



## MEDIA CREDENTIAL REQUEST FORM 2009 LEGENDS AT SPARKS MARINA RENO-TAHOE OPEN

*The Legends at Sparks Marina Reno-Tahoe Open, an official PGA TOUR event, celebrates its 11<sup>th</sup> go-round Aug. 3-9, 2009 at Montr ux Golf & Country Club in Reno, Nev. As the PGA TOUR's only West Coast summer venue, the tournament is a regular full-field stop on the TOUR schedule and is part of the FedExCup series, a points competition for PGA TOUR professionals. The nationally-televvised tournament brings in millions of dollars in coverage for the region through its affiliation with The Golf Channel as it follows 132 PGA TOUR professionals competing for a share of the \$3-million purse. The Legends Reno-Tahoe Open is operated and managed by the Reno-Tahoe Open Foundation, comprised of its members including RED Development's The Legends at Sparks Marina, Eldorado Hotel Casino, EMPLOYERS, Montr ux Development Group, LLC, NV Energy and Reno-Tahoe.*

**Please complete this form in its entirety and return no later than July 22, 2009 to:**  
**[pr@thebausermangroup.com](mailto:pr@thebausermangroup.com) or 775-784-9401 (fax)**

*Media credentials are provided to working media and photographers on assignment by verifiable media organizations only.*

### CONTACT INFORMATION

Name: \_\_\_\_\_ Affiliation: \_\_\_\_\_  
 Title: \_\_\_\_\_ Editorial Contact: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 Work #: \_\_\_\_\_ Fax#: \_\_\_\_\_ Cell #: \_\_\_\_\_  
 Best Time to Call: \_\_\_\_\_ a.m. / p.m. Best Number to Call: \_\_\_\_\_  
 Web site: \_\_\_\_\_ E-mail: \_\_\_\_\_

### MEDIA OUTLET SPECIFICS

Publication/Outlet: \_\_\_\_\_ Frequency: \_\_\_\_\_  
 Circulation/Viewership/Market Ranking: \_\_\_\_\_ On Assignment:  Yes  No  
 Editorial Contact or Provide Letter of Outlet's Intent of Coverage: \_\_\_\_\_

*\*\*Credentials are not issued to freelance writers not or photographers not on assignment.*

If freelancing, for which outlet(s) are you on assignment (Please indicate editorial contact or letter of intent of coverage):

\_\_\_\_\_

Expected Run Date(s) of Feature(s): \_\_\_\_\_

Would you like a press kit in advance of the tournament:  Yes  No Format:  CD  E-mail  Mail

Date and Time of Arrival: \_\_\_\_\_ Departure Date and Time: \_\_\_\_\_

Do You Require Lodging at a Media Rate:  Yes  No

Please include any additional, specific requests that may require advance permission:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### CREDENTIALS REQUESTED

Media credentials will be accommodated for **WORKING MEDIA ON ASSIGNMENT ONLY**. All credentials are name specific. If specific names are as yet unassigned, please note the position/title and insert "TBD" in the name field. Media credentials grant access to tournament grounds and the media center only. Photo badges must be clearly displayed by all accredited, credentialed photographers.

Total number of media credentials requested: \_\_\_\_\_

|                                    |                   |
|------------------------------------|-------------------|
| Name: _____                        | Title: _____      |
| Requesting: Media Credential _____ | Photo Badge _____ |
| Name: _____                        | Title: _____      |
| Requesting: Media Credential _____ | Photo Badge _____ |
| Name: _____                        | Title: _____      |
| Requesting: Media Credential _____ | Photo Badge _____ |
| Name: _____                        | Title: _____      |
| Requesting: Media Credential _____ | Photo Badge _____ |
| Name: _____                        | Title: _____      |
| Requesting: Media Credential _____ | Photo Badge _____ |
| Name: _____                        | Title: _____      |
| Requesting: Media Credential _____ | Photo Badge _____ |
| Name: _____                        | Title: _____      |
| Requesting: Media Credential _____ | Photo Badge _____ |
| Name: _____                        | Title: _____      |
| Requesting: Media Credential _____ | Photo Badge _____ |
| Name: _____                        | Title: _____      |
| Requesting: Media Credential _____ | Photo Badge _____ |

**MEDIA CONTACTS:** For questions or additional information on the 2008 Legends at Sparks Marina Reno-Tahoe Open, please contact the tournament's public relations agency as indicated below:

**Bauserman Group**  
Betsy McDonald  
775-784-9400 x 119 (office)  
775-291-8512 (cell)  
[pr@thebausermangroup.com](mailto:pr@thebausermangroup.com)

## Thank you for your support of the 2009 Legends at Sparks Marina Reno-Tahoe Open!

\*\*\* **WORKING MEDIA:** Who should apply?

The Legends Reno-Tahoe Open can only accept ONE APPLICATION PER NEWS AGENCY. The sports editor, sports director, or photo editor should coordinate and submit the organization's media credential request and planned coverage. Requests and applications not directly involved in coverage of the tournament will be rejected.

Verifiable media outlets include:

- Recognized daily or weekly newspapers, Wire and news services
- National or international golf magazines that regularly provide tournament coverage
- News and sports magazines that regularly cover golf
- National radio and television networks
- Local radio and television stations within the immediate coverage area of the tournament
- Recognized golf or legitimate news Internet sites that change content daily

Radio and Television Rights: The tournament has licensed exclusive television and radio rights to originate live, play-by-play coverage of the event from the golf course. Other radio and television stations or networks may provide news coverage of the event, provided they agree to the condition in the media regulation forms, presented on this site. The sports director must sign the appropriate forms; no credentials will be issued unless the regulation form(s) are signed.

For more information on this year's Legends at Sparks Marina Reno-Tahoe Open, visit [www.LegendsRenoTahoeOpen.com](http://www.LegendsRenoTahoeOpen.com).