

EVERY SHOT IS A NEW SET OF POSSIBILITIES

One of them could take you to Pebble Beach



National
Kidney
Foundation®

Golf Classic

The Premier Amateur Golf Event for Charity™

MONDAY, July 17, 2017

Firestone Country Club, North Course

REGISTER ONLINE > NKFGolfClassic.org

NATIONAL CORPORATE PARTNER



DRIVING VEHICLE DONATIONS.

NATIONAL PROMOTIONAL PARTNERS

TIFFANY & CO.



SKECHERS
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PING

NATIONAL FINALS HOST



PEBBLE BEACH
RESORTS

JOIN US ON THE ROAD TO PEBBLE BEACH

The road to Pebble Beach starts at Firestone Country Club on July 17, 2017! 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.

Put together a team of your regular foursome, or entertain clients, and get ready to play at Firestone Country Club, North Course for an invite to National Finals at the Pebble Beach Resorts. Your team can play in either the Handicap Index Division or the Gross Division, providing you and your guests with a competitive yet social day of golf whether you are a low handicapper or new to the game. 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. The Gross Division is for teams whose golfers do not have an official USGA Handicap Index or do not meet the above Handicap Index requirements.

The top-3 finishing teams in both the Handicap Index and Gross Divisions from every National Kidney Foundation Golf Classic are invited to compete in the National Finals held at the famed Pebble Beach Resorts (additional fees required). If the upcoming 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 the beautiful and challenging Pebble Beach Golf Links, Spyglass Hill Golf Course and The Links at Spanish Bay, in January 2018.

We look forward to you joining us on Monday, July 17, 2017.

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

- **26 million people - 1 in 9 AMERICAN** adults – has kidney disease—and most don't know it.
- **73 million people - 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 or prostate cancer,
- 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.
- **101,000** people are on the waiting list for a kidney transplant and only about **17,000** Americans receive a transplant each year.
- **EARLY DETECTION AND TREATMENT** can slow or prevent the progression of kidney disease.

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



PRESTIGIOUS VENUES

Westchester CC – Rye, NY

- PGA Tour, Champions Tour and LPGA Tour host venue

Firestone CC – Akron, OH

- 3-time Major Championship and current WGC/PGA Tour host venue

Boston Golf Club – Boston, MA

- Top-75 in U.S. / Gil Hanse design

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

East Lake Golf Club

- PGA TOUR Championship / FedEx Cup host venue

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
 - Westchester Country Club, Firestone Country Club, Spyglass Hill, Pebble Beach, Boston Golf Club, The Biltmore, TPC Southwind, Dallas Athletic Club, Tiburon and East Lake Golf Club
- **Affluent Participants** who consider themselves influencers in their networks
 - \$252k avg. HHI / \$1.4 million investable assets
 - 96% Consider themselves "influencers" among their peers, co-workers, community, friends and family
 - 42% C-level, Owner, Partner, Top Management / 53% VP-Professional
 - 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
- **Address Multiple Business Objectives Through Sponsorship**
 - Customer/Prospect entertainment
 - Community goodwill
 - Touch hard-to-reach affluent golfers in "their" environment
 - Volunteer opportunities for staff and leadership
 - Brand alignment with the *Premier Amateur Golf Event for Charity* in your market
 - Earn an invite to the Pebble Beach National Finals
 - Support the NKF's mission
 - Association with other local and national sponsors
- **National Supporting Sponsors** include Insurance Auto Auctions, Tiffany & Co., CBRE, Pebble Beach Resorts, PING, Greg Norman Collection, Skechers, HM Insurance Group and Golf Digest
- **Scramble** style events – consistent format
 - Competitive yet social day of golf for hosts/guests, with both gross and handicap index divisions

PARTNERSHIP OPPORTUNITIES

LOCAL PRESENTING SPONSOR

\$8,000

On-Site Recognition/Visibility:

- Company logo on tee signage and program book
- Opportunity for company product sampling at tee or in gift bag
- Company name or logo on golf shirts
- Premier company logo recognition on social media platforms: QTEGO online bidding, social media accounts, email outreach, local website.

Client Entertainment/Hospitality:

- Entertain clients with 2 foursome entries, premium gift collection for each player
- Verbal recognition at awards banquet
- Opportunity for company representative to speak at awards banquet
- Lunch and Awards Reception meal and drinks for players

AUTO SPONSOR

\$5,500

On-Site Recognition/Visibility:

- Company logo on tee signage and program book
- Cars on display on course, Hole in One opportunity, test drive opportunity
- Product in gift bags
- Hole in One Insurance included
- Premier company logo recognition on social media platforms: QTEGO online bidding, social media accounts, email outreach, local website.

Client Entertainment/Hospitality:

- Entertain clients with 1 foursome entry, premium gift collection for each player
- Verbal recognition at awards banquet
- Lunch and Awards Reception meal and drinks for players

SHIRT SPONSOR

\$5,000

On-Site Recognition/Visibility:

- Company logo on tee signage and program book
- Opportunity for company product sampling at tee or in gift bag
- Company name or logo on golf shirts
- Premier company logo recognition on social media platforms: QTEGO online bidding, social media accounts, email outreach, local website.

Client Entertainment/Hospitality:

- Entertain clients with 1 foursome entry, premium gift collection for each player
- Verbal Recognition at Awards Banquet
- Lunch and Awards Reception meal and drinks for players

HAT SPONSOR

\$5,000

On-Site Recognition/Visibility:

- Company logo on tee signage and program book
- Opportunity for company product sampling at tee or in gift bag
- Company name or logo on golf hats
- Premier company logo recognition on social media platforms: QTEGO online bidding, social media accounts, email outreach, local website.

Client Entertainment/Hospitality:

- Entertain clients with 1 foursome entry, premium gift collection for each player
- Verbal Recognition at Awards Banquet
- Lunch and Awards Reception meal and drinks for players

PARTNERSHIP OPPORTUNITIES

AWARDS BANQUET SPONSOR

\$3,500

On-Site Recognition/Visibility:

- Company logo on tee signage and program book
- Opportunity for company product sampling at tee or in gift bag
- Premier Reception Signage
- Premier company logo recognition on social media platforms: QTEGO online bidding, social media accounts, email outreach, local website.

Client Entertainment/Hospitality:

- Entertain clients with 1 foursome entry, premium gift collection for each player
- Verbal recognition at the awards banquet
- Lunch and Awards Reception meal and drinks for players

CART SPONSOR

\$3,500

On-Site Recognition/Visibility:

- Company logo on tee signage and program book
- Opportunity for company product sampling at tee or in gift bag
- Cart signage on every golf cart the day of the tournament
- Premier company logo recognition on social media platforms: QTEGO online bidding, social media accounts, email outreach, local website.

Client Entertainment/Hospitality:

- Entertain clients with 1 foursome entry, premium gift collection for each player
- Verbal recognition at the awards banquet
- Lunch and Awards Reception meal and drinks for players

SCORECARD SPONSOR

\$3,500

On-Site Recognition/Visibility:

- Company logo on tee signage and program book
- Opportunity for company product sampling at tee or in gift bag
- Company name/logo on every scorecard day of the tournament
- Premier company logo recognition on social media platforms: QTEGO online bidding, social media accounts, email outreach, local website.

Client Entertainment/Hospitality:

- Entertain clients with 1 foursome entry, premium gift collection for each player
- Verbal recognition at the awards banquet
- Opportunity for company representative to speak at awards banquet
- Lunch and Awards Reception meal and drinks for players

ELECTRONIC BIDDING UNDERWRITER

\$2,000

- Company name/logo on electronic bidding platform
- Underwriting support offsets the expense of specific facet of the event. 100% tax deductible

FOURSOME

\$2,500

- Entertain clients with 1 foursome entry, premium gift collection for each player
- Lunch and Awards Reception meal and drinks for players

PARTNERSHIP OPPORTUNITIES

SUPER TICKET

\$100/person

- All-access pass to all on-course contests, mulligan, raffle ticket and drink tickets.

GUEST AWARDS RECEPTION TICKET

\$100/person

- Non-golfer ticket includes Awards Reception, Dinner, Drink Tickets and Live & Silent Auction

PAYMENT INFORMATION

I will pay and register online at www.NKFGolfClassic.org.

Both credit cards and checks are accepted online.

FOR MORE INFORMATION OR TO RECEIVE AN INVOICE:

Anna Tzinis

National Kidney Foundation

PO BOX 40544

Bay Village, OH 44140

440.241.6780

anna.tzinis@kidney.org

REGISTER ONLINE

NKFGolfClassic.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.