

# Mountain Shadows

A black and white photograph of a modern architectural complex. The scene features a central courtyard with a dark, rectangular area in the middle, possibly a pool or a paved plaza, surrounded by light-colored walkways and landscaping. In the background, a large, rugged mountain rises against a cloudy sky. The buildings are multi-story with prominent balconies and large windows. The overall mood is serene and architectural.

Fall 2017



# **Mission statement:**

To involve the  
community + raise  
awareness for both  
brands

A scenic landscape featuring a golf course in the foreground, a stream with rocks, and a large mountain range in the background under a golden, hazy sky. The scene is bathed in warm, orange light, suggesting a sunset or sunrise. The text "the idea:" is overlaid on the left side of the image.

the idea:

HEAT STROKE

A black and white photograph of a golf course. In the foreground, there's a grassy area with a sand trap. The middle ground shows a golf course with several palm trees and other vegetation. In the background, there are large, rocky mountains under a clear sky.

# Objectives:

- Increase BRAND AWARENESS
- Increase SALES
- Build RELATIONSHIPS
- Generate EMAIL LIST



## Includes:

- Beverages
- Food
- Product sales
- Exposure for Mountain Shadows, DVRX + local brands



## Concept/Vision:

- Golf market
  - To support and introduce local businesses relevant to service industries
- Cocktail hour / meet&greet
- 4-person golf tournament
  - Providing platform for partners to showcase their brands/services

## For locals and guests

- Wednesday night to break up work week
- Gives hotel a weekday event to market to guests



## Benefits:

- Introduce new customers to course, resort and brand
- Increase customer, vendor and community relationships
- Increase brand awareness
- Grow customer base



## Further:

- Bring in local vendors to promote their business.
  - Hole sponsorship
  - Product trial
  - Other involvement
- Sponsor money will go to discounted tee-times and drink coupons

# Brand partnership

- Honoring tradition
- Resort + golf
- Style, quality, sophistication
- Throwback yet modern
- Social, lifestyle, upscale



## Timeline:

- Soft launch
  - Aug 9, 2017
  - Test run with friends of DVRX / Mountain Shadows
- Hard launch
  - Sept 6, 2017

## Partners/Sponsors:



# SO SCOTTSDALE!

## Example schedule:

- Check in 4:00pm
  - Old-school mixer
  - Guests can check out vendors, have light h'orderves, cocktails
- 5:00pm
  - 4-man scramble, worst ball
  - After: Prizes

# Benefit to community

- Fun, no-stress golf + resort environment
- Teams win prizes and socialize
- Enjoy the beauty of Mountain Shadows and Paradise Valley



