



NKF Konica Minolta Golf Classic Sponsorship Opportunities

The Premier Amateur Golf Event for Charity



MONDAY, SEPTEMBER 14, 2020

TPC Boston, Norton, MA

[Kidney.org/TPCBoston](https://www.kidney.org/TPCBoston)

TITLE SPONSOR



NATIONAL CORPORATE PARTNER



NATIONAL PROMOTIONAL PARTNERS



J. HILBURN



NATIONAL FINALS HOST



JOIN US ON THE ROAD TO PEBBLE BEACH

The road to Pebble Beach starts on September 14th, 2019 at our second annual **NKF Konica Minolta Golf Classic at TPC Boston.**

NKF New England is proud to be hosting our second annual tournament at TPC Boston. The private course, Massachusetts' only PGA TOUR facility, will be hosting The Northern Trust FedExCup Playoff in August providing a unique opportunity for our participants to compete where the pros did!

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 14-17, 2021. *[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 August 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 be a part of this unique 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

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.

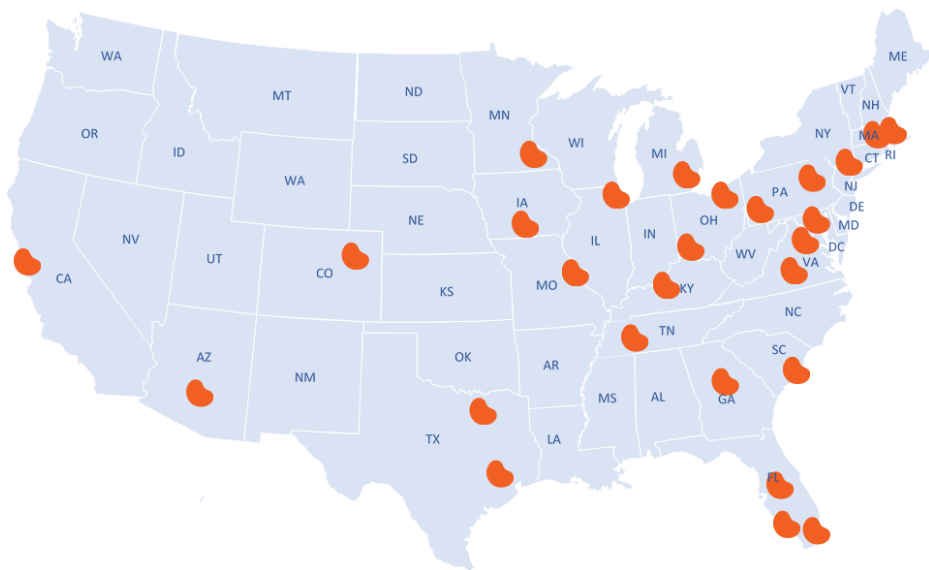
Your support will directly influence and positively impact the lives of those at risk, those living with the disease, and those who care for and about them. More than 80 cents of every dollar donated directly supports programs and services.

KIDNEY FACTS

- **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

Boston Golf Club – Boston, MA

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

TPC Boston – Boston, MA

- *Dell Technologies Championship, Northern Trust 2020*

Winged Foot Golf Club – Mamaroneck, NY

- *US Open, US Amateur, PGA Championship*

Firestone Country Club – Akron, OH

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

Champions Golf Club – Houston, TX

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

East Lake Golf Club – Atlanta, GA

- *PGA TOUR Championship / FedEx Cup*

Tiburon Golf Club – 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

PARTNERSHIP OPPORTUNITIES WITH FOURSOMES...

HOLE-IN-ONE SPONSOR | \$20,000

- Two Corporate Foursome Entries
- Prominent placement of logo on golf carts
- Logo on front of golfer's shirts
- Logo featured on Step & Repeat
- Speaking opportunity at awards ceremony
- Speaking opportunity at Committee dinner
- Opportunity for company marketing table at registration and dinner
- Table sign with name/logo on every table during lunch and dinner
- Full-page ad with prominent placement in the event's program book
- Inclusion of your own promotional item in all golfer gift bags
- Company logo on all tournament communications
- Company signage displayed at clubhouse entrance
- 5 complimentary dinner reception guest tickets
- 4 tee signs on premier holes

EAGLE SPONSOR | \$15,000

- One Corporate Foursome Entry
- Logo on golf carts
- Logo on sleeve of golfer's shirts
- Logo featured on Step & Repeat
- Opportunity to welcome golfers to Awards Ceremony
- Opportunity for company marketing table at registration
- Table sign with name/logo on every table during dinner
- Full-page ad in the program
- Inclusion of your own promotional item in all golfer gift bags
- Logo recognition in marketing materials
- 2 tee signs on premier holes

BIRDIE SPONSOR | \$10,000

- One Corporate Foursome Entry
- Table sign with name/logo on every table during lunch
- Opportunity for company marketing table at registration
- Full-page ad in the program
- Logo featured on Step & Repeat
- Inclusion of your own promotional item in golfer gift bag
- Logo recognition in marketing materials
- 2 tee signs on holes

GOLF CART SPONSOR | \$7,500

- One Corporate Foursome Entry
- Logo on golf carts
- Full-page ad in the program
- Logo featured on Step & Repeat
- Inclusion of your own promotional item in golfer gift bags
- Logo recognition in marketing materials

CORPORATE FOURSOME ENTRY | \$5,000

- Greens fees and carts for one foursome
- Half-page ad in the program
- Tee sign on putting green
- Lunch, dinner reception, premium gift bag, and golf shirt for each player

ENTRY LEVEL FOURSOME | \$3,000

- Greens fees and carts for one foursome
- Lunch, dinner reception, premium gift bag, and golf shirt for each player

Secure your sponsorship or foursome today at:
Kidney.org/TPCBoston

Or complete the form on the following page.

PARTNERSHIP OPPORTUNITIES WITHOUT FOURSOMES...

ELECTRONIC SCORING SPONSOR | \$3,500

- Ad on handheld golfer scoring devices
- Tee sign on putting green and a hole
- Half-page ad in the program
- Tabling opportunity at lunch and dinner
- Inclusion of your own promotional item in golfer gift bags

CONTEST HOLE SPONSOR | \$2,500

- Tee sign on contest hole
- Opportunity to greet golfers at contest hole
- Inclusion of your own promotional item in golfer gift bags
- Half-page ad in the program

LUNCH SPONSOR | \$1,500

- Tee sign on a hole
- Opportunity for company marketing table at lunch
- Half-page ad in the program

HOLE SPONSOR | \$1,000

- Tee sign on a hole
- Half-page ad in the program

August 31, 2020 is the deadline to submit Logos for all Signage and Ads for Program Book.

► **PURCHASE ONLINE AT** Kidney.org/TPCBoston ◀

OR

COMPLETE THE COMMITMENT FORM BELOW

Sponsorship Name(s): _____ **Total Investment: \$** _____

Name: _____

Company: _____

Street: _____

City/St/Zip: _____

Phone: _____

Email: _____

Advance payment required.

Please select your payment method:

☐ Charge My Credit Card:

Card #: _____

Exp. Date _____ CVC _____

☐ Enclosed is my check made payable to:

National Kidney Foundation

☐ Please Bill Me

By signing below, I am committing to participate in 2020 NKF Konica Minolta Golf Classic at TPC Boston.

Signature Required:

X _____

Date _____

Send completed form to: **National Kidney Foundation**
209 West Central Street, Suite 220
Natick, MA 01760

OR

Email it to Steven Alvarez at
steven.alvarez@kidney.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 501c(3) non-profit agency.

NKF Tax ID #: 13-1673104

CONTACT US TO LEARN MORE:

STEVEN ALVAREZ • NKF NEW ENGLAND • 508.907.6030 EXT. 330 • steven.alvarez@kidney.org

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