



National
Kidney
Foundation™

Golf Classic

The Premier Amateur Golf Event for Charity™

The Road to Pebble Beach starts at....

Hurstbourne Country Club | Louisville, KY

Monday, June 13, 2016

AM Registration 6:30 am | AM Shotgun Start 8:00 am
PM Registration 12:00 pm | PM Shotgun Start 1:30 pm



Partnership Opportunities

Client Entertainment / Corporate Social Responsibility / Business Development

REGISTER ONLINE NKFGolfClassic.org

NATIONAL CORPORATE PARTNER



NATIONAL PROMOTIONAL PARTNERS

TIFFANY & CO.



PING Golf Digest

NATIONAL FINALS HOST



THE ROAD TO PEBBLE BEACH



The road to Pebble Beach starts at Hurstbourne Country Club. The top-3 teams in both the Handicap Index and Gross Divisions from every National Kidney Foundation Golf Classic are invited to compete at the National Finals held at the famed Pebble Beach Resorts (additional fees required). If the U.S. Open or the U.S. Amateur is not in your future, this three-day tournament may be your only chance to compete for a national championship at beautiful and challenging Pebble Beach Golf Links, Spyglass Hill Golf Course and The Links at Spanish Bay, January 14-17, 2016. All registration fees, travel and accommodations must be paid for by the participant.

Put your team together and get ready to play at Hurstbourne Country Club for an invite to Pebble Beach. Each Handicap Index Division team can have one player with a handicap index of 8.0 or less and the total combined handicap index for your four players must be 42.0 or more. This format allows all golfers, whether a low handicapper or new to the game, to participate on a team and be competitive!

The Gross Division is comprised of teams whose golfers do not have an official USGA handicap index or do not meet the above handicap index requirements. Top finishers from both categories will be invited to compete at the National Finals.

The NKF Golf Classic is the nation's Premier Amateur Golf Event for Charity. Each year thousands of golfers from across the country participate in over 30 events across the U.S. for the exciting competition and the chance to earn an invitation to the National Finals at Pebble Beach—while raising over \$3.5 million for the NKF.

REGISTER ONLINE

NKFGolfClassic.org

WHAT WE DO

The National Kidney Foundation (NKF) is the leading organization in the U.S. dedicated to the awareness, prevention and treatment of kidney disease for hundreds of thousands of healthcare professionals, millions of patients and their families and tens of millions of Americans at risk.

With local offices nationwide, the NKF is doing the following, every day:

- **Educating** Americans through multimedia public awareness initiatives about kidney disease and ways to reduce their risk.
- **Empowering** those at risk to take action at free, local kidney health screenings.
- **Supporting** kidney patients, organ donors, and their families - online at www.kidney.org, on the phone toll-free at 1-855-NKF-Cares, and through personal peer-mentoring.
- **Advocating** as the voice of the kidney patient in Washington DC to address the organ donor shortage, fund more kidney research, and defend Medicare coverage for kidney disease.
- **Sharing** the latest treatment information and practices with healthcare providers so patients get the best possible care.



The NKF relies on individual and corporate donations, foundation and government grants, memberships and special events to support its range of programs, services and initiatives.

Your support will directly influence and positively impact the lives of those at risk, those living with the disease, and those who care for and about them. More than 80 cents of every dollar donated directly supports programs and services.

KIDNEY FACTS

- **1 in 3** American adults is at risk for kidney disease.
- Major risk factors for kidney disease include diabetes, high blood pressure, a family history of kidney failure and being **age 60** or older. Because kidney disease often has no symptoms, it can go undetected until it is very advanced.
- Kidney disease kills over **90,000** Americans each year—more than breast and prostate cancer combined..
- Those at risk should have simple blood and urine tests to check if their kidneys are working properly. .
- Every day **13** people die while waiting for a kidney. **415,000 PEOPLE** depend on dialysis for survival.
- **96,000 PEOPLE** are on the waiting list for a kidney transplant.
- **1 IN 9 AMERICAN** adults has kidney disease—and most don't know it.
- **EARLY DETECTION AND TREATMENT** can slow or prevent the progression of kidney disease.

NKF GOLF CLASSIC

Tournament markets touch key regional business centers, reaching over 57 million households, or approximately 50% of the US population.



PRESTIGIOUS VENUES

Winged Foot – Mamaroneck, NY

- A.W. Tillinghast design, 10 USGA Championships, PGA Championship
- 12 time USGA Championship host including the 2020 U.S. Open

Locust Hill CC – Rochester, NY

- 2013 LPGA Championship

The Biltmore Golf Club – Miami, FL

- Donald Ross design

Dallas Athletic Club – Dallas, TX

- Jack Nicklaus design

Meadowbrook CC – Detroit, MI

- 1955 PGA Championship host

Boston Golf Club – Boston, MA

- Gil Hanse design

TPC Southwind – Memphis, TN

- Host of PGA Tour's FedEx St. Jude Classic

Tiburon – Naples, FL

- Host of PGA Tour's Shark Shootout

MORE THAN JUST GOLF

- **Over 30 Local Events** held in major markets at some of the most prestigious venues in the country
 - 8 of top 10 DMAs / 14 of top 20 / 17 of top 25
 - Winged Foot, Spyglass Hill, Pebble Beach, Boston Golf Club, The Biltmore, TPC Southwind
- **Affluent Participants** who consider themselves influencers in their networks
 - \$284k avg. HHI
 - 96% Consider themselves "influencers" among their peers, co-workers, community, friends and family
 - 49% C-level, Owner, Partner / 34% Professional-VP
 - 43 rounds of golf per year / 15 airline trips per year / 28 hotel room nights per year
 - A loyal audience that supports those who support their passions and causes
- **National Supporting Sponsors** include Tiffany & Co., Pebble Beach Resorts, PING, Greg Norman Collection and Golf Digest
- **Scramble** style events – consistent format
 - Competitive yet social day of golf for hosts/guests, with both gross and handicap index divisions at each local event

PARTNERSHIP OPPORTUNITIES

GOLD SPONSOR

\$5,000

Corporate Promotions and Branding:

- Opportunities to distribute premium items/samples bearing your corporate logo (within tournament guidelines)
- Prominent placement of your company's logo in tournament program
- Corporate logo displayed in all promotional materials
- Premiere corporate hole signage
- Recognition at Reception Awards Dinner
- Direct access to Foundation officials for media opportunities
- Prominent placement of your company's banner at event (provided by company)

Corporate Entertainment:

- One foursome playing 18-hole scramble golf (with carts) at Hurstbourne Country Club
- Golf shirt for each team member
- Premium golf jacket or similar gift for each team member
- Additional premium gift item for each team member
- Opportunity to compete in numerous competitions (i.e. closest to the pin, putting, longest drive and Hole-In-One contests)
- Breakfast for morning flight, lunch and dinner for both flights
- Unlimited beverages and snacks
- Awards Reception
- Invitation to Churchill Downs "Day at the Races" and lunch buffet for each team member – Sunday, June 12, 2016
- Volunteer opportunities for employees



SILVER SPONSOR

\$3,500

Corporate Promotions and Branding:

- Opportunities to distribute premium items/samples bearing your corporate logo (within tournament guidelines)
- Prominent placement of your company's logo in tournament program
- Corporate logo displayed in all promotional materials
- Premiere corporate hole signage
- Recognition at Reception Awards Dinner
- Direct access to Foundation officials for media opportunities

Corporate Entertainment:

- One foursome playing 18-hole scramble golf (with carts) at Hurstbourne Country Club
- Golf shirt for each team member
- Premium golf jacket or similar gift for each team member
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- Breakfast for morning flight, lunch and dinner for both flights
- Unlimited beverages and snacks
- Awards Reception
- Invitation to Churchill Downs "Day at the Races" and lunch buffet for each team member – Sunday, June 12, 2016
- Volunteer opportunities for employees



PARTNERSHIP OPPORTUNITIES

BRONZE SPONSOR

\$2,500

Corporate Promotion and Branding:

- Opportunities to distribute premium items/samples bearing your corporate logo (within tournament guidelines)
- Corporate sponsor listing in tournament program

Corporate Entertainment

- One foursome playing 18-hole scramble golf (with carts) at Hurstbourne Country Club
- Golf shirt for each team member
- Opportunity to compete in numerous competitions (i.e. closest to the pin, putting, longest drive and Hole-In-One contests)
- Breakfast for morning flight, lunch and dinner for both flights
- Unlimited beverages and snacks
- Awards Reception
- Volunteer opportunities for employees

EVENT SPONSOR

\$1,000

Corporate Promotion and Branding:

- Opportunities to distribute premium items/samples bearing your corporate logo (within tournament guidelines)
- Company listing in the tournament program

Corporate Entertainment:

- Volunteer opportunities for employees

SUPER TICKET

\$250/team

All-inclusive ticket includes:

- Team entry into the Skins Competition
- One Mulligan per golfer (4 total)
- One raffle entry per golfer (4 total)

MULLIGAN

\$100/team

SKINS COMPETITION

\$100/team

CONFIRMATION AND PAYMENT

Company Name: _____

Contact Name & Title: _____

Address: _____

City: _____ State, Zip: _____

Phone: _____ Email: _____

COMMITMENT

Partnership Level:..... Amount: \$_____

Advance Purchase of Super Ticket/Mulligan/Skins Entry.....Amount\$_____

100% Tax-Deductible Donation to the NKF.....Amount\$_____

TOTAL: \$_____

PAYMENT INFORMATION

I will pay and register online at www.NKFGolfClassic.org. Both credit cards and checks are accepted online.

Please invoice me for the total amount.

Note: Final payment is due before tournament play.

FOR MORE INFORMATION:

April Enix Abell
National Kidney Foundation
8920 Stone Green Way, Suite 100
Louisville, KY 40220
502.585.5433 x105
email@kidney.org

The amount of your sponsorship exceeding the direct benefit cost received would be deductible to the fullest extent allowed by law.

The National Kidney Foundation is a registered 501 C (3) non-profit agency.

The NKF Tax ID # is 13-1673104.

REGISTER ONLINE

NKFGolfClassic.org