

MONDAY, MAY 20, 2019

*Nemacolin Woodlands Resort - Farmington, PA*



National  
Kidney  
Foundation®



**KONICA MINOLTA**  
GOLF CLASSIC

**TOP FINISHERS  
EARN INVITATION  
TO PEBBLE BEACH**

NATIONAL CORPORATE PARTNER

NATIONAL PROMOTIONAL PARTNERS

NATIONAL FINALS HOST



DRIVING VEHICLE DONATIONS.



TIFFANY & CO.



SKECHERS  
**GOGOLF**

GlobalGolfPost  
MUST-READ MONDAY

**PING**



PEBBLE BEACH  
RESORTS

# JOIN US ON THE ROAD TO PEBBLE BEACH

The road to Pebble Beach starts at Nemaocolin Woodlands Resort on May 20<sup>th</sup>! 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 Nemaocolin Woodlands Resort 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 2020!

We look forward to you joining us on May 20, 2019!

## 2019 NKF KONICA MINOLTA GOLF CLASSIC COMMITTEE

### **Tom Ali, Chairman**

HRV, Inc.

### **Chad Brinkley**

CT Development

### **Jim Sullivan**

Koppers, Inc.

### **Pat Dugan**

Wabtec

### **Mark Turley**

Pittsburgh Penguins

### **Mike Kovalcik**

Frank B. Fuhrer Wholesale Co.

### **Fred Traynor**

iHeart Media

### **Mike Pfeifer**

Sentinel Construction

### **Jerome Vergenes**

People's Gas

### **Daniel Settnek**

Konica Minolta Business Solutions USA, Inc.

### **Todd Williams**

Aon

### **Sandeep Sharma, MD**

Ellwood City Hospital

# 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](http://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

- **30 million people** have 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

### Mystic Rock at Nemacolin Woodlands Resort, Farmington, PA

- Host of PGA Tour's 84 Lumber Classic

## 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

## VIP PREMIER SPONSOR - \$20,000

### Corporate Promotion and Branding

- Recognition at 2 golf holes and 1 sporting clay station with tee-signs
- 2 full-page, full-color advertisements on inside front and inside back covers of program book\*
- Branding on mobile bidding website/auction area (*first come-first serve, modified advertising options for additional sponsors*)
- Prominent placement of company-provided banner at event
- Recognition on all event signage as "VIP Premier Sponsor"
- Logo and link to company website on NKF event page
- Podium recognition at awards dinner as "VIP Premier Sponsor"
- Opportunity to distribute items/samples bearing corporate logo (*within venue guidelines*)
- Special promotions to be negotiated

### Corporate Entertainment

- 3 foursomes for 18-hole scramble golf – 9 holes on Shepherd's Rock, 9 holes on Mystic Rock
- 1 sporting clay foursome
- 4 rooms at double occupancy in The Lodge at Nemaquin Woodlands Resort\*\*
- Sunset Terrace Happy Hour Sunday evening before tournament
- Greg Norman Collection items and other swag for all participants
- Lunch and dinner provided day of tournament
- Beverages provided by Bacardi U.S.A and Frank B. Fuhrer Wholesale Company

## PRESENTING SPONSOR - \$15,000

### Corporate Promotion and Branding

- Recognition at 1 golf hole and 1 sporting clay station with tee-signs
- 1 full-page, full-color advertisement in program book\*
- Branding of high-traffic Registration area (*first come-first serve, modified advertising options for additional sponsors*)
- Prominent placement of company-provided banner at event
- Recognition on all sponsor signage
- Logo and link to company website on NKF event page
- Podium recognition at awards dinner
- Opportunity to distribute items/samples bearing corporate logo (*within venue guidelines*)
- Special promotions to be negotiated

### Corporate Entertainment

- 2 foursomes for 18-hole scramble golf – 9 holes on Shepherd's Rock, 9 holes on Mystic Rock
- 1 sporting clay foursome
- 2 rooms at double occupancy in The Lodge at Nemaquin Woodlands Resort\*\*
- Sunset Terrace Happy Hour Sunday evening before tournament
- Greg Norman Collection items and other swag for all participants
- Lunch and dinner provided day of tournament
- Beverages provided by Bacardi U.S.A and Frank B. Fuhrer Wholesale Company

## **GOLD SPONSOR - \$10,000**

### **Corporate Promotion and Branding**

- Recognition at 1 golf hole with tee-sign
- 1 full-page, black and white advertisement in program book\*
- Branding of Sunset Terrace Happy Hour Sunday night (*first come-first serve, modified advertising options for additional sponsors*)
- Recognition on all sponsor signage
- Logo and link to company website on NKF event page
- Podium recognition at awards dinner
- Special promotions to be negotiated

### **Corporate Entertainment**

- 1 foursome for 18-hole scramble golf – 9 holes on Shepherd’s Rock, 9 holes on Mystic Rock
- 1 sporting clay foursome
- Sunset Terrace Happy Hour Sunday evening before tournament
- Greg Norman Collection items and other swag for all participants
- Lunch and dinner provided day of tournament
- Beverages provided by Bacardi U.S.A and Frank B. Fuhrer Wholesale Company

## **SILVER SPONSOR - \$7,500**

### **Corporate Promotion and Branding**

- Recognition at 1 golf hole with tee-sign
- 1 half-page, black and white advertisement in program book\*
- Branding of driving range (*first come-first serve, modified advertising options for additional sponsors*)
- Recognition on all sponsor signage
- Logo and link to company website on NKF event page
- Podium recognition at awards dinner
- Special promotions to be negotiated

### **Corporate Entertainment**

- 1 foursome for 18-hole scramble golf – 9 holes on Shepherd’s Rock, 9 holes on Mystic Rock
- 1 sporting clay foursome
- Greg Norman Collection items and other swag for all participants
- Lunch and dinner provided day of tournament
- Beverages provided by Bacardi U.S.A and Frank B. Fuhrer Wholesale Company

## **BRONZE “PAR” LUNCH SPONSOR - \$5,000**

### **Corporate Promotion and Branding**

- Branding of lunch station (*first come-first serve, modified advertising options for additional sponsors*)
- Recognition on all sponsor signage
- Logo and link to company website on NKF event page
- Podium recognition at awards dinner
- Special promotions to be negotiated

### **Corporate Entertainment**

- 1 foursome for 18-hole scramble golf – 9 holes on Shepherd’s Rock, 9 holes on Mystic Rock  
**OR** 1 sporting clay foursome
- Greg Norman Collection items and other swag for all participants
- Lunch and dinner provided day of tournament
- Beverages provided by Bacardi U.S.A and Frank B. Fuhrer Wholesale Company

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

**Corporate Promotion and Branding**

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

**CART SPONSOR - \$1,000** *\*limited availability\**

**Corporate Promotion and Branding**

- Company name and logo on all golf and sporting clay carts
- Half-page, black and white advertisement in tournament program

**HOLE/STATION SPONSOR - \$250**

**Corporate Promotion and Branding**

- Company name or logo on one tee-sign

**FULL PAGE AD IN PROGRAM BOOK - \$500**

**Corporate Promotion and Branding**

- 1 full-page, black and white advertisement in program book distributed to all participants and top NKF sponsors\*

**HALF PAGE AD IN PROGRAM BOOK - \$250**

**Corporate Promotion and Branding**

- 1 half-page, black and white advertisement in program book distributed to all participants and top NKF sponsors\*

**\*Deadline:** All logos/artwork due to [Rachael.Masterson@kidney.org](mailto:Rachael.Masterson@kidney.org) by April 5, 2019

### **GOLF FOURSOME - \$2,500**

#### **Corporate Entertainment**

- 1 foursome for 18-hole scramble golf – 9 holes on Shepherd’s Rock, 9 holes on Mystic Rock
- Greg Norman Collection items and other swag for all participants
- Lunch and dinner provided day of tournament
- Beverages provided by Bacardi U.S.A and Frank B. Fuhrer Wholesale Company

### **SPORTING CLAY FOURSOME - \$1,200**

#### **Corporate Entertainment**

- 1 sporting clay foursome
- Greg Norman Collection items and other swag for all participants
- Lunch and dinner provided day of tournament
- Beverages provided by Bacardi U.S.A and Frank B. Fuhrer Wholesale Company

### **GOLF + SPORTING CLAY - \$3,500**

#### **Corporate Entertainment**

- 1 foursome for 18-hole scramble golf – 9 holes on Shepherd’s Rock, 9 holes on Mystic Rock
- 1 sporting clay foursome
- Greg Norman Collection items and other swag for all participants
- Lunch and dinner provided day of tournament
- Beverages provided by Bacardi U.S.A and Frank B. Fuhrer Wholesale Company

### **\*\*ADDITIONAL STAY OPTIONS**

To reserve a room at a generously discounted rate, please contact Nemaquin Woodlands Resort’s Reservations office at **(844) 738-5788** and provide **event code 10H50Y** or simply indicate that you are joining the National Kidney Foundation golf event on May 20<sup>th</sup>. You may also book your discounted reservation online Nemaquin Woodlands Resort’s website using the **code 10H50Y**. The discounted rates are available on Sunday, May 19, 2019 and Monday, May 20, 2019 only.



## Please select your sponsorship level:

- |  |   |
|--|---|
| <input type="checkbox"/> VIP Premier Sponsor - \$20,000  | <input type="checkbox"/> Hole/Station Sponsor - \$250     |
| <input type="checkbox"/> Presenting Sponsor - \$15,000   | <input type="checkbox"/> Golf Foursome - \$2,500          |
| <input type="checkbox"/> Gold Sponsor - \$10,000         | <input type="checkbox"/> Sporting Clay Foursome - \$1,200 |
| <input type="checkbox"/> Bronze Sponsor - \$7,500        | <input type="checkbox"/> Golf + Sporting Clay - \$3,500   |
| <input type="checkbox"/> Silver Sponsor - \$5,000        | <input type="checkbox"/> Full-Page Advertisement - \$500  |
| <input type="checkbox"/> Beverage Cart Sponsor - \$1,500 | <input type="checkbox"/> Half-Page Advertisement - \$250  |
| <input type="checkbox"/> Cart Sponsor - \$1,000          |   |

Company Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

*Please complete all invoice requests, credit card payments, and player registration at*

[www.kidney.org/GolfEvents](http://www.kidney.org/GolfEvents).

CHECKS: MADE PAYABLE TO "NATIONAL KIDNEY FOUNDATION"

Attn: Melissa Sidick/NKF Golf

National Kidney Foundation

2403 Sidney Street, Suite 230

Pittsburgh, PA 15203

[MELISSA.SIDICK@KIDNEY.ORG](mailto:MELISSA.SIDICK@KIDNEY.ORG) | (P) 412-261-4115 X 753 | (F) 412-261-1405

**We look forward to**

**hosting you!**

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.