

Laura Gee

From: Smyth, Patrick [Patrick.Smyth@Broncos.NFL.net]

Sent: Tuesday, July 31, 2007 2:45 PM

Subject: PRESS RELEASE SENT ON BEHALF OF THE COLORADO SPORTS HALL OF FAME (WITH NEW LOGO)



**Colorado Sports Hall of Fame
INVESCO Field at Mile High
Suite 500, 1701 Bryant St.
Denver, CO 80204
(720) 258-3536**

**FOR IMMEDIATE RELEASE
TUESDAY, July 31, 2007**

THIRD ANNUAL COLORADO SPORTS HALL OF FAME GOLF CLASSIC IS A SELLOUT

DENVER – The third annual Colorado Sports Hall of Fame Golf Classic, scheduled to be played at The Broadmoor on Monday, Sept. 10, has reached sellout status, with more than five weeks remaining before the tourney.

There will be 120 players spread out among 30 teams, with 30 sponsors, gathered for the pre-tournament cocktail party at The Broadmoor on Sunday night, Sept. 9, with the tournament itself slated for the following Monday.

Approximately \$85,000 will be raised for charities by this tournament. Proceeds from the CSHoF Golf Classic help support Open Fairways, which improves the lives of at-risk and under privileged children through the game of golf, and the Colorado Sports Hall of Fame Museum and its youth sports programs.

Jim Saccomano, Chairman of the Colorado Sports Hall of Fame, said, “The continued success of this annual tournament is a great step forward for us in being able to implement our own youth programs, as well as to assist Open Fairways, which does a great job assisting young people. The Broadmoor once again will provide a spectacular venue for all our participants, and we are very excited to announce a sellout more than a month in advance of the event.”

Coors is the presenting sponsor for the event.

The Silver sponsors are Stadium Management Company, King Soopers, Arby’s, Wells Fargo Bank, CollegenColorado.org, Qwest Communications, Denver Newspaper Agency, FSN Rocky Mountain, Coors Brewing Company, Pinnacol Assurance, Open Fairways, Mark Williams and Brian Cook, Gatorade, CBS4, Stewart Title, Merit Financial, and United Western Bank.

The nine Bronze sponsors are Denver Marriott City Center, National Hirschfeld, Integer Group, University of Denver, Denver Metro Convention and Visitors Bureau, Colorado Rockies Baseball Club, Nate Eckloff, The Staubach Company, and the firm of Saltzman, Hamma, Nelson, & Massaro.

Gold sponsorships were available for \$7,500, Silver sponsorships for \$5,000 and Bronze for \$3,500.

“The sponsorships are key to the success of the event,” Saccomano added, “and we are deeply appreciative of this great support by the sponsoring organizations.”

All sponsorships include one foursome, four player gift bags, hole signage and recognition in the tournament program, the players’ party at The Broadmoor, and the awards luncheon.

For more information on the tournament, the Colorado Sports Hall of Fame and its programs, please contact Chief Executive Officer Tom Lawrence at 720-258-3536.

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