

# MID ATLANTIC

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## CHAMPIONSHIP



### **Mid-Atlantic Championship Web.com Tour event searching for the Next Great Sports Broadcasters**

**POTOMAC, Md. (April 19, 2013)** - If you've dreamed of having the chance to be part of a broadcast team covering a major sporting event for a sports network or network news station, your opportunity is here with **The Mid-Atlantic Championship's "On the Air" contest**. The Web.com Tour event, which is owned and operated by the **PGA Tour**, is taking place **May 27- June 2, 2013** at **TPC Potomac at Avenel Farm** and is searching for a broadcast production team to serve as the *Tournament's Official Broadcast Team* covering everything taking place from the clubhouse to the greens to the gallery.

The Mid-Atlantic Championship ([www.midatlanticchampionship.com](http://www.midatlanticchampionship.com)) official broadcast team will ideally be comprised of two to three people that can serve the role as on-air talent, videographer, editor/producer. The winning team will produce stand-up reports, conduct interviews and produce feature packages just like a professional network broadcast team. The videos will appear on the tournament's official YouTube page and also be submitted to the Golf Channel to consider for coverage usage of the event.

"We are excited to provide this unique opportunity that will hopefully be the springboard for the next great sports broadcasters and producers," said **Teo Sodeman**, Mid-Atlantic Championship Tournament Director. "The winning team will be able to produce a terrific portfolio to showcase their skills."

To enter the "On the Air" contest, teams will create a two-part video 60-90 seconds total in length. The first segment needs to be a news report on the upcoming Mid-Atlantic Championship and the next segment promotes the entry team showcasing why they should be the tournament's official broadcast team. The video will need to be uploaded to the entrant's own YouTube page and a link from the video needs to be shared via email to [MidAtlantChamp@gmail.com](mailto:MidAtlantChamp@gmail.com). Entrants need to be at least 18 years-old, have their own equipment and be available to cover the entire event.

An esteemed panel of judges will review the submissions and select finalists. A select number of broadcast teams that submit entry videos prior to April 25 may be eligible to attend and cover the Media Day events on April 29 at TPC Potomac.

**Key Dates**

Submissions Accepted: April 15- May 15, 2013

Mid-Atlantic Championship Week: May 27 - June 2, 2013

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**About the Web.com Tour**

Founded (1990), owned and operated by the PGA TOUR, the Web.Com Tour enters a new era in 2013 as it identifies those players who are ready to compete and win on golf's biggest stage. Beginning in 2013, the Web.com Tour becomes the path to the PGA TOUR with all 50 available PGA TOUR cards coming through the Web.com Tour and the season culminating at the four-event Web.com Tour Finals in September. Web.com became the Tour's umbrella sponsor on June 27, 2012, replacing Nationwide Insurance. A 10-year agreement (through 2021) is in place. As the official proving ground of the PGA TOUR, three out of four PGA TOUR members are Web.com Tour alumni. Tour alumni have won 345 PGA TOUR titles, including 17 majors and five PLAYERS Championships. The PGA TOUR, through the efforts of its three tours and their tournaments, sponsors, players and volunteers, supports over 2,000 local charities and has surpassed \$1.7 billion in charitable giving. To learn more about the PGA TOUR and Web.com Tour and to follow the season-long quest for a PGA

TOUR card, visit PGATOUR.COM, Twitter and Facebook.

### **About Web.com**

Web.com (Nasdaq: WWWW) is a leading provider of online marketing services that make it fast, easy, and cost-effective for small businesses to attract and convert new customers on the web. Web.com offers a complete range of web services, including domain registration, website design, online marketing, search engine optimization, lead generation, and e-commerce solutions for every stage of the small business lifecycle. In fact, more than 15 million successful websites have been created with Web.com tools and services. Headquartered in Jacksonville, FL, Web.com has nearly three million customers. With the acquisition of Register.com in 2010 and Network Solutions in 2011, Web.com is now a leading domain registrar focused on the small business market.

### **About IMG Golf**

IMG Golf is the market leader in the sport with 50 years of experience and now nearly 500 staff working in different aspects of the golf business worldwide. This involves talent representation where the business started and IMG now works with over 100 of the best male and female players from over 30 countries. IMG owns, manages and stages more than 50 golf tournaments a year on every continent and on every Tour including Majors and World Golf Championships, along with special events and over 150 VIP golf days a year worldwide. IMG Golf is involved in every aspect of the game offering its partners a 360° fully integrated service and its core businesses include Media (with IMG Media in partnership with the European Tour and the Asian Tour via European Tour Productions and Asian Tour Media) and Golfing World as well as digital and social media, Golf Course Design and Management, Sales and Advisory Services, Corporate and Federation Consulting, Hospitality, Academies, Licensing, Publishing, Speakers, Broadcasters, Bid Consultancy, Corporate and Individual Brand Development. Golf was IMG's first sport and remains at the heart of IMG's global business.

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