



Partnering with the NKF Konica Minolta Golf Classic

The Premier Amateur Golf Event for Charity



MONDAY, JULY 29, 2019

BARTON HILLS COUNTRY CLUB, ANN ARBOR, MI

REGISTER ONLINE > NFKKonicaMinoltaGolfClassic.com

TITLE SPONSOR



NATIONAL CORPORATE PARTNER



NATIONAL PROMOTIONAL PARTNERS

Official Golf Apparel



NATIONAL FINALS HOST



JOIN US ON THE ROAD TO PEBBLE BEACH

The road to Pebble Beach starts at Barton Hills Country Club in Ann Arbor, Michigan on Monday, July 29! 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 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 Barton Hills Country Club for an invite to the 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, coming January 16-19, 2020, 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

We look forward to you joining us at Barton Hills Country Club on Monday, July 29, 2019!

NKF KONICA MINOLTA GOLF CLASSIC COMMITTEE

Sarah Schattner – Chairperson

DeRoy & Devereaux

Andy Boschma

MKM Ventures, LLC

Jim Ceely

Print Tech, Inc.

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Barton Hills Country Club

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WHAT WE DO

Fueled by passion and urgency, the NKF is a lifeline for all people affected by kidney disease. As pioneers of scientific research and innovation, the 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.

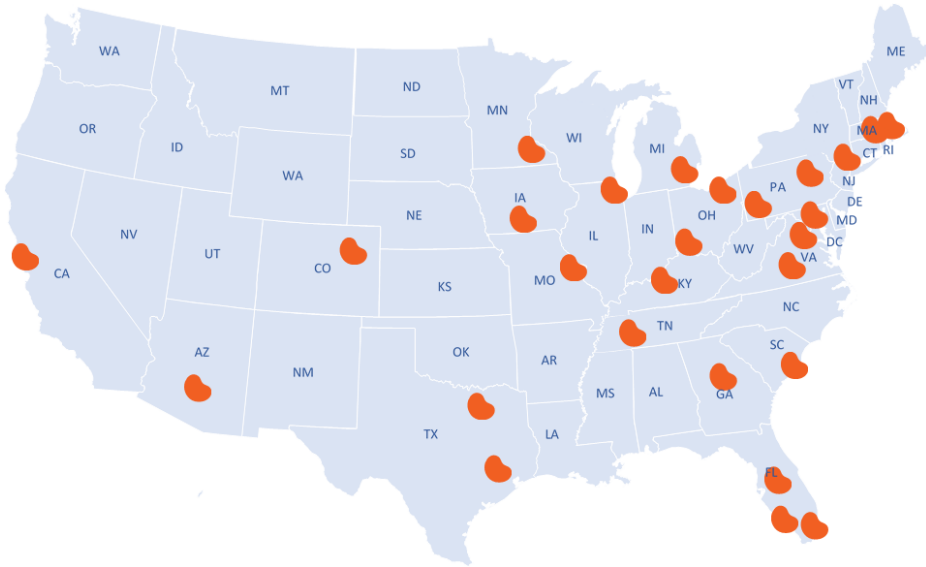
Your support will directly influence and positively impact the lives of those at risk, those living with the disease, and those who care for and about them. More than 80 cents of every dollar donated directly supports programs and services.

KIDNEY FACTS

- **37 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

Winged Foot GC – Mamaroneck, NY

- *US Open, US Amateur, PGA Championship*

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*

TPC Boston – Boston, MA

- *Dell Technologies Championship, Northern Trust 2020*

Champions Golf Club – Houston, TX

- *Ryder Cup, U.S. and Champions International*

East Lake Golf Club

- *PGA TOUR Championship / FedEx Cup*

Tiburón – Naples, FL

- *Host of PGA Tour's Shark Shootout*

MORE THAN JUST GOLF

- **30 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 Golf Club, Firestone Country Club, Spyglass Hill, Pebble Beach, Boston Golf Club, TPC Boston, Tiburon Golf Club 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 Konica Minolta, Insurance Auto Auctions, Pebble Beach Resorts, Poly, and Greg Norman Collection.
- **Scramble** style events – consistent format
 - Competitive yet social day of golf for hosts/guests, with both gross and handicap index divisions

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PARTNERSHIP OPPORTUNITIES

PLATINUM SPONSOR

\$10,000

- Includes two (2) foursomes with full benefits
- Company logo on sleeve of golf shirt and three (3) tee signs
- Opportunity to display company product prominently on the course or in the clubhouse
- Full page advertisement in the program book
- Mention on NKFM Social Media
- Company name & logo on tournament banner displayed prominently at registration and dinner/auction
- Two (2) additional banquet tickets
- Opportunity to insert promotional items in golfer gift bags

GOLD SPONSOR

\$5,000

- Includes one (1) foursome with full benefits
- Logo on dinner tables & on three (3) tee signs
- Full page advertisement in the program book
- Mention on NKFM Social Media
- Company name and logo on tournament banner displayed prominently at registration and dinner/auction
- Two (2) additional banquet tickets
- Opportunity to insert promotional items in golfer gift bags

SILVER SPONSOR

\$3,500

- Includes one (1) foursome with full benefits
- Logo displayed on all golf carts and on two (2) tee signs
- Half page advertisement in the program book
- Mention on NKFM Social Media
- Company name and logo on tournament banner to be displayed prominently at registration and dinner/auction
- Opportunity to insert promotional items in golfer gift bags

BRONZE SPONSOR

\$2,500

- Includes one (1) foursome with full benefits
- Company logo on two (2) tee signs
- Half page advertisement in the program book
- Mention on NKFM Social Media
- Company name and logo on tournament banner to be displayed prominently at registration and dinner/auction
- Opportunity to insert promotional items in golfer gift bags

BREAKFAST BAR SPONSOR

\$1,000

- Includes three (3) signs with name and logo at the popular Breakfast Bar beverage service
- Mention in the program book
- Two (2) banquet tickets

PUTTING GREEN/DRIVING RANGE SPONSOR

\$500

- Includes signage at one (1) hole and the putting green or driving range
- Two (2) dinner and awards banquet tickets
- Mention in the program book
- Opportunity to insert promotional items in golfer gift bags

HOLE SPONSOR

\$250

- Includes signage at one (1) hole
- Mention in the program book

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PARTNERSHIP OPPORTUNITIES

FOURSOME ENTRY \$1900

- 18 holes of golf (scramble format) on a beautiful course
- Two (2) golf carts per foursome
- One (1) sign with company name at starting hole
- Continental breakfast & beverage bar to start the day
- Grilled barbecue lunch with all the fixings
- Four (4) tickets to the dinner and awards banquet

TURBO TICKET \$150/person

- All-access pass to all raffles (50/50, Wheelbarrow of Spirits and Squares to win foursomes from your choice of 3 Michigan clubs)

MULLIGANS AND SKINS \$100/each (each foursome is limited to 1 mulligan and 1 skin)

GUEST AWARDS RECEPTION TICKET \$125/person

- Non-golfer ticket includes Cocktail Hour, Awards Reception, Dinner, and Live & Silent Auction

PAYMENT & INTENT

By signing below, I am committing my support to the National Kidney Foundation of Michigan.

Total Investment: \$ _____

NAME: _____

RYDER COMSTOCK

COMPANY: _____

National Kidney Foundation of Michigan

Signature: _____

Signature: _____

Date: _____

Date: _____

Please sign and email to Ryder Comstock at rcomstock@nkfm.org

Checks payable to "NKFM" can be sent to: NKFM, Attn: Ryder Comstock, 1169 Oak Valley Drive, Ann Arbor, MI 48108

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 of Michigan is a registered 501 C (3) non-profit agency. The NKFM Tax ID # is 38-1559941

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