

WEDNESDAY, SEPTEMBER 12, 2018
Union League Golf Club at Torresdale
Philadelphia, PA
NKFKonica MinoltaGolfClassic.com



National
Kidney
Foundation®



KONICA MINOLTA
GOLF CLASSIC

TOP FINISHERS
EARN INVITATION
TO PEBBLE BEACH

JOIN US ON THE ROAD TO PEBBLE BEACH

The road to Pebble Beach starts at Union League Golf Club at Torredale on Wednesday, September 12. The National Kidney Foundation Konica Minolta 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 ULGCT 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 NKF Konica Minolta 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, January 17-20, 2019.

We look forward to you joining us on Wednesday, September 12.

NKF KONICA MINOLTA GOLF CLASSIC COMMITTEE

M. Joel Bolstein, Partner, Fox Rothschild

Sal DeAngelis, Philadelphia Phillies

Guy Giordano

Vincent Giordano
Corporation

Chuck Hurchalla

Evolution Energy

Stan Klocek

Suez Water
Technologies & Solutions

Tim Leffler

Pentec Health

Anthony Naccarato

O'Donnell & Naccarato

Art Pasquarella

Equus Capital
Partners Ltd.

Greg Ventresca

Keystone Redevelopment
Group

WHAT WE DO

Fueled by passion and urgency, NKF is a lifeline for all people affected by kidney disease. As pioneers of scientific research and innovation, NKF focuses on the whole patient through the lens of kidney health. Relentless in our work, we enhance lives through action, education and accelerating change.

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.

NKF KONICA MINOLTA GOLF CLASSIC

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

Firestone CC – Akron, OH

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

Boston Golf Club – Boston, MA

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

Irondequoit CC – Rochester, NY

- Nationwide Tour's Xerox Classic

Colorado Golf Club – Denver, CO

- Senior PGA Championship and The Solheim Cup

Champions Golf Club – Houston, TX

- Ryder Cup, U.S. and Champions International

East Lake Golf Club

- PGA TOUR Championship / FedEx Cup

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., Pebble Beach Resorts, PING, Greg Norman Collection, Skechers, HM Insurance Group and Global Golf Post.
- **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 \$15,000

- Listed as Local Title Sponsor on all printed and digital promotional materials
- Company logo on gift bags, scorecards, and super ticket
- Speaking opportunity at Awards Reception
- Entertain clients with 2 Premier Foursome entries

EAGLE SPONSOR \$10,000

- Prominent logo placement and listed as Eagle Sponsor on printed and digital collateral
- Company logo on foursome photos
- Speaking opportunity at Shotgun Start
- Entertain clients with 2 Premier Foursome entries

APPAREL SPONSOR \$7,500 (2 Available)

- Logo placement on NKF Konica Minolta Golf Classic shirt or hat
- Entertain clients with Premier Foursome entry

RECEPTION SPONSOR \$7,500

- Logo placement on Awards Reception signage
- Entertain clients with Premier foursome entry

GOLF CART SPONSOR \$5,000

- Logo placement on all player carts
- Entertain clients with Premier Foursome entry

AUTO SPONSOR \$5,000

- Opportunity to display vehicle at event for Hole in One prize
- Entertain clients with Premier Foursome entry

DRIVING RANGE SPONSOR \$4,000

- Logo placement on Driving Range signage
- Entertain clients with foursome entry

PRACTICE PUTTING GREEN SPONSOR \$4,000

- Logo placement on Practice Putting Green signage
- Entertain clients with foursome entry

COCKTAIL HOUR SPONSOR \$4,000

- Logo placement on Cocktail Hour napkins
- Entertain clients with foursome entry

BEVERAGE CART SPONSOR \$3,500

- Entry for a pair of golfers & company visibility on beverage cart(s)

SNACK STAND SPONSOR \$2,500

- Entry for a pair of golfers & company visibility at snack stand

BALL DROP SPONSOR \$2,500

- Entry for a pair of golfers & company visibility at ball drop

LUNCH SPONSOR \$2,500

- Entry for a pair of golfers & company visibility at lunch

LOCKER ROOMS SPONSOR \$2,500

- Entry for a pair of golfers & company visibility in locker rooms

SILENT AUCTION SPONSOR \$2,500

- Entry for a pair of golfers & company visibility on mobile auction app

HOLE SPONSOR \$1,000

- Company logo on tee sign at one hole
- One color ad in digital program book

*Opportunity to customize/upgrade all sponsorship levels

PARTNERSHIP OPPORTUNITIES

PREMIER FOURSOME SPONSORSHIP ENTRY \$4,000

- **Entertain clients with entry for one foursome** in the NKF Konica Minolta Golf Classic
- Premium Gift Collection for each player
- Exclusive hole sponsorship including tee sign with company logo
- Lunch, Awards Reception & Dinner for players

FOURSOME ENTRY \$3,000

- **Entertain clients with entry for one foursome** in the NKF Konica Minolta Golf Classic
- Premium Gift Collection for each player
- Lunch, Awards Reception & Dinner for players

INDIVIDUAL GOFLERS \$750/golfer

GUEST AWARDS RECEPTION TICKET

\$350/two tickets or \$250/individual ticket

- Includes Awards Reception, Dinner, and & Silent Auction

AD IN DIGITAL PROGRAM BOOK

\$250

- One color ad in digital program book, which will be sent out to all attendees and shown throughout the facilities throughout the day

SUPER TICKET

\$50/person

- All-access pass to all on-course contests, mulligan, raffle ticket

PAYMENT INFORMATION

☐ I will pay and register online at **www.NKFKonicaMinoltaGolfClassic.com**.

Credit cards and checks are accepted online.

FOR MORE INFORMATION:

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Philadelphia, PA 19102
215.923.8611 Ext. 737
Shabnam.Dastagirzada@kidney.org

REGISTER ONLINE **NKFKonicaMinoltaGolfClassic.com**

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.