

Drew Lethem

Player Information Packet

2012 Season



A comprehensive guide to Drew Lethem's recent successes, current goals, and a layout for how you benefit from being part of his dream.

This Guide contains information on:

- **Sponsorship Overview**
- **Golf-specific resume**
- **Updated Playing Summary**
- **2012 Expense Prediction**

Proposal prepared by Drew Lethem

- **Partnership Benefits: General**

- Primary objective is to add value to your company.
- Exposure in various forms; goal is to strengthen company name and recognition.
- Strengthen company-client relationships.
- Represent company on local and national basis.
- Available for outings and events.

- **Partnership Benefits: *Exposure***

- Recognition through advertising is a great way to promote your company with the public.
- High likelihood of attaining large exposures with breakthrough performances.
- NGA Hooters Tour is a highly recognized Tour.
 - Approximately 1,000 live viewers for each weekly event.
 - Tournament results and press releases are distributed to all local media including the Associated Press, Golf Channel USA Today, GolfWeek and Golfworld.

- **Partnership Benefits: *Strengthen Relationships***

- Increase company value by entertaining clients through golf.
- Untapped method for doing business.
- Success of Pro-Ams, amateur golfers love playing with and getting to know touring professionals.
- Business and golf go hand-in-hand:

Why not have the top golfer in the area around to help you do business?

- **Partnership Benefits: *Representative***

- Represent your company in a respectful, professional manner.
- Become an ambassador for your company, what you guys stand for, and how you do business.

- **Partnership Benefits: *Golf Outings***

- Golfers enjoy getting to understand the game further and learning more about the game of golf. This can be done in outings by offering driving range tips or even play with company employees.
- Compete in events as needed.
- Closest to the pin on par 3's, represent the company and compete at the same time.
- Add value to any golf outing by associating a successful golfer with a particular event.

Support from the local crowd means everything for a rising star. With steady progression, sufficient support and a continued work ethic I will rise to the top. Success on both ends can be achieved, and I will do everything I can to ensure value is added to your company. There is an opportunity to turn dreams into reality, for both myself and the company.

Drew Lethem Sponsorship Overview

Goals: My goal for 2012 is to win mini tour events, qualify for Nationwide Tour events, and advance through final stage of the PGA Tour Qualifying Tournament. In order to be able to achieve these goals I must first gain enough sponsorship support to fund my tournament requirements for the 2012 season. I feel with this new idea I will be able to do so, while at the same time add value to a corporation. Establishing sponsorships will allow me to compete in a sufficient number of events to continue to improve. Sufficient support will enable me to focus on golf, and achieving my goal of full Nationwide/PGA Tour status. As you will see in my playing summary and resume, I have shown I can compete at the highest levels and am willing to do the work. I am committed to continual improvement in order to meet my goals. If I obtain the proper financial support, I will be able to fine tune my abilities. By working to add value to a corporation that is willing to assist me, I will be able to continue to excel up the ranks in my sport as well. As a result, my scores and confidence will continue to improve and get me where I need to be heading into 2012 PGA Tour Q-School; which is how status is granted to non-exempt players, like myself.

About Me: Upon graduating from Georgia Southern University in May 2009, with a degree in Finance and Marketing, I decided to pursue my dream as a professional golfer. I had a terrific college golf experience, which I would not trade for the world. I was a solid player for my college team, and was fortunate to meet many of the goals I had set when I started.

I am known as a very hard worker, and one whose work ethic speaks for itself. I know, unless I give absolutely everything I have toward any endeavor, I will never truly know what my limits are. This is particularly applicable to my career in golf. I have gained much experience in my first few years as a professional. I have played in various events which have allowed me to experience much of what life as a professional golfer is about, ranging from the NGA Hooters Tour, Adams Golf Tour and also PGA Tour Qualifying School. I've competed against mini-tour legends, PGA and even major champions. I know I possess the skills, it is just a matter of sustaining myself until I do finally breakthrough.

These experiences have helped me learn how to set proper goals and expectations, how to earn money as a professional and how to spend sponsorship money wisely. The experience has been invaluable and I now understand what it takes to be successful out here. What I am most excited about is I know I have the ability, perseverance, talent and work ethic to achieve my ultimate goal of success on the PGA Tour. I will be successful.

The Plan: I plan to attain my advancement to the Nationwide/PGA Tour through continual tournament experience during 2012, coupled with a heavy practice and workout regimen. This will put me in position to improve on past Q-School showings. I do not plan to play mini-tours year-after-year, but it is a great avenue to develop and improve my game. As a result of playing this regular tournament schedule, I have seen a great improvement in my mental toughness as well as physical conditioning and been able to show thus far, I have the necessary tools to sustain a successful career. As long as I continue to focus on getting better, each and every day, success becomes a matter of time. I am also very fortunate to have a staff of people to keep me focused and at the top of my game, both mentally and physically.

Janine Young, with Elite Golf and Fitness, has been a great asset in keeping my body and mind headed in a positive direction, keeping me injury free, and at the same time help me reach new heights physically. **Mike Boring**, also based out of Kansas City, has come on board as my golf instructor. I have been working with Mike for a little over a year now and he has been a huge help to me. The changes we have made together have really been for the best and it's this mutual commitment for continual improvement that makes it so enjoyable to work with Mike. Mike has an extensive background in the game of golf and understands every aspect of the game better than anyone I've ever worked with. He's willing and able to give my golf game the necessary time and attention that I need in order to make it to the next level, and for this I'm fortunate.

My 2010 season on the Hooters Regular Pro Series was a rough one for me, no denying it. I made some dramatic changes for the 2011 season and saw some excellent results. How will I plan to ensure 2012 is even better? The key to increased success is to build upon what I learned in

the past. I will work harder in the gym; putting a heavier emphasis on strength, flexibility and mobility. I intend to have an increased focus on the mechanics of the golf swing. Mike and I have already discussed making better changes to my golf swing to make it more consistent and powerful. A few equipment changes might be made as well.

The next step to round out the off-season: gaining a solid foundation of sponsors. As a result of a supportive team of backers I would be able to focus on success while I am on the road, and put less emphasis on making sure I can afford to make it to the next stop.

FAQ's

Q: What's my reason for gaining sponsorships?

A: Provides an opportunity for me to be able to afford the funds necessary to be able to play a full season on the Hooters Tour as well as various other money-making events. It also allows me to focus 100% on golf, and not worry so much about where the money will come from for the next event, etc.

Q: What's in it for my company to take advantage of a corporate sponsorship for Drew Lethem?

A: As a golfer, I believe I have the ability to add value to a corporation, at a relatively low-cost. With my background knowledge of the game of golf, I can help strengthen the company and client relationships. I could do this by taking clients out to go play or by just giving them some golf tips on the range. People love to get tips from someone that has been around the game as much as I have, which is why Pro-Ams are such a big success on tour. People love to have the opportunity to discuss the game of golf and life on the road. Not only will I help with clients locally, I can also meet up with employees/clients while I'm traveling around the country. I will also be available during open weeks during the season as well.

Company exposure is also another way I will add value. Wearing/using logoed apparel helps people familiarize themselves with your particular company. It helps people take notice of your company, and I would be a good ambassador of your company by creating a positive image.

If nothing else, it's a chance for your company to support a young man trying to make it through tough times with his journey to the top. I will make it, no question about it. I

just need to establish the proper foundation to be able to do so.

Q: How much does it cost?

A: As you will see on my 2012 Expense Prediction estimation I provide a per event breakdown of a full season on the Hooters Tour as well as various other events ranging from PGA Tour Qualifying school, Pro-Ams and Nationwide Tour Monday Qualifiers. A fairly conservative, but achievable, estimate to cover expenses for my planned 2012 Season is just under \$60,000.

Q: Why play mini tours when the money doesn't seem that great?

A: Playing mini tour events is expensive, no denying it, but sufficient money can be made, especially with proper planning and taking full advantage of every event. Another name for mini tours is called a "developmental tour" as it is an opportunity to gain experience and allow your golf game to progress to the point you are prepared to break through to the bigger Nationwide/PGA Tours. The past few months I have learned how to play successfully and generate a positive cash flow. I know that I can do better if given the opportunity, and am excited at the prospect of the Hooters Pro Series, with larger fields and bigger purses. The majority of Hooters players have so much experience built up by the time they breakthrough, they hit the ground running when they gain full status on a larger tour.

Q: What makes you think that you have what it takes to be successful, when so many guys fail?

A: Well there are several reasons that set me apart from many of the other golfers. First, is my commitment to do the work. For me, it is not so much work as it is merely just me doing what I love to do. You have to love every aspect of the game and realize in the end, it is just a game. For me, I love the work. I love to practice, and I love the fact I am getting better at doing something I care about so much. If I didn't constantly reach for heights with my golf skills and physical abilities then I would say I've reached my potential. But I know I have much more room to grow. In order to make it, a person has to have the willpower and perseverance to grind out tough days; those are what make us stronger players. Simply put, I have that: perseverance. I know what it takes to be successful and am giving myself every opportunity to do so. I embrace the sport with an open mind and do everything I can to get better every single day. I feel my recent tournament results speak for themselves and show I am on the right track.

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Brookridge Golf and Fitness
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Professional Objective: *Become a successful PGA Tour player*

Professional Achievements

- Professional since May 2009 upon graduation from Georgia Southern University (BA Finance)
- Competed in 50 mini tour events – Results Include:
 - (3) Top 5's in professional events for 2011 (2nd, 4th and 5th place finishes)
 - (12) Career Top 10's
 - 18 of 19 cuts made
- 70.65 scoring average in 2011, down almost an entire stroke from 2010
- Earned over \$42,000 in 2011
- Advanced thru U.S. Open Local Qualifier
- Advanced to 2nd Stage of PGA Tour Q-School by finishing 6th at the Qualifier
- Missed advancing to Final Stage of Tour School by 1 stroke – Final stage is where Tour cards are awarded
- Finished 36th on the 2011 NGA Tour Pro Series Money list, playing 16 of 21 events
- Finished 26th on the 2011 Adams Golf Pro Tour Series Money List, only playing in 2 events

Amateur Achievements

- Southern Conference Champion May 2009
- US Amateur National Championship Qualifier, Pinehurst , N.C. August 2008
- US Public Links National Championship Qualifier, Aurora, CO. July 2008
- Champion, US Amateur Qualifier, Kansas City , MO June 2008
- Champion, US Public Links Qualifier, Lawrence , KS July 2008
- Medalist, Missouri State Amateur June 2008
- Semi-Finalist (3rd place) Missouri State Amateur June 2008
- Champion, Collegiate Players Tour Nationals August 2007
- 3-Time All Conference selection, Southern Conference 2007-2009
- #1 Ranked Junior College Player in the US – ranked by Golfstat January 2007
- #7 Ranked Collegiate Player in US – ranked by Golfstat January 2007
- Champion, Kansas Amateur August 2006
- Member, Team USA , World University Golf Championships, Torino , Italy
- 2nd Place Team Award August 2006
- 10th Place Individual August 2006
- Champion, Collegiate Players Tour Nationals August 2005
- Golf Scholarship, Georgia Southern University
- 5th All-Time Lowest Career Stroke Average- Georgia Southern University

2011 Expense Estimate

Hooters Tournament Expenses	Per Event	Total
Hooters Tour Membership	n/a	\$2,000
Entry Fees - 14 events at \$925	\$1,575 Per Event	\$22,050
Entry Fees - 4 events at \$1150	\$1,800 Per Event	\$7,200
	Total Tournament Costs	\$31,250
	Individual Event Breakdown	
Entry Fee	(14 events at \$925)(4 at \$1,150)	
Lodging	\$350.00 ea	
Gas	\$150.00 ea	
Food	\$150.00 ea	
Total	\$1,575.00 and \$1,800.00	

PGA Tour Qualifying School Expenses	Entry fee: \$4,500		
	First Stage	Second Stage	Final Stage
Hotel	\$400	\$400	\$450
Food	\$200	\$200	\$200
Gas	\$200	\$200	\$200
	\$800	\$800	\$850
	Total		\$6,950

Living Expenses	Monthly	Annual
Rent	\$450	\$5,400
Food	\$300	\$3,600
Gas Misc.	\$100	\$1,200
Healthcare Coverage	\$200	\$2,400
Misc. Anticipated Auto Repairs	n/a	\$2,000
	Living Expenses	
		\$14,600

Additional Events Pending to compete in

Misc. Events Expense Amounts	Entry Fee	Gas	Food
Southwest KS Pro-Am	\$725.00	\$150.00	\$50.00
Nationwide Monday Qualifier(s)	\$350.00	\$50.00	\$50.00
Note These are various events that may be added into my schedule based upon timing and funding			

Combined Expenses

Hooters Event Expenses	\$31,450
Living Expenses	\$14,600
PGA Tour Q-School	\$6,950
Nationwide Monday Qualifiers (5)	\$2,250
Southwest KS Pro-Am	\$925

TOTAL \$ 56,175.00

2011 Complete Playing Summary

Date	Tournament	Rd 1	Rd 2	Rd 3	Rd 4	Total (relative to par)	Finish	Field Size	Amount Made/Result
2/28 - 3/6/2011	Hooters Pro Series - Tallahassee, FL	70	70	72	76	288(E)	T50	156	\$1,333.00
3/7 - 3/13/2011	Hooters Pro Series - Ocala, FL	74	70	69	70	283(-5)	T13	156	\$3,710.00
3/14 - 3/20/2011	Adams Golf Pro Series - Alexandria, LA	67	72	65	70	274(-14)	T2	132	\$6,618.33
3/21 - 3/27/2011	Hooters Pro Series - Gainesville, GA	76	70	--	--	146(+5)	T58	156	\$1,164.00
3/28 - 4/3/2011	Hooters Pro Series - Hickory, NC	70	74	75	76	295(+7)	T44	156	\$1,365.00
4/11 - 4/17/2011	Hooters Pro Series - Albany, GA	68	69	70	69	276(-12)	T13	156	\$3,683.00
4/18 - 4/24/2011	Hooters Pro Series - Fayetteville, GA	68	66	68	70	272(-16)	T5	150	\$6,174.00
4/25 - 5/1/2011	Hooters Pro Series - McCormick, SC	73	69	70	70	282(-6)	T38	150	\$1,440.00
5/9 - 5/15/2011	Hooters Pro Series - Kodak, TN	71	74	--	--	145(+1)	MC	156	-----
5/16 - 5/22/2011	Hooters Pro Series - Georgetown, KY	69	71	72	72	284(-4)	T46	156	\$1,356.00
6/9 - 6/11/2011	2011 Watson Challenge-Kansas City, MO	73	73	74	--	220(+4)	T4	48	\$2,200.00
6/20 - 6/26/2011	Hooters Pro Series - Pearland, TX	72	72	75	73	292(+4)	T42	156	\$1,210.00
6/27 - 7/3/2011	Hooters Pro Series - Victoria, TX	69	73	73	71	286(-2)	T54	156	\$1,242.00
7/11 - 7/17/2011	Hooters Pro Series - Snow Hill, NC	73	71	68	74	286(-2)	T34	156	\$1,630.00
7/18 - 7/24/2011	Hooters Pro Series - Asheboro, NC	68	68	72	67	275(-9)	T36	156	\$1,508.00
8/11 - 8/13/2011	Adams Golf Pro Series - NW Arkansas	67	69	67	--	203(-13)	T5	95	\$2,807.50
8/29 - 9/4/2011	Hooters Pro Series - N. Augusta	71	71	69	71	282(-6)	T37	156	\$1,267.00
9/5 - 9/11/2011	Hooters Pro Series - Elgin, SC	67	64	76	70	277(-11)	T28	156	\$1,601.00
9/18 - 9/24/2011	Hooters Pro Series - Miami, OK	65	72	69	71	277(-11)	T27	130	\$1,873.00
10/18 - 10/21/2011	PGA TOUR Qualifying Tournament – 1 st Stage	74	73	71	68	286(-2)	T6	74	Advance to 2nd Stage
11/15 - 11/18/2011	PGA TOUR Qualifying Tournament – 2 nd Stage	66	74	71	71	282(-6)	T25	78	Missed adv. To finals by 1 (22nd and ties)
						2011 Scoring Average			Earnings for 2011
						70.65			\$42,181.83

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*Visit my website at: **DREWLETHEM.com***