

EVERY SHOT IS A NEW SET OF POSSIBILITIES

One of them could take you to Pebble Beach



MONDAY, SEPTEMBER 16, 2019
TPC Boston, Norton, MA
For more information visit: kidney.org/tpcboston



**TOP FINISHERS
EARN INVITATION
TO PEBBLE BEACH**

TITLE SPONSOR

NATIONAL CORPORATE PARTNER

NATIONAL PROMOTIONAL PARTNERS

NATIONAL FINALS HOST



JOIN US ON THE ROAD TO PEBBLE BEACH

Your road to Pebble Beach starts on September 16th, 2019 at our first annual



NKF Konica Minolta Golf Classic at TPC Boston.

NKF New England is proud to be adding TPC Boston, a private golf course and Massachusetts' only PGA TOUR facility, to our prestigious list of venues for the next three years and beyond!

Originally designed by Arnold Palmer, TPC Boston's award-winning golf course was re-designed in 2007 by celebrated golf course architect Gil Hanse, with PGA TOUR player Brad Faxon serving as a consultant. The result is a compelling par-72, 7,241-yard golf course with lush fairways, Bentgrass greens and 58 bunkers. The course, approximately 25 miles south of downtown Boston, is beautifully nestled in Norton's Great Woods.

The top-3 finishing teams in both the Handicap Index and Gross Divisions will be invited to compete in The National Finals at Pebble Beach Resorts on January 16-19, 2020. *[Additional fees required]*

TPC Boston and the PGA TOUR: TPC Boston has been the host of the PGA TOUR's Dell Technologies Championship [formerly known as Deutsche Bank Championship] from 2003 to 2018. The last winner of the Dell Technologies Championship was NKF ambassador, Bryson DeChambeau. Other past winners include Rickie Fowler, Rory McIlroy, Phil Mickelson, Vijay Singh, and Tiger Woods.

In the fall of 2020, TPC Boston will be hosting The Northern Trust FedExCup Playoff event. Our second annual NKF Konica Minolta Golf Classic at TPC Boston will be held shortly afterwards. NKF New England is honored to be in such company and invites you to help us set the tradition of excellence for this new golfing experience.

The National Finals at Pebble Beach: Approximately 60 teams, from the over 30 local NKF Konica Minolta Golf Classics held across the country, come together to compete for the national title at Pebble Beach Resorts. The 54-hole four-day National Finals competition includes rounds at three of the most challenging and breathtaking golf courses in the World— The Links at Spanish Bay, Spyglass Hill Golf Course and Pebble Beach Golf Links, the 6x host of the US Open Championship including 2019's. *[Additional fees required]*

The Premier Amateur Golf Event for Charity: Since 1987, over 300,000 NKF Konica Minolta Golf Classic golfers have helped raise over \$100 million to fund NKF's mission to broaden awareness, increase prevention and improve treatment of kidney disease. The CDC currently estimates that 15% of adults in the United States have chronic kidney disease (CKD)— ***That's 37 million Americans.***

Two Competitive Divisions...

Teams can be entered to compete in either the **Handicap Index Division** or the **Gross Division**.

This provides a competitive yet social day of golf, for low handicappers and duffers alike. Handicap Index Division teams must have a total combined handicap index of 42.0 or more and can only have one player with a handicap index of 8.0 or less. 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.

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.



National
Kidney
Foundation®

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 7** AMERICAN adults – has kidney disease—and most don't know it.
- **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

- **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 Golf Club, Firestone Country Club, Boston Golf Club, TPC Boston, East Lake Golf Club, Tiburón Golf Club, Spyglass Hill, and Pebble Beach
- **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, Bridgestone Golf, 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

PARTNERSHIP OPPORTUNITIES

OPPORTUNITIES WITH FOURSOME/S INCLUDED:

LOCAL PRESENTING SPONSOR

\$30,000

Includes:

- Exclusive sponsor level
- Two Corporate Foursome Entries
- Logo on front of NKF Golf Classic Shirts
- Logo on Caddy Bibs
- Full-page ad in the program
- Logo featured on Step & Repeat
- Recognition and opportunity to speak at Awards Ceremony and Annual Committee Dinner Meeting in April
- Additional option for customized on premise or golfer gift marketing
- Special Logo recognition as Presenting Sponsor in all marketing materials and all press releases

EAGLE SPONSOR

\$20,000

Includes:

- One Corporate Foursome Entry
- Logo on sleeve of NKF Golf Classic Shirts
- Full-page ad in the program
- Logo featured on Step & Repeat
- Recognition at Awards Ceremony and opportunity to speak at Annual Committee Dinner Meeting in April
- Additional option for customized on premise or golfer gift marketing
- Logo recognition in all marketing materials and all press releases

BIRDIE SPONSOR

\$10,000

Includes:

- One Corporate Foursome Entry
- Full-page ad in the program
- Logo featured on Step & Repeat
- Recognition at Awards Ceremony
- Additional option for customized on premise or golfer gift marketing
- Logo recognition in all marketing materials

CORPORATE FOURSOME ENTRY

\$5,000

Includes:

- Half-page ad in the program
- Sponsor tee sign
- Greens fees and carts for one foursome
- Lunch, Awards Reception, and Dinner for each player
- Premium Gift Collection for each player

Thank You for your consideration and support!

PARTNERSHIP OPPORTUNITIES

OPPORTUNITIES WITHOUT A FOURSOME:

ELECTRONIC SCORING SPONSOR

\$5,500

Includes:

- Logo placement and ads on handheld scoring devices used by golfers
- Sponsor tee sign
- Half-page ad in the program
- Tabling Opportunity at lunch and dinner

GOLFER PREMIUM GIFT SPONSOR

\$5,500

Includes:

- Logo placed on gift bag for premium golfer gift collection
- Sponsor tee sign
- Half-page ad in the program
- Tabling Opportunity at Registration

CIGAR SPONSOR

\$2,500

Includes:

- Logo with premium cigars
- Half-page ad in the program

TOURNAMENT SPONSOR

\$2,500

Includes:

- Sponsor tee sign
- Half-page ad in the program

HOSPITALITY SPONSOR

\$5,500

Includes:

- Prominent logo placement during lunch and reception.
- Logo placement on golf carts used to get players to their starting hole and back to clubhouse
- Half-page ad in the program
- Tabling Opportunity at lunch and dinner

TO COMPLETE YOUR SPONSORSHIP OR RESERVE YOUR FOURSOME PLEASE CONTACT:

Steven Alvarez - Development Manager
National Kidney Foundation
209 West Central Street
Suite 220
Natick, MA 01760
508.907.6030 ext. 330
steven.alvarez@kidney.org

Additional sponsorship packages, including in-kind, can be customized upon request.

Thank You for your consideration and support!

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.