

MONDAY, MAY 21, 2018

Valley Brook Country Club - McMurray, PA

REGISTER ONLINE > NKFGolfClassic.org



National
Kidney
Foundation®



KONICA MINOLTA
GOLF CLASSIC

**TOP FINISHERS
EARN INVITATION
TO PEBBLE BEACH**

NATIONAL CORPORATE PARTNER



DRIVING VEHICLE DONATIONS.



NATIONAL PROMOTIONAL PARTNERS

TIFFANY & CO.



FRED NORMAN

SKECHERS
GOGOLF

GlobalGolfPost
MUST-READ MONDAY

PING

NATIONAL FINALS HOST



PEBBLE BEACH
RESORTS

JOIN US ON THE ROAD TO PEBBLE BEACH

The road to Pebble Beach starts at <NAME OF LOCAL COURSE> on <MONTH, DAY>! 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 <NAME OF LOCAL 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 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 18-21, 2018.

We look forward to you joining us on May 21, 2018!

2018 NKF KONICA MINOLTA GOLF CLASSIC COMMITTEE

Tom Ali, 2018 Chairman
Facility Support Services

Chad Brinkley
CT Development

Ron Cortes
Mascaro Construction

Pat Dugan
Wabtec

Dave McCandless
K&L Gates

Mike Pfeifer
Oxford Development

Dr. Sandeep Sharma
Vascular Access Centers

Jim Sullivan
Koppers, Inc.

Mark Turley
Pittsburgh Penguins

Erik Williams
Mylan

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 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

LOCAL PRESENTING SPONSOR - \$15,000

Corporate Promotion and Branding

- Recognition on all signage
- Opportunities to distribute premium items/samples bearing your corporate logo (within tournament guidelines)
- Prominent placement of your company's banner at the event
- Product display/sampling on-site
- Recognition at the Awards Dinner
- Two full-page advertisements on the inside front and inside back covers of the tournament program
- Direct access to the entire field of participants
- Special promotions (to be negotiated)
- Sponsor gifts
- Logo and link to company website on NKF's event page
- Recognition at two preferred holes with tee-signs

Corporate Golfer Entertainment

- Three foursomes playing 18-hole scramble golf
- Presenting Sponsorship Gift Collection for each participant
- Lunch
- Awards Reception
- Volunteer opportunities for employees

PLATINUM SPONSOR - \$10,000

Corporate Promotion and Branding

- Opportunities to distribute premium items/samples bearing your corporate logo (within tournament guidelines)
- Prominent placement of your company's banner at the event
- Product display/sampling on-site
- One full-page advertisement in the tournament program
- Special promotions (to be negotiated)
- Recognition at the Awards Dinner
- Recognition at one preferred hole with a tee-sign
- Logo and link to company website on NKF's event page

Corporate Golfer Entertainment

- Two foursomes playing 18-hole scramble golf
- Platinum Sponsorship Gift Collection for each participant
- Lunch

- Awards Reception
- Volunteer opportunities for employees

GOLD SPONSOR - \$7,500

Corporate Promotions and Branding

- Opportunities to distribute premium items/samples bearing your corporate logo (within tournament guidelines)
- One full-page advertisement in the tournament program
- Recognition at one preferred hole with a tee-sign
- Logo and link to company's website on NKF's event page

Corporate Golfer Entertainment

- One foursome playing 18-hole scramble golf
- Gold Sponsorship Gift Collection for each participant
- Lunch
- Awards Reception
- Volunteer opportunities for employees

SILVER "BIRDIE" SPONSOR - \$5,000

Corporate Promotions and Branding:

- Opportunities to distribute premium items/samples bearing your corporate logo (within tournament guidelines)
- Recognition at one preferred hole with a tee-sign
- One half-page advertisement in the tournament program

Corporate Golfer Entertainment

- One foursome playing 18-hole scramble golf
- Silver Sponsorship Gift Collection for each participant
- Lunch
- Awards Reception
- Volunteer opportunities for employees

BRONZE "PAR" LUNCH SPONSOR - \$3,000

Corporate Promotion and Branding

- Prominent display of company banner (provided by sponsor) during lunch
- One half-page advertisement in the tournament program

Corporate Golfer Entertainment

- One foursome playing 18-hole scramble golf
- Silver Sponsorship Gift Collection for each participant
- Lunch Awards Reception

BEVERAGE CART SPONSOR - \$1,500 **limited availability**

Corporate Promotion and Branding

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

CART SPONSOR - \$1,000

Corporate Promotion and Branding

- Company name and logo on all golf carts
- Half page ad in tournament program

HOLE SPONSOR - \$150

Corporate Promotion and Branding

- Company name and logo located on one tee-sign

ADVERTISE WITH US!

FULL PAGE AD IN PROGRAM BOOK - \$500

- Full page ad in the Program Book, which will be distributed to all participants and other top sponsors of the NKF in the Pittsburgh market

HALF PAGE AD IN PROGRAM BOOK - \$250

- Half page ad in the Program Book, which will be distributed to all participants and other top sponsors of the NKF in the Pittsburgh market

Deadline: All logos/artwork due to Rachael.Masterson@kidney.org by April 2, 2018

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:

Melissa Sidick
Director, Development
National Kidney Foundation
2403 Sidney Street; Suite 230
Pittsburgh, PA 15203
412-261-4115 ext. 753
melissa.sidick@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.