



THE PREMIER
AMATEUR GOLF
EVENT FOR CHARITY™

*National Championship
at Pebble Beach*



Please join us at
Latrobe Country Club

Friday, August 7, 2009

Qualifying first- and second-place foursomes advance to the
National Championship at Pebble Beach, CA.

Benefiting the National Kidney Foundation,
Serving the Alleghenies

2009 Partnership Opportunities

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Join us for the NKF Golf Classic! Friday, August 7, 2009

Latrobe Country Club, Arnold Palmer's Home Course

The National Kidney Foundation Golf Classic is the nation's premier amateur golf event for charity. Each year thousands of golfers across the country participate in local tournaments for a chance to qualify to compete in the four day National Championship Tournament conducted over the famed Pebble Beach Links, The Links at Spanish Bay, Poppy Hills and Del Monte in Pebble Beach, CA.

Your \$1,400 foursome entry fee - a portion of which is tax deductible - helps support the National Kidney Foundation, the leading voluntary health organization dedicated to the detection, prevention and treatment of kidney disease. Through free kidney screenings in our communities, research, patient services, advocacy, public and professional education, and organ donation programs, the NKF brings hope and help to the 26 million Americans who suffer from Chronic Kidney Disease.

KIDNEY FACTS:

- Over **100,000** people are waiting for a life-saving organ; nearly **80%** are waiting for a kidney.
- More than **26 million** Americans have Chronic Kidney Disease (CKD), and most do not even know it! Another **20 million** are at increased risk.
- High-risk groups include: anyone suffering from diabetes or high blood pressure, those with a family history of kidney disease, older Americans, African-Americans, Native Americans, Hispanics, Asians, and Pacific Islanders.
- As the incidence of Type 2 Diabetes in children increases due to obesity, the incidence of kidney disease will as well.

HOW IS MY DONATION USED?

- **Free kidney health screenings called KEEP (Kidney Early Evaluation Program)** in our communities for individuals at risk for kidney disease (those with high blood pressure, diabetes, both, or a family history kidney disease). In 2008 we provided screenings to **4,000** participants in our 41-county territory, **more than half of whom learned for the first time that they may have CKD.**
- **Patient Assistance** for individuals financially strained by day-to-day expenses and bills.
- **Patient Transportation Program** annually funds nearly **\$400,000** in transportation costs for dialysis patients, enabling them to get to and from life-saving treatments.
- **Organ Donation Awareness** to the general public through community events and local hospitals/clinics.
- **Scientific Research Support Program.** NKF provides millions of dollars for cutting edge research for prevention, treatment and a cure.
- **Patient Advocacy Group called "People Like Us" and "Take Action Network."** "People Like Us" is a movement to empower, educate and enable people with CKD, transplant recipients, donors and family members to become effective advocates on issues related to their health. The "Take Action Network" is a group within "People Like Us" that educates and urges lawmakers to pass bills that would provide adequate Medicare coverage treatment for dialysis and transplant patients.
- **NKF Transplant Games** attracted 7,000 people to Pittsburgh in the summer of 2008, resulting in more than **224,644,078** people reached with media messages about the Games and organ donation.



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CORPORATE PARTNERSHIP OPPORTUNITIES

(print deadlines apply)

PRESENTING SPONSOR **Exclusive**

\$10,000

- Event would state: “NKF Serving the Alleghenies Golf Classic presented by (your company name here)”
- Company logo on all printed and marketing materials (save the date, invitation, brochure, newsletter, poster, press release, etc.)
- Logo and link to company website on NKF’s event page
- Recognition at two preferred holes (front and back nine) with commemorative corporate pin flag prominently displaying name/logo
- Full-page ad in commemorative program that may be used to pay tribute to company’s philanthropic activities
- Entry of three foursomes and attendance at lunch and Awards Dinner
- Corporate logo on the NKF Golf Classic polo distributed to all golfers
- Company banner (provided by company) prominently displayed at event
- Opportunity for volunteers to participate on planning committee
- Opportunity for a company spokesperson to emcee Awards Reception
- NKF Golf Classic imprinted gifts for three foursomes
- Opportunity to place company product(s) and/or literature in participants’ gift bags
- Opportunity to host NKF Test-Drive on day of golf outing
- Kidney Early Evaluation Program (KEEP) offered free to company employees
- NKFALL will host Kidney Educational Day at your office, where employees will learn more about kidney disease and how to prevent it

HOLE IN ONE SPONSOR **Exclusive**

\$7,500

- Awards Dinner would state: “Awards Dinner presented by (your company name here)”
- Company logo on all printed materials (save the date, invitation, poster, etc.)
- Logo and link to company website on NKF’s event page
- Entry of two foursomes and attendance at lunch and Awards Dinner
- Recognition at one preferred hole with commemorative corporate pin flag displaying name/logo
- Full-page ad in commemorative program that maybe used to pay tribute to company’s philanthropic activities
- Company banner (provided by company) prominently displayed at event
- NKF Golf Classic imprinted gifts for two foursomes
- Opportunity to place company product(s) and/or literature in participants’ gift bags
- Kidney Early Evaluation Program (KEEP) offered free to company employees
- NKFALL will host Kidney Educational Day at your office, where employees will learn more about kidney disease and how to prevent it



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CORPORATE PARTNERSHIP OPPORTUNITIES (continued) **(print deadlines apply)**

EAGLE SPONSOR **Exclusive to 3 **\$5,000****

- Opportunity to display company banner (provided by company) at putting green competition
- Entry of one foursome and attendance at lunch and Awards Dinner
- Recognition at one preferred hole with commemorative corporate pin flag displaying name/logo
- Half-page ad in commemorative program
- Logo and link to company website on NKF's event page
- NKF Golf Classic imprinted gifts for one foursome
- Opportunity for company representative to volunteer and network with golfers
- Opportunity to place company product(s) and/or literature in participants' gift bags
- Kidney Early Evaluation Program (KEEP) offered free to company employees
- NKFALL will host Kidney Educational Day at your office, where employees will learn more about kidney disease and how to prevent it

BIRDIE SPONSOR **Exclusive to 3 **\$3,000****

- Logo and link to company website on NKF's event page
- Entry of one foursome and attendance at lunch and Awards Dinner
- Half-page ad in commemorative Program
- NKF Golf Classic imprinted gifts for one foursome
- Recognition at one hole with commemorative corporate pin flag displaying name/logo
- NKFALL will host Kidney Educational Day at your office, where employees will learn more about kidney disease and how to prevent it

CORPORATE TEAM SPONSOR **\$2,000**

- Entry of one foursome and attendance at lunch and Awards Dinner
- Recognition at one hole with commemorative corporate pin flag displaying name/logo
- Logo and link to company website on NKF's event page
- NKF Golf Classic imprinted gifts for foursome
- Corporate name recognized in commemorative Program
- NKFALL will host Kidney Educational Day at your office, where employees will learn more about kidney disease and how to prevent it

FOURSOME ENTRY **\$1,400**

- Entry of one foursome in the NKF Golf Classic at Latrobe Country Club (*includes green fees, cart, goodie bags, and lunch*)
- Reservations for four at Awards Dinner



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MARKETING OPPORTUNITIES (print deadlines apply)

BEVERAGE CART SPONSOR* **Exclusive** **\$1,500**

- Company name and logo on beverage cart
- Opportunity for company representative to accompany beverage cart and network with golfers

CART SPONSOR* **\$1,000**

- Corporate logo on sign attached to all golf carts

FULL-PAGE AD IN COMMEMORATIVE PROGRAM* **\$1,000**

- Full-page ad in commemorative program

FLAGSHIP SPONSOR* **\$500**

- Recognition at one hole with commemorative corporate pin flag displaying name/logo
- Company recognition at Awards Dinner

TEE SPONSOR* **\$150**

- Company name and logo located on a tee sign

CUSTOMIZED SPONSORSHIP PACKAGES ARE ALSO AVAILABLE

For more information please contact Tiffany Cramer-Ray, Special Events Manager
at 800-261-4115 ext. 15 or email Tiffany.Ray@kidney.org



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Sponsor Commitment and Registration Form

Company/Organization: _____
(Please print clearly or attach a business card in this space)

Company Liaison Name: _____

Address: _____

City: _____ State: ____ Zip: _____

Phone: _____ Fax: _____

Email: _____

- YES**, we are interested in a **Sponsorship** (please email JPEG logo no later than May 1, 2009).
- YES**, we are interested in **foursome** (please fill the attached registration form).
- YES**, our company is a **matching gifts** corporation and will match all funds _____.
- No**, we are not able to participate this year, but would like to make a **donation** _____.

PARTNERSHIP OPPORTUNITIES

- | | |
|--|--|
| <input type="checkbox"/> Presenting Sponsor (\$10,000) | <input type="checkbox"/> Foursome Entry (\$1,400) |
| <input type="checkbox"/> Hole in One Sponsor (\$7,500) | <input type="checkbox"/> Cart Sponsor (\$1,000) |
| <input type="checkbox"/> Eagle Sponsor (\$5,000) | <input type="checkbox"/> Full Page Program Ad (\$1000)* |
| <input type="checkbox"/> Birdie Sponsor (\$3,000) | <input type="checkbox"/> Flagship Sponsor (\$500)* |
| <input type="checkbox"/> Corporate Team Sponsor (\$2,000) | <input type="checkbox"/> Tee Sponsor (\$150)* |
| <input type="checkbox"/> Beverage Cart Sponsor (\$1,500)* | |

Payment Preference

- Enclosed is my check in the amount of \$_____
- Please send my FULL invoice upon receipt of this commitment
- Please invoice me
- I am interested in an installment plan.

Credit Card Type: MasterCard Visa AMEX Discover

Credit Card #: _____ Exp: _____

Signature: _____

Please return via mail or fax to:

National Kidney Foundation Serving the Alleghenies, 700 5th Avenue, 4th Floor, Pittsburgh, PA 15219
Phone: 800-261-4115, ext. 12 Fax: 412-261-1405 Email: Tiffany.Ray@kidney.org

The official registration and financial information of National Kidney Foundation Serving the Alleghenies may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement. West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, West Virginia 25305. Registration does not imply endorsement

