

A first for FedEx: Toms fronts sweepstakes for Classic

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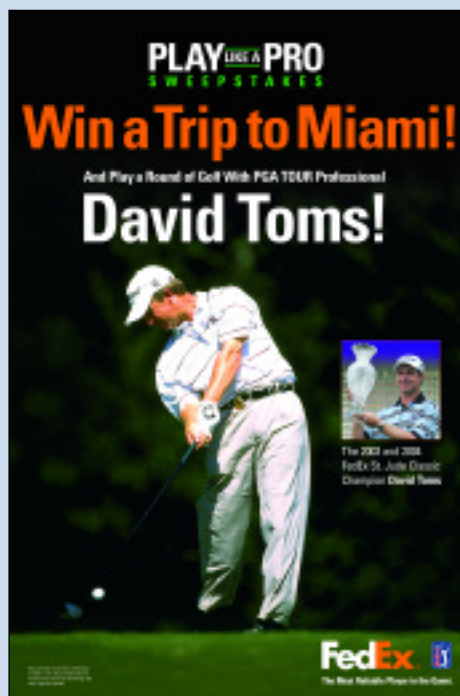
FedEx is ramping up promotion of its PGA Tour sponsorships this summer; with two separate North American programs, including one involving top-10 PGA Tour player David Toms, which marks FedEx's first large-scale relationship with a golfer in recent memory.

FedEx is an official PGA Tour sponsor and title sponsor of the FedEx St. Jude Classic, held May 23-29 in Memphis, FedEx's corporate home.

The company has begun its "Play Like A Pro" sweepstakes that will run through the May event, which includes promotional materials in 2,800 FedEx locations, including owned-and-operated centers and authorized outlets. Toms, who won his second straight FedEx St. Jude Classic last year, is the face of the promotion, and every location will feature a life-sized Toms promotional poster and other materials.

The grand prize of the sweepstakes is a four-day, three-night trip to Miami for two to play golf with Toms. Other prizes include sets of Cleveland irons, which Toms endorses. In the game, participants scratch off their score to see if it's lower than Toms' score on the gamecard.

Starting this week is a charitable promotion that FedEx hopes to grow into an annual tradition, Birdies for St. Jude. This program, which focuses on roughly 1,200 FedEx outlets, encourages customers to pledge a penny or more for each birdie



The winner of the sweepstakes get to play golf with David Toms in Miami.

scored at the PGA Tour event. Last year there were 1,518 birdies.

A highlight of the promotion will be a new paint scheme for the FedEx No. 11 Chevrolet driven by Jason Leffler in the NASCAR Nextel Cup circuit, which will promote the St. Jude Classic and BirdiesforStJude.com at the Dodge Charger 500 at Darlington (S.C.) Raceway on May 7.

A die-cast collectible of the car will be produced by Action Performance, accord-

ing to Phil Cannon, director of the FedEx St. Jude Classic. Price of the die-cast hasn't been set, but Cannon suggested it could be higher than the typical \$39.95, and that any profits would go to the St. Jude Children's Research Hospital.

The tournament donates more than \$1 million to charity annually from its net proceeds.

FedEx has been title sponsor of the tour event since 1986, but a PGA Tour sponsor since only 2002. The push in golf is not a change in philosophy for FedEx, "but we have done some retail work in the past with the PGA Tour, and success breeds success," said Chris Caldwell, vice president of Velocity Sports & Entertainment, which handles FedEx's sports involvements.

The deal with Toms is for this season, and it includes image rights for the promotion, the outing in Miami and a few more appearances for FedEx. Caldwell hesitated to call it a full-out endorsement deal but said it was in the nature of other deals FedEx has had with golfers, such as Nick Price, who penned a "tips booklet" as part of the award-winning "Most Reliable Player in the Game" promotional theme.

Nevertheless, the Toms deal is the most extensive in recent memory, and FedEx is considering more golfer tie-ins, according to David Parker, president of Dallas-based Links Sports, which represents Toms. He said FedEx first approached Toms this winter.

Taylor Design created and produced the FedEx "Play Like A Pro Sweepstakes" and "Birdies for St. Jude" materials, including identity program, in-store posters, point of purchase displays, and scratch-and-win game cards.