



PREMIERE CORPORATE EVENTS



Formerly TSE Sports & Entertainment

General Capabilities Presentation

PREMIERE CORPORATE EVENTS

 Formerly TSE Sports & Entertainment

COMPANY OVERVIEW

- Premiere Corporate Events was founded in 1996 as TSE Sports & Entertainment and acquired in 2005 by private equity firm Pfingsten Partners, LLC
- In 2008, Pfingsten formed Premiere Global Sports which consists of five industry-leading sports hospitality and event marketing companies
- As the corporate arm of Premiere Global Sports, Premiere Corporate Events provides sports and entertainment travel, hospitality and marketing services to Fortune 500 clients
- Our mission is to deliver memorable, lifetime experiences and world-class solutions for our clients and partners



SPORTS BUSINESS JOURNAL

PREMIERE GLOBAL SPORTS

Premiere Global Sports makes its mark

The world is full of sports fans, and the desire to leverage sports to reach this global audience is stronger than ever. In this environment, Premiere Global Sports is giving its clients the power to play ball. From vigorously vetting companies trying to reach sports fans? For starters, sponsorship research giant IEG provides that from 2007 to 2008, sports sponsorship growth in the U.S. will increase 14.7 percent, to \$11.8 billion. In addition, IEG reports, sports sponsorship represented 20 percent of all sponsorship spending.

companies and colleges (see box, opposite page).
The Premier Global Sports family also includes four ancillary divisions: a "Sports Sports Alliance," Premier Golf Solutions, Premier Athlete & Disability, and SportsHub.com – that handle the company's consumer care, compensation & benefits, marketing, as well as HR, legal, finance and other major functions. "Our corporate clients include a diverse, worldwide organization,"

company and Golfsite.com, an online secondary ticket provider specializing in sporting and entertainment events. The sale will close in April 2008, and Double Alliance "has the national leading full-service "white" college sports line provider – with more than 400 sports teams, including leading schools from the Big 10, Big 12, ACC, SEC, Pac 10, Big East and other major conferences. "Our corporate clients include a diverse, worldwide organization."

Copyright © 2008 Premiere Global Sports. All rights reserved. This document is confidential and intended solely for the individual named.

PREMIERE GLOBAL SPORTS

- Premiere Global Sports consists of the following sports divisions:



(New York, NY) Full-service sports and marketing company that provides customized hospitality, incentive and brand-building programs for Fortune 500 clients (www.pcevents.com)



(Raleigh, NC) Largest consumer-focused sports travel and hospitality company in the country (www.sportstravel.com)



(Champaign, IL) Largest college sports travel & hospitality company in the nation focused on “Official” college, bowl and conference partnerships. Runs official tours for more than 40 leading schools from the Big 10, Big 12, ACC, SEC, PAC 10 and Big East (www.collegesportstravel.com)



(Cincinnati, OH) Full-service domestic and international golf destination company working with golf fans, companies and key partners to deliver premiere golf experiences (www.tseworldgolf.com)



(Raleigh, NC) An online secondary ticket company that specializes in sports and entertainment events (www.gotickets.com)

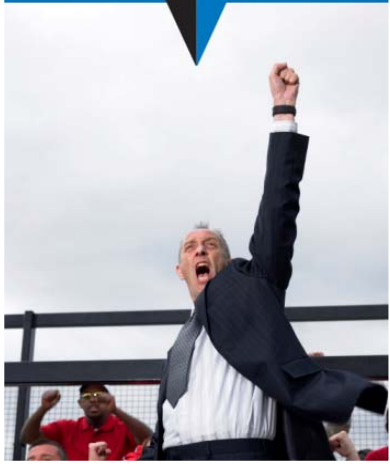
PREMIERE CORPORATE EVENTS

 Formerly TSE Sports & Entertainment

CORE COMPETENCIES

- Premiere Corporate Events has a distinct set of practice areas that will be put to work for your company

CORPORATE HOSPITALITY



ATHLETE & CELEBRITY



INTEGRATED PROMOTIONS



MEETINGS & INCENTIVES



PREMIERE CORPORATE EVENTS

 Formerly TSE Sports & Entertainment

CORPORATE HOSPITALITY

SUPER
BOWL



THE
MASTERS



FINAL
FOUR



CORPORATE HOSPITALITY

- With a reputation as the industry leader in the world of corporate hospitality, Premiere Corporate Events is well equipped to handle your sports and entertainment travel needs
- When traveling with Premiere Corporate Events, you will be assigned a Personal Senior Event Planner who will be exclusive to your group
- This person will lead a team of in-house planners in managing all the logistics of your program completely first class and turnkey including flights, tickets, hotel accommodations and receptions



PREMIERE CORPORATE EVENTS

 Formerly TSE Sports & Entertainment

EVENT EXPERTISE

- Premiere Corporate Events has an industry leading track record in package item procurement and inventory for the world's biggest sports and entertainment events



1,000+ guests at Super Bowl XLII



2,500+ guests at the Kentucky Derby



1,400+ guests at The Masters



1,000+ guests at the Ryder Cup



2,000+ guests at the Final Four



500+ guests at the US Open Tennis Tournament



2,500+ guests at the Daytona 500



500+ guests at the US Open Golf Tournament

PREMIERE CORPORATE EVENTS



Formerly TSE Sports & Entertainment



CASE STUDY

SUPER BOWL XLII

- Premiere Corporate Events developed a luxurious Super Bowl XLII weekend in Arizona for twenty (20) corporate guests from AT&T
- All guests enjoyed deluxe hotel accommodations at the Scottsdale Resort & Conference Center, luxury suite tickets to the Super Bowl, motor coach transportation to and from the stadium with a police escort, airport transfers, activities and daily meals
- Special events organized by Premiere included a private Sunday Morning Chalk Talk with NFL Stars Warren Moon and Sean Salisbury, and a private party at the hotel after the Super Bowl



PREMIERE CORPORATE EVENTS

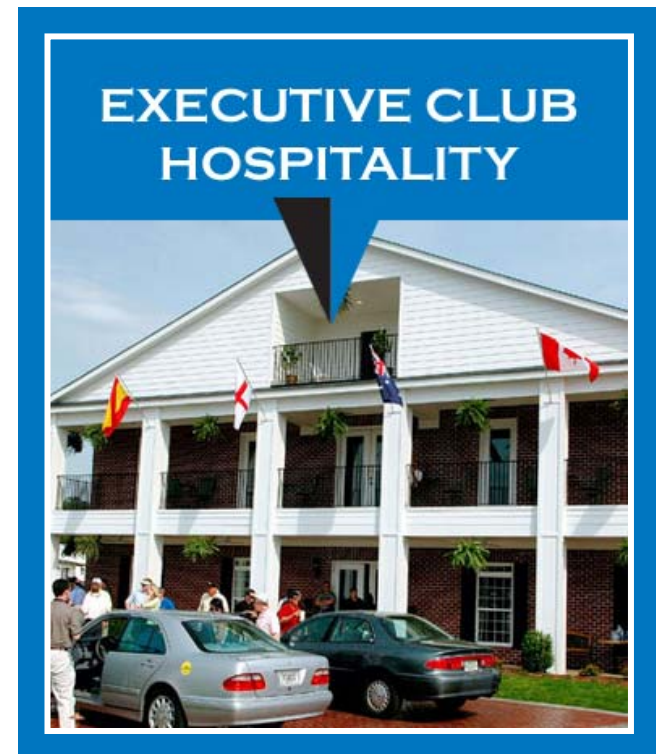


Formerly TSE Sports & Entertainment



CASE STUDY THE MASTERS

- Premiere Corporate Events entertained seventy-two (72) corporate executives from Georgia Pacific at The Masters Golf Tournament in Augusta, Georgia
- Guests received badges to The Masters from Thursday to Sunday, deluxe accommodations at the Hilton Doubletree Hotel, hospitality at The Executive Club, licensed Masters gifts and ticket holders
- Special amenities included roundtrip airport transfers, chauffeured transportation for the week and a private hospitality room at the hotel



PREMIERE CORPORATE EVENTS

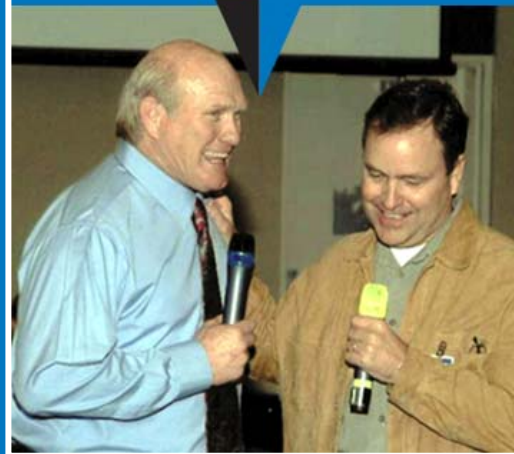
 Formerly TSE Sports & Entertainment

ATHLETE & CELEBRITY

ATHLETE APPEARANCES



KEYNOTE SPEAKERS



PRODUCT ENDORSEMENTS



PREMIERE CORPORATE EVENTS

 Formerly TSE Sports & Entertainment

ATHLETE & CELEBRITY MARKETING

- Premiere Corporate Events is the market leader when it comes to working with companies to secure talent for speaking engagements, appearances, endorsements and a variety of other business objectives
- Unlike agents, who represent a limited number of clients, Premiere Corporate Events has access to thousands of athletes, coaches and entertainers
- With a wealth of experience, we ensure an unbiased solution and an appropriate individual for our clients' needs



PREMIERE CORPORATE EVENTS

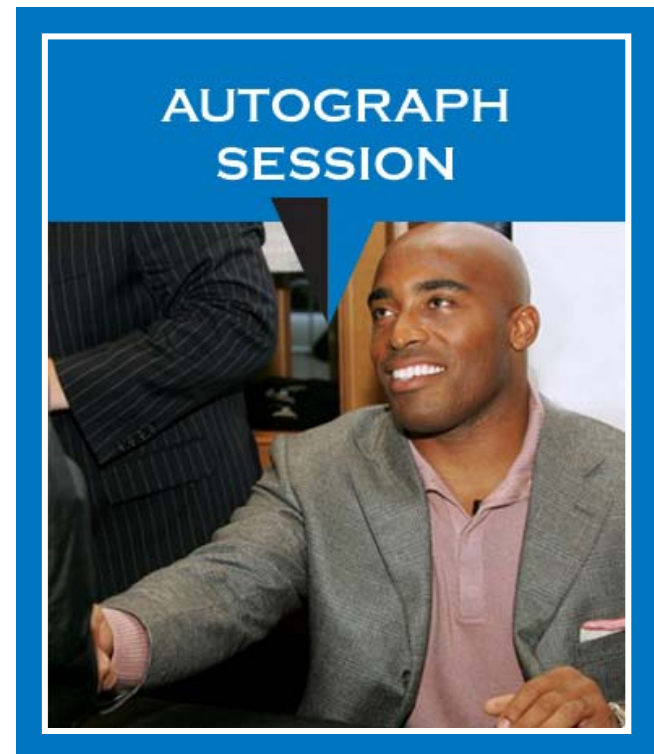
 Formerly TSE Sports & Entertainment



CASE STUDY

TIKI BARBER APPEARANCE

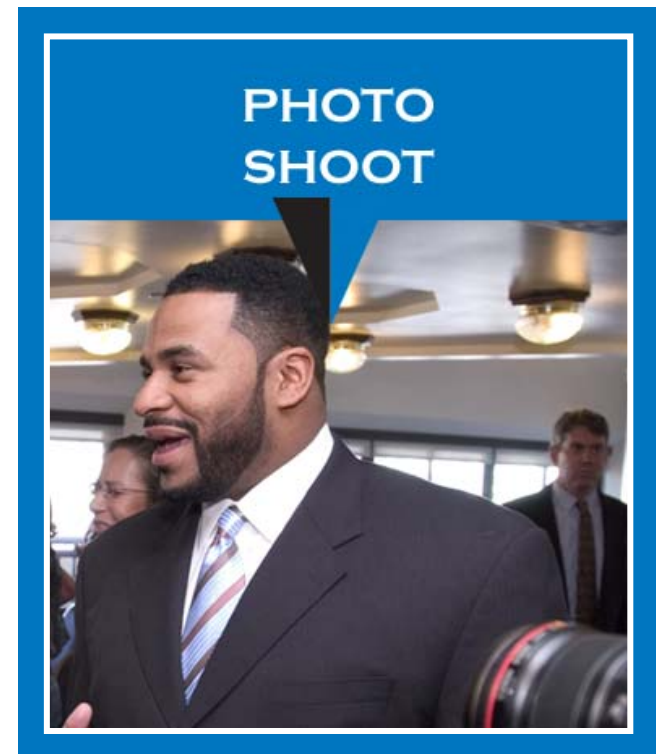
- Premiere Corporate Events secured NFL Star and NBC Broadcaster, Tiki Barber, for an appearance at a conference for The Virginia Department of Housing and Community Development
- Barber made the keynote speech where he shared his own personal experiences growing up in Virginia and conducted a question and answer session with the audience. After the speech, Barber posed for photos with attendees and signed autographs for them
- Premiere Corporate Events planned all of the program logistics including the negotiation of the appearance contract and the coordination of travel arrangements for Tiki Barber



CASE STUDY

JEROME BETTIS ENDORSEMENT

- Premiere Corporate Events secured future NFL Hall-of-Famer, Jerome Bettis, to serve as the face of ConAgra's Keep Them Running Back For More promotional campaign, which featured top brands such as Orville Redenbacher's, Hunt's and Manwich
- Bettis appeared in a series of print advertisements and FSIs. He also participated in an online sweepstakes where consumers had a chance to win memorabilia autographed by "The Bus"
- Premiere Corporate Events negotiated the endorsement deal with Bettis, secured rights to use his name and likeness in all promotional materials and provided on-site management for the photo shoot



PREMIERE CORPORATE EVENTS

 Formerly TSE Sports & Entertainment

INTEGRATED PROMOTIONS

CONSUMER SWEEPSTAKES



GIFT WITH PURCHASE



MULTICULTURAL MARKETING



PREMIERE CORPORATE EVENTS

 Formerly TSE Sports & Entertainment

INTEGRATED PROMOTIONS

- For more than a decade, leading brands have come to Premiere Corporate Events to inject sports and entertainment into their promotional platforms
- Premiere Corporate Events has a wealth of promotional tactics at our disposal to move the sales needle for your brand. These include programs such as consumer sweepstakes, gift-with-purchase offers, event sponsorship campaigns and multicultural marketing
- Best of all, we will manage your promotion from concept to completion making us a true one-stop-shop



PREMIERE CORPORATE EVENTS

 Formerly TSE Sports & Entertainment



CASE STUDY

BUDWEISER IPOD SWEEPSTAKES

- Premiere Corporate Events developed a sweepstakes promotion for Budweiser that gave consumers an opportunity to win a 30GB Apple iPod® or a \$15 gift card for downloads from the iTunes® Music store
- Sweepstakes entry forms were available at participating retail locations nationwide and consumers were encouraged to mail them to a custom P.O. Box that Premiere Corporate Events set up for the promotion
- Premiere Corporate Events ran the promotion completely turnkey, handling all details including entry capture, sweepstakes drawing, prize fulfillment and legal services



PREMIERE CORPORATE EVENTS



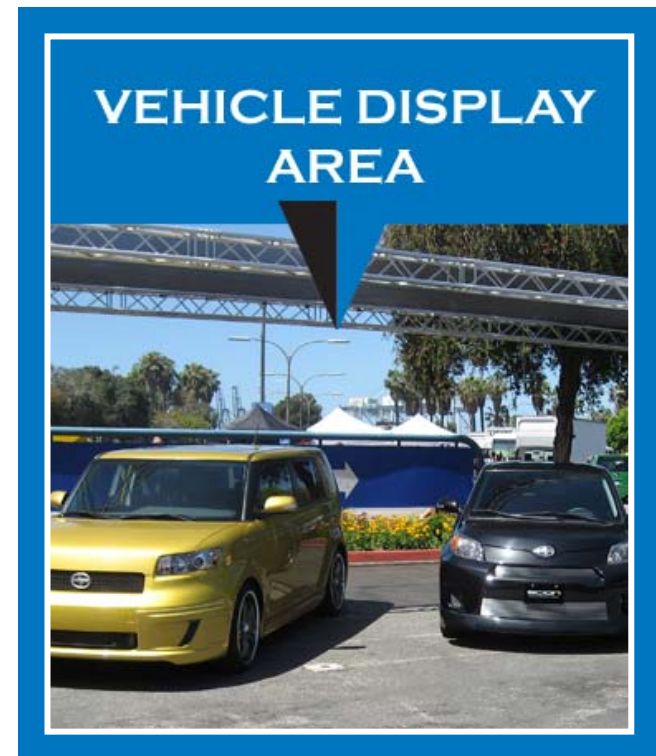
Formerly TSE Sports & Entertainment



CASE STUDY

SCION INK N IRON FESTIVAL SPONSORSHIP

- Premiere Corporate Events secured SCION with a sponsorship of the 5th Annual Ink N Iron Tattoo Festival in Long Beach, California
- SCION received a vehicle display area at the Queen Mary, VIP credentials, banner placements around the event venue and logo inclusions in local media
- An online sweepstakes was held prior to the event that gave consumers in the Southern California market a chance to win a VIP trip to attend the festival
- Premiere Corporate Events ran the promotion completely turnkey, handling all details including negotiation of the sponsorship package, development of the sweepstakes entry website, prize fulfillment and legal services



PREMIERE CORPORATE EVENTS

 Formerly TSE Sports & Entertainment

MEETINGS & INCENTIVES

NATIONAL SALES MEETINGS



DESTINATION TRAVEL



MERCHANDISE REWARDS

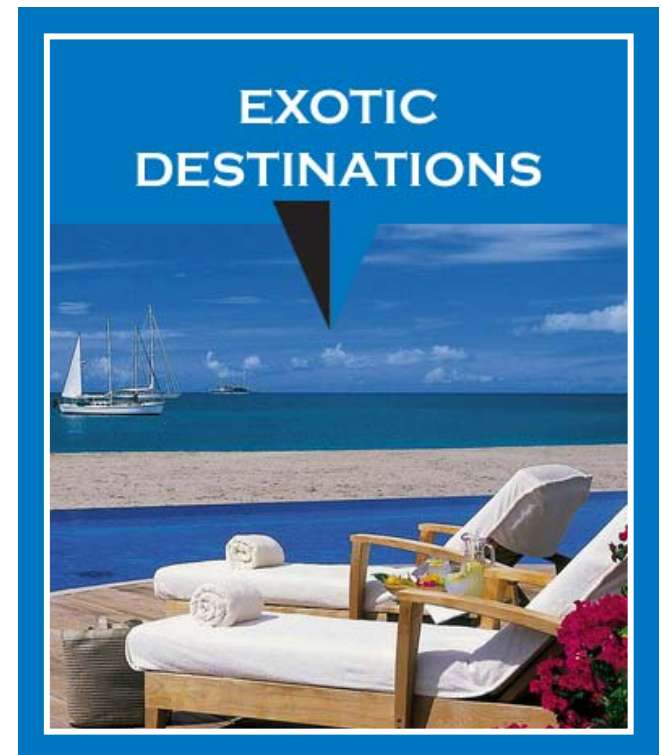


French's SUPER SELLER REWARDS
FOODSERVICE HOW FRENCH'S® FOODSERVICE REWARDS THE BEST

Product Search	Featured Categories	
<input type="text"/> Search Tips	 Great Escapes	 Healthy Lifestyle
Browse Categories	 Home and Hearth	 Just for Kids
All Categories	 Reward Certificates	 Outdoor Advent
Great Escapes	 Style Accents	 Techno Toys
Healthy Lifestyles		
Home & Hearth		
Just for Kids		
Outdoor Adventure		
Reward Certificates		
Style Accents		
Techno Toys		

MEETINGS & INCENTIVES

- In order to maintain focus and streamline a company's objectives and aims within the minds of its employees, the organization of successful meetings and incentives is a fundamental ingredient
- Our one-team management style will take your future meetings or events to the next level, tailoring them to your specific needs while shaping them into something that is unique and effective



PREMIERE CORPORATE EVENTS



Formerly TSE Sports & Entertainment

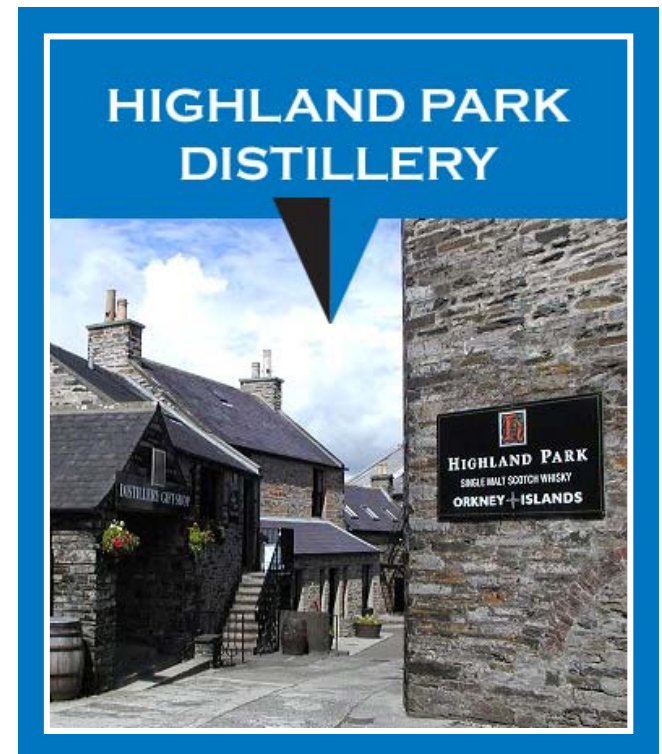


RÉMY COINTREAU USA

CASE STUDY

REMY COINTREAU SCOTLAND INCENTIVE

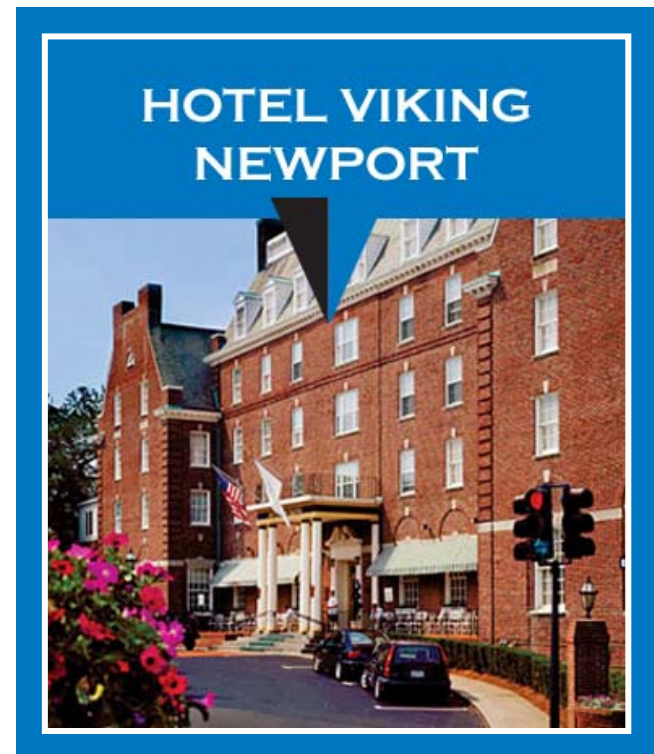
- Premiere Corporate Events coordinated an incentive program for RÉMY COINTREAU to entertain eighty (80) distributors at three distilleries in Scotland
- The first distillery was The Famous Grouse Experience where guests enjoyed lunch and then participated in their choice of recreational activities which included clay shooting, archery and ATV outdoor driving
- Over the next couple of days, RÉMY guests also visited the Macallan Distillery and the Highland Park Distillery
- At each distillery, guests were offered a tour of the venue and nosings and tastings. Other recreational activities that guests were able to participate in were golf at Dalmahoy, spa treatments at Scotsman Hotel and a tour of the Rosslyn Chapel in Orkney



CASE STUDY

COTY SENIOR LEADERSHIP CONFERENCE

- Premiere Corporate Events organized an international leadership conference at the Hotel Viking in Newport, Rhode Island for COTY's President and CEO, Divisional Presidents, Executive Vice Presidents and Vice Presidents
- The daily events and activities included a themed-final night awards reception and dinner at Rosecliff Mansion, general session, breakouts, pre-conference and post-conference meetings and group recreation on America's Cup 12 Meter Yachts
- Premiere Corporate Events handled all details from pre-event planning to on-site execution to post-event reconciliation and also worked with COTY's internal air department to coordinate flights



AWARDS & ACCREDITATIONS

- Our first-class attention to detail has manifested in a number of awards and accreditations:



Virtuoso is the industry's leading luxury travel network. This by-invitation-only organization comprises over 300 agencies with more than 6,000 elite travel specialists in 22 countries



MPI (Meeting Professionals International) is the meetings and events industry's largest global community which is comprised of 24,000+ members belonging to 69 chapters and clubs worldwide



The National Tour Association is a trade organization of thousands of tourism professionals involved in the growth and development of the packaged travel industry



The PROMO 100 is a ranking of the Top 100 U.S. promotion agencies by net revenue, two-year growth, number of years in business and net revenue per employee. Premiere Corporate Events has been named to the list for the past six years (2003-2008)



Premiere Corporate Events was named to *Special Events Magazine's* 2006 list of 50 top event planning companies in the United States

PREFERRED PARTNERSHIPS

- Premiere Corporate has preferred partnerships with top sports, entertainment and travel properties



Official Provider of sports travel concierge services to ESPN Total Access credit card members



Official Travel Partner of the PBR World Finals



Official Travel Partner of the Miss Universe Pageant



Partners with StubHub! to sell all-inclusive sports travel packages



Partners with Orbitz to sell all-inclusive sports travel packages

PREMIERE CORPORATE EVENTS

 Formerly TSE Sports & Entertainment

CLIENT LIST

➤ Premiere Corporate Events works with an impressive roster of Fortune 500 companies including:



PREMIERE CORPORATE EVENTS

 Formerly TSE Sports & Entertainment

© 2008 Premiere Corporate Events, Inc.

This presentation contains confidential and proprietary information of Premiere Corporate Events, Inc. and/or its affiliated companies and may be used solely for the purpose of evaluating the concept proposed herein. Reproduction, disclosure or any other use of all or any part of this proposal without the express authorization of Premiere Corporate Events, Inc. is strictly prohibited.