



PLANET HOPE
CELEBRITY
GOLF

RIVIERA MAYA
INVITATIONAL



ANdAZ | MAYAKOBA
México 2017



A WORLD CLASS GOLF EVENT CELEBRATING HOPE
October 13-15, 2017



CELEBRITIES UNITED FOR THE LOVE OF THE GAME AND A GOOD CAUSE

The 1st Annual Planet Hope Celebrity Golf Riviera Maya Invitational will take place at El Camaleón, the spectacular golf course at the Mayakoba resort in Quintana Roo Mexico. The 18-hole golf course designed by renowned PGA legend Greg Norman is known for its fairways lined with sand dunes and mangroves, distinctive hazards, its exclusivity and the fact that it is part of a community of luxury hotels.

This three-day tournament event, featuring an incredible kick off celebration with celebrities, and VIP's featuring world class entertainment and a thrilling competitive golf experience. The tournament will raise money for Planet Hope and other international charitable organizations from around the globe. This tournament will become a top annual golf event bringing maximum exposure for participating corporate brands, while raising much needed funds for Planet Hope and its programs.




TWO SISTERS AND A 25 YEAR LEGACY OF MAKING A DIFFERENCE IN THE LIVES OF THOSE LESS FORTUNATE

In 2017 Planet Hope celebrated its 25th Anniversary. The non-profit organization that was founded by sisters Kelly & Sharon Stone provides outreach and educational resources to homeless, abused, and terminally ill children and their families.

<http://www.planethope.org>

"At Planet Hope we believe in the daily contribution to the individual and the homeless communities well-being. We believe that by sharing our core values we can affect awareness in the community and we pride ourselves on the fact that we are all volunteers."


Kelly Stone


Sharon Stone



PLANET HOPE PROGRAMS

Planet Hope has continued to expand their existing programs and to develop new programming to further the organization's outreach:

- Camp Planet Hope will be returning in 2018. This summer camp provides kids a joyful way to build self-esteem, and provides parents with opportunities for higher education and a chance to connect with potential employers. During their time at camp, families receive much needed medical and dental care.
- Planet Hope's 'Back to School' program provides sneakers, backpacks, mandatory vaccinations and school supplies.
- Every year Planet Hope also grants thousands of donated designer prom dresses to in-need girls in over 30 states. The program is in partnership with Paul Mitchell schools nationwide and provides makeovers to these students attending prom.
- With the generous support of Hasbro, and several other toy sponsors, Planet Hope distributes in excess of 15,000 individually wrapped toys to children across the country every Holiday. Also, Planet Hope Elves visit children's hospitals all over the State of California to those children living with life threatening illnesses.



PLANET HOPE PROGRAMS

- In partnership with the Red Road Foundation, Planet Hope provides international Skype mentoring to students in other countries to help ensure that these children have a better chance at a prosperous future while spreading the message of hope around the globe.
- In the Spring of 2017 Planet Hope launched its 'Hope in Backpack' program which provides those students who are less fortunate to visit an 'in-school' food bank and store so they will have food and necessities over the weekend that they might not otherwise have.
- Planet Hope is developing their collaboration with the Drever Family Foundation, which pairs in-need children and seniors in Montessori-based daycare facilities that includes art and educational enrichment programs.
- Planet Hope will provide fully funded computer labs and tutoring centers at shelters for at-risk youth. This will include Raphael House in San Francisco and Miracles for Kids in Orange County.
- Most recently, in collaboration with Dr. Astrid Heger of the USC Medical Center and The Alexis Arquette Family Foundation, Planet Hope has begun to provide resources to the Alexis Project which promotes the best of medical and psychological support for patients as well as fostering solutions through arts and education.

RESORT AND GOLF COURSES: THE PERFECT VENUE FOR A WORLD CLASS EVENT



From its inception, **Mayakoba** was conceived as a resort development like no other. The design was to follow the contours of the existing geography . . . to enhance, not replace, the natural environment. Architects were joined by biologists, geologists and engineers to map out a way to find separate but connected locations for the planned development.

The result was a Master Planned retreat which now welcomes visitors and residents from the four corners of the Earth to a triumph of conservation. **Mayakoba** meaning 'village over the water' is internationally recognized as an exclusive five-star resort community.



TOURNAMENT FORMAT

TEAMS WILL BE ORGANIZED IN FIVESOMES

- 1 Each team of Four (4) Players will be paired with a celebrity/VIP host.
- 2 Two (2) Days of Championship Golf with a different tournament each day.
 - 3 Day 1: "Best Ball" - with net and gross winning teams. USGA handicaps will be used for scoring the best ball tournament.
 - 4 Day 2: "Scramble" – each player tees off on each hole, and the best of the tee shots is then selected and all players play their second shot from that spot.
- 5 USGA Handicap indexes will be used in organizing teams for this tournament to enable fair competition. Individual participants will be placed on team.t spot.
- 6 Time for full field tournaments (approximately 100-125 players) usually take around 5 hours to complete 18-holes, around 20-25 teams.

TOURNAMENT WINNING PRIZES AND CONTRIBUTION TO PLANET HOPE & CHOSEN CHARITIES



- The tournament will benefit Planet Hope and the foundation will split and disperse the purse with the winning celebrities/teams chosen charities.
- Tournament Teams will be sponsored by a brand or corporate sponsor and each team will be playing for each celebrity's specific chosen charity.



THREE-DAY TOURNAMENT AGENDA & GENERAL SCHEDULE

(TO BE CONFIRMED)



| | | | | |
|---|----------------|---|--|---|
| 1 | Friday 13 | 10 a.m. - 6 p.m. 10 p.m. | Early arrival and registration Inaugural Welcome Cocktail Party | Foyer Balam Beach Pool Andaz |
| 2 | Saturday 14 | 7 a.m. - 8:30 a.m. 10 a.m. 2:30 p.m. 2:30 p.m. 7:00 p.m. | Breakfast Shotgun Start – Best Ball Lunch Served on Course Tournament Resumes [TBD First Round End] Mayakoba Party | Andaz El Camaleón El Pueblito Lagoon Pool Andaz |
| 3 | Sunday 15 | 7 a.m. - 8:30 a.m. 10 a.m. 2:30 p.m. 2:30 p.m. 4:00 p.m. to 6:00 p.m. | Breakfast Start – Scramble Lunch Served on Course Tournament Resumes [TBD Final Round End] Tournament Award Ceremony | Andaz El Camaleón El Pueblito El Camaleón El Pueblito |



WHY SAY YES?

- Your participation in this tournament event will help these chosen charities to continue serve those individuals that are in-need.
- For 3 days, the Planet Hope Celebrity Golf Riviera Maya Invitational, and Mayakoba Resort in Mexico will become the epitome of exclusivity, luxury life & style for some of the world's biggest Celebrities, Sports Personalities, Pro-Golfers, Political Icons, and Titans of Business along with all of their golfing friends.