

SPONSORSHIP/ADVERTISING OPPORTUNITIES

10th Annual Northern Virginia Golf Classic

Benefiting the National Kidney Foundation



**National Kidney
Foundation®**

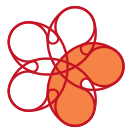
GOLF CLASSIC

Monday, May 10, 2010

Westwood Golf Club

Vienna, VA





**National Kidney
Foundation®**

GOLF CLASSIC

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Title Sponsor - \$15,000

Limited to one company

- Recognition in event title
10th Annual <Your Company Name/Logo> NKF Northern Virginia Golf Classic
- Prominent name/logo placement as Title Sponsor on welcome banner
- Name/logo placement as Title Sponsor on all tournament signage
- Additional name/logo placement on pin flags at each hole
- Name/logo placement on four individual tee signs
- Name/logo listing as Title Sponsor in program booklet
- Premium placement, full-page advertisement (front inside, front back cover, back cover)
- Recognition as Title Sponsor during awards reception
- Four foursomes in tournament including greens fees, golf carts, breakfast, lunch, course beverages, cocktail reception and golfer gifts
- Complimentary kidney disease risk assessment at your place of business
- Name/logo in all media advertisements, press releases, event signage, collateral materials and event website
- Commemorative team photo for each golfer
- Recognition in NKF/NCA's annual report and newsletter

Tournament Sponsor - \$10,000

- Recognition in event title
10th Annual NKF Northern Virginia Golf Classic presented by <Your Company Name/Logo>
- Prominent name/logo placement as Presenting Sponsor on welcome banner
- Name/logo placement as Presenting Sponsor on all tournament signage
- Additional name/logo placement on pin flags at each hole
- Name/logo placement on four individual tee signs
- Name/logo listing as Presenting Sponsor in program booklet
- Full-page advertisement in program booklet
- Recognition as Presenting Sponsor during awards reception
- Two foursomes in tournament including greens fees, golf carts, breakfast, lunch, course beverages, cocktail reception and golfer gifts
- Name/logo in all media advertisements, press releases, event signage, collateral materials and event website
- Commemorative team photo for each golfer
- Recognition in NKF/NCA's annual report and newsletter

Reception/Lunch/Beverage Sponsor - \$7,500

Limited to one company per function

- Name/logo placement as Reception/Lunch/Beverage Sponsor on function signage
- Name/logo placement on event website
- Name/logo on two tee signs
- Name/logo listing as Reception/Lunch/Beverage Sponsor in program booklet
- Full-page advertisement in program booklet
- Recognition as Reception/Lunch/Beverage Sponsor during awards reception
- One foursome in tournament including greens fees, golf carts, breakfast, lunch, course beverages, cocktail reception and golfer gifts
- Commemorative team photo for each golfer
- Recognition in NKF/NCA's annual report and newsletter

Golfer Gift Sponsor - \$5000

Golfer gifts to be determined. Past items include golf shirts, hats, wind vests, bags, umbrellas, gloves, etc.

- Choice of name/logo placement on one golfer gift received by each participant
- Name/logo placement on event website
- Recognition as Golfer Gift Sponsor during awards reception
- One foursome in tournament including greens fees, golf carts, breakfast, lunch, course beverages, cocktail reception and golfer gifts
- Commemorative team photo for each golfer
- Recognition in NKF/NCA's annual report and newsletter

Platinum Foursome - \$5,000

- Name/logo on event website
- Name/logo on two tee signs
- Name/logo listing in program booklet
- Recognition as Platinum Sponsor during awards reception
- One foursome in tournament including greens fees, golf carts, breakfast, lunch, course beverages, cocktail reception and golfer gifts
- Commemorative team photo for each golfer
- Recognition in NKF/NCA's annual report and newsletter

Gold Foursome - \$3,500

- Name/logo on two tee signs
- One foursome in tournament including greens fees, golf carts, breakfast, lunch, course beverages, cocktail reception and golfer gifts
- Commemorative team photo for each golfer

Bronze Foursome - \$2,500

- One foursome in tournament including greens fees, golf carts, breakfast, lunch, course beverages, cocktail reception and golfer gifts

Tee Sign Sponsor - \$500

- Name/logo on one tee sign

Facts About Kidney Disease

- Washington, DC metropolitan region leads the nation in the prevalence of kidney disease.
 - More than a 700,000 people have kidney disease
 - Approximately 6,000 patients are on dialysis
 - More than 1,600 individuals are waiting for kidney transplants
- Nationally, more than 26 million Americans live with diseases of the kidney and urinary tract, and millions more are at risk. Each year, more than 80,000 Americans die because of these diseases.
- Diabetes and hypertension are the two leading causes of kidney disease.
- Nationally, there are more than 100,000 people on the organ transplant waiting list and that number is growing every year. Of those, more than 74,000 are waiting for a kidney.
- In the past decade, NKF has funded over \$3.1 million in medical research.
- Since November of 1999, NKF's prevention screening programs have screened more than 15,000 people for signs of kidney disease, diabetes, and hypertension.

National Kidney Foundation

The National Kidney Foundation Serving the National Capital Area is a 501(c)(3) nonprofit organization. Our mission is to prevent kidney and urinary tract diseases, improve the health and well being of individuals and families affected by these diseases, and increase the availability of all organs for transplantation. NKF's tax identification number is 13-1673104.

How Funds Are Used

The Foundation funds medical research, free community health screenings for signs of kidney disease, diabetes and hypertension, patient and community services, professional and public education, and organ donation programs. In fiscal year 2008, NKF spent 84% of its budget on programs and services.

NKF'S OTHER SIGNATURE EVENTS

February 20, 2010
21st Annual Casino Night
Corcoran Gallery of Art
Washington, DC

April 17, 2010
7th Annual Sporting Clays Classic
Pintail Point Sporting
Clays Resort
Queenstown, MD

April 25, 2010
2nd Annual Ronald D. Paul Companies Spring Kidney Walk
Prince George's County
The Mall at Prince Georges
Hyattsville, MD

May 10, 2010
10th Annual NKF Northern Virginia Golf Classic
Westwood Country Club
Vienna, VA

May 22, 2010
31st Annual DC101 Chili Cook-Off
benefiting the National
Kidney Foundation
RFK Stadium Festival Grounds
Washington, DC

For more information about our signature events, contact the National Kidney Foundation at 202.244.7900 or visit www.kidneywdc.org

10th Annual Virginia Golf Classic

Sponsorship Opportunities

- Title Sponsor - \$15,000
- Tournament Sponsor - \$10,000
- Reception Sponsor - \$7,500
- Lunch Sponsor - \$7,500
- Beverage Sponsor - \$7,500
- Golfer Gift Sponsor - \$5,000
- Tee Sign Sponsor - \$500

Foursomes

- Platinum Foursome - \$5,000
- Gold Foursome - \$3,500
- Bronze Foursome - \$2,500

Singles

- Platinum Participant - \$1,250
- Gold Participant - \$875
- Bronze Participant - \$625

All artwork/logos must be in EPS, JPG or PDF form and must be received no later than two weeks prior to the event date.

ENTRY FEES

Cost includes cart, greens fees, continental breakfast, lunch, course beverages, cocktails, reception buffet, awards ceremony, and golfer gift bag.

REGISTRATION

- Foursome
- Individual player
- I am unable to participate, however, my donation is enclosed.

Name (as it should appear in printed materials) _____

Contact _____

Company _____

Street Address _____

City, State, Zip _____

Phone # _____ Fax # _____

Email _____

PAYMENT INFORMATION

- Check Enclosed (Made payable to the National Kidney Foundation of the National Capital Area)

Charge my: MasterCard Visa American Express \$ _____

Card Number _____ Expiration Date _____

Signature _____ Print Name _____

Please return the completed form to:

Please return completed form to
National Kidney Foundation Serving the National Capital Area
ATTN: Mike Wilkinson
5335 Wisconsin Ave NW, Suite 300 • Washington, DC 20015 • FAX (202) 244-7405

For more information, contact Mike Wilkinson at michael.wilkinson@kidney.org or (202) 244-7900 x27.
United Way #8134/CFC #43584