this hospitality area, and if guests behave in a disorderly fashion, Sponsor may lose its ability to renew this package, and this Agreement may be immediately terminated by The Century Club, in which case Sponsor shall remain liable for all payments due under this Agreement.
 - 3. Sponsor is responsible for having a designated host(s) or hostess (es) in its private hospitality space at all times. Sponsor shall provide the name of hosts/hostesses to The Century Club in advance. The host is responsible for making sure that the area is not overcrowded, and ensuring that any noise that could disrupt or distract players on the course will not be tolerated. Sponsor acknowledges that if it cannot fulfill these guidelines, then Farmers Insurance Open officials and security personnel shall have the authority to enforce them.
 - 4. No banners or signage of any kind may be placed outside an enclosed hospitality tent or suite or on its exterior by Sponsor or its representatives or guests. Skybox and Chalet sponsors, and other open-air hospitality venue sponsors, acknowledge and agree that no banners or signage of any kind may be placed inside or outside the hospitality area, visible to the general public or television cameras, by their representatives or guests. The Century Club retains sole responsibility for placing appropriate signage outside of the hospitality area for identification and the convenience of guests. This exterior signage identification is limited to the sponsor on this agreement. Sponsors with enclosed hospitality areas may place small banners and/or other appropriately-sized display inside the hospitality tent/suite only, facing the interior of the enclosed space, as long as such display is not readily visible and legible from the outside. The Century Club retains the right to approve all interior signs or displays.
 - 5. Any collateral materials Sponsor produces for the purpose of promoting its participation in the event and/or inviting people to its hospitality area will properly refer to the tournament as the "Farmers Insurance Open." The name of the tournament does not have to be used in these materials, but an incorrect name or reference cannot be used. Sponsor may customize its ad in the tournament program to include a tournament reference, but only if the event is properly referred to as the "Farmers Insurance Open." Failure to make this proper referral could result in loss of ad in program, if no time remains to correct it before production deadline. Sponsor may request to use the official tournament logo in these materials or ad, but the request must be submitted to The Century Club for approval at least 30 days in advance of their use.
 - 6. Sponsor will not sub-let its hospitality space to a third party without prior written consent from The Century Club. Sponsor acknowledges responsibility for all charges incurred by said third party, as well as the behavior of the representatives of the third party and their guests. Billing from The Century Club will be to Sponsor only, not to third party. Any accompanying signage will acknowledge Sponsor only, not third party. Sponsor agrees that The Century Club may withhold consent to any sub-lease at its sole and exclusive discretion. Third party will be subject to same terms and conditions outlined herein under sub-paragraphs (b-h) of this Agreement. Names of any third party representatives and hosts/hostesses must be supplied to Colonial in advance.
 - 7. This Agreement is not assignable by Sponsor without the prior written consent of The Century Club. Any unauthorized assignment of this Agreement by Sponsor or any sub-letting of the area without prior written consent of The Century Club shall, at the option of The Century Club, allow The Century Club, in addition to any other rights or remedies available to The Century Club at law or in equity or otherwise, at its sole discretion, to cancel this Agreement and/or enter the hospitality space, remove Sponsor and third parties from the hospitality space and deny Sponsor and third parties access to the hospitality space without refunding any payments and fees otherwise due hereunder.
 - 8. Agreement may be canceled by Sponsor only by written notice sent by certified mail and delivered to The Century Club prior to January 1, 2012. Sponsor shall pay The Century Club a cancellation fee of 50% of the contract price if contract is canceled prior to October 1, 2011. Sponsor shall pay The Century Club a cancellation fee of 75% of the contract price if contract is canceled after September 30, 2011 but prior to November 15, 2011. If contract is canceled on or after November 15, 2011, but prior to January 1, 2012, sponsor shall pay a cancellation fee of 90% of the contract price. All cancellation fees will be paid within 30 days of written cancellation. No refund by The Century Club to Sponsor will be made if contract is canceled on or after January 1, 2012 and Sponsor shall be and remain liable for the entire fee due hereunder.
- f) Sponsor shall indemnify, defend and hold harmless The Century Club of San Diego and the Farmers Insurance Group, its members, agents, officers, employees, directors, subsidiaries, affiliates, shareholders, from and against any and all losses, damages, liabilities, claims, demands, suits and expenses (including, without limitation, reasonable attorney's fees) that The Century Club or Farmers Insurance Group may incur or be liable for as a result of any claim, suit or proceeding made or brought against The Century Club or Farmers Insurance Group based upon, arising out of, or in connection with (1) any injury, death or other harm or claim connected with any equipment, instrument, service, food or beverage provided by Sponsor or any party affiliated with Sponsor; 2) the performance of Sponsor's duties and obligations hereunder, including without limitation, the acts or failure to act by any of Sponsor's agents, employees, affiliates, guests, fiduciaries, subcontractors and/or licensees hereunder, any breach of any of Sponsor's obligations, agreements and/or representations and/or warranties hereunder.
- g) In the event of a cancellation of the Tournament due to act of God, state of war, terrorist action, fire, weather, national emergency, or any other cause or situation out of its control, The Century Club may retain up to 20% of any prepaid sponsorship fees in order to cover costs incurred leading up to the planned tournament.
- h) This Agreement shall be construed and governed according to the laws of the state of California. Any claims or disputes relating to this agreement will be resolved in the venue of San Diego County, California.
- i) Payments by Purchaser Hereunder are not Tax Deductible as a Charitable Contribution. This Investment may Qualify for a Deduction as an Entertainment Expense Incurred in Connection with a Charitable Sporting Event. Please Contact your Tax Advisor.

**FARMERS INSURANCE OPEN
PURCHASE AGREEMENT**

THIS AGREEMENT (this "Agreement") for the purchase of elements listed herein is made and entered into between THE CENTURY CLUB OF SAN DIEGO and the party listed below as Purchaser. In consideration of the respective rights and obligations under this Agreement and other valuable consideration, The Century Club and Purchaser have fully reviewed and agreed to all of the terms and conditions of this Agreement.

Purchaser Name: _____

Purchaser Address: _____

Purchaser Contact: _____ Phone number: _____

Purchaser Email: _____ Fax Number: _____

Inventory: _____

Investment: _____

Term: _____

Payments by check must be made payable to The Century Club. This sponsorship agreement is between the signed parties only. No merchandise or services contained in this Agreement, other than tickets, is transferable without written consent of both parties concerned.

PURCHASER

THE CENTURY CLUB

By: _____ By: _____

Title: _____ Title: _____

Date: _____ Date: _____