



Partnering with the NKF Konica Minolta Golf Classic

The Premier Amateur Golf Event for Charity



Monday, June 21, 2021

The Ridge at Castle Pines, Castle Pines, Colorado

REGISTER ONLINE > kidney.org/COGolf

TITLE SPONSOR



NATIONAL CORPORATE PARTNER



NATIONAL PROMOTIONAL PARTNERS



NATIONAL FINALS HOST



JOIN US ON THE ROAD TO PEBBLE BEACH

The road to Pebble Beach starts at The Ridge at Castle Pines on Monday, June 21, 2021! 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 \$3.5 million for the NKF.

Put together a team of your regular foursome, or entertain clients, and get ready to play at The Ridge at Castle Pines 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 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 2022.

We look forward to you joining us on June 21, 2021.

TOURNAMENT COMMITTEE

Chair: Greg Janssen

Tax and Corporate Associate, Brownstein Hyatt Farber Schreck LLP

Greg Janssen is a tax and corporate attorney and assists clients with a broad range of tax and business needs, including mergers and acquisitions, and partnership and corporation formation. He is also very involved in pro bono work and assists a number of tax-exempt organizations with their legal needs.



Greg joined the Board of Advisors of the National Kidney Foundation in February of 2019, as a way to become more involved in the community and to honor his sister Jenna, who is living (thriving) with one kidney. Greg is an avid golfer (albeit not a very good one), and after recruiting a number of new golfers to the 2019 and 2020 NKF Colorado Golf Classic, is excited to help grow the 2021 NKF Golf Classic to new heights.

2021 NKF Colorado Golf Leadership Team:

Mason Biggi, Mecho Shade
Tamara Bujakowski, Shaw Construction
Michael Grosh, Konica Minolta
Chris Harkins, Epsilon Acquisition Services
Heath Kidd, Konica Minolta
Ford Kimball, Redford Day, LLC
Steve Kostiuk, Computershare Loan Services
Peter Lee, Amazon

Matt Miceli, Engineered Products
Kelsey Parrish, Altitude Kidney Health
Jim Riddle, U.S. Engineering
Kurt Schier, Schier Federal Consulting
Eric Schulze, RBC
Tyler Spratt, AutoDesk
Alex Weldon, The Ridge at Castle Pines

YOUR SUPPORT EMPOWERS ALL THAT WE DO.

Partnerships like yours allow us to stay committed to providing ALL kidney disease patients with a better quality of life through research, patient and professional education, advocacy and increasing living kidney donation.

Your participation in the NKF Konica Minolta Golf Classic keeps us fighting to ensure patients and their families have a place to turn in their time of need.

Your generosity empowers NKF's work to:

- Continue to develop virtual programs to help patients and their families receive the support, resources, and answers they need including:
 - Tools to help identify a living donor through [THE BIG ASK: THE BIG GIVE](#).
 - Educational webinars to better manage kidney health.
 - NKF Online Communities, a virtual space to meet peers.
 - [NKF Cares](#), a help line for patients and their families.
- Educate health professionals on effective kidney healthcare.
- Raise awareness about the risk of kidney disease through the Kidney Risk Campaign.
- Provide local virtual educational symposium for those dealing with kidney disease.

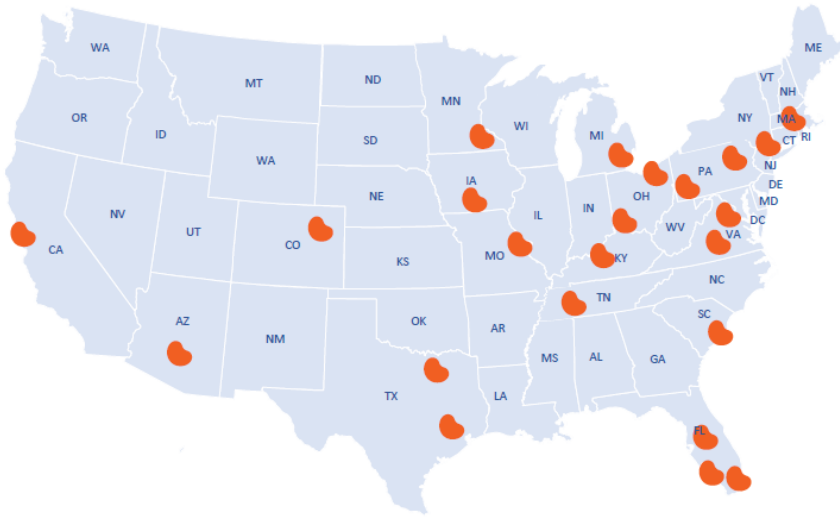
KIDNEY DISEASE: WHAT YOU SHOULD KNOW

- 37 million American adults have kidney disease, and more than 90 percent don't know it.
- Kidney disease kills more Americans each year than breast or prostate cancer.
- 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.
- Early detection and treatment can slow or prevent the progression of kidney disease.

You and your colleagues can take the Kidney Risk Quiz at [MinuteForYourKidneys.org](#) to find out if you're one of the 33% of Americans at risk for kidney disease.

NKF KONICA MINOLTA GOLF CLASSIC

PRESTIGIOUS VENUES



Winged Foot Golf Club – Mamaroneck, NY

- US Open, US Amateur, PGA Championship

Firestone Country Club – Akron, OH

- 3-time Major Championship & current Bridgestone Senior Players Championship

TPC Boston – Boston, MA

- Dell Technologies Championship, Northern Trust 2020

TPC Southwind – Memphis, TN

- WGC-FedEx St. Jude Invitational

Champions Golf Club – Houston, TX

- Ryder Cup, U.S. and Champions International

Cassique Golf Course – Kiawah, SC

- Tom Watson design

Tiburon Golf Club – Naples, FL

- Host of PGA Tour's Shark Shootout

MORE THAN JUST GOLF

- **More than 25 events** held in major markets at some of the most prestigious venues in the country where you can entertain clients, play with friends and compete for a local and national title
 - 8 of top 10 DMAs
- **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**
 - 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 Sponsors** include Konica Minolta, IAA, Inc., Pebble Beach Resorts, Imperial Headwear and Greg Norman Collection.
- **Scramble** style events – consistent format
 - Competitive yet social day of golf for hosts/guests, with both Gross & Handicap Index divisions.

SPONSORSHIP OPPORTUNITIES

LOCAL PRESENTING SPONSOR: \$10,000

Amount tax deductible: \$8,272

- Three (3) Foursomes
- Company name cited as 'Presenting Sponsor' on all marketing materials
- Prominent logo placement on:
 - Save the Date and Invitation
 - Tee sign at two (2) holes
 - NKF Colorado Golf Website
 - Two (2) dedicated Social Media Posts about support
 - Logo inclusion on Golf Emails
- Digital Program Ad
- Speaking opportunity before shotgun start
- Opportunity to include branded item in gift bag
- Individual Greg Norman Collection Golf Shirts
- Breakfast or Lunch available prior to golf

GOLD SPONSOR: \$5,000

Amount tax deductible: \$3,848

- Two (2) Foursomes
- Logo placement on:
 - Save the Date and Invitation
 - Tee sign at one (1) hole
 - NKF Colorado Golf Website
 - One (1) dedicated Social Media Post about support
 - Logo inclusion on Golf Emails
- Digital Program Ad
- Opportunity to include branded item in gift bag
- Individual Greg Norman Collection Golf Shirts
- Breakfast or Lunch available prior to golf

AUTO SPONSOR: \$5,000 EXCLUSIVE-SOLD

Amount tax deductible: \$3,848

- Two (2) Foursomes
- Automotive exclusivity and opportunity to display a vehicle at event for Hole in One prize
- Logo placement on:
 - Invitation
 - Tee sign at one (1) hole
 - NKF Colorado Golf Website
- Digital Program Ad
- Opportunity to include branded item in gift bag
- Individual Greg Norman Collection Golf Shirts
- Breakfast or Lunch available prior to golf

SHIRT SPONSOR: \$5,000 EXCLUSIVE-SOLD

Amount tax deductible: \$3,848

- Two (2) Foursomes
- Logo placement on NKF Konica Minolta Golf Classic Shirt
- Logo placement on:
 - Invitation
 - Tee sign at one (1) hole
 - NKF Colorado Golf Website
- Digital Program Ad
- Opportunity to include branded item in gift bag
- Individual Greg Norman Collection Golf Shirts
- Breakfast or Lunch available prior to golf

GOLF CART SPONSOR: \$3,500 EXCLUSIVE-SOLD

Amount tax deductible: \$2,924

- One (1) Foursome
- Company logo on all golf carts, along with an opportunity to provide a branded item for each of the golf carts
- Logo placement on:
 - Invitation
 - Tee sign at one (1) hole
 - NKF Colorado Golf Website
- Digital Program Ad
- Opportunity to include branded item in gift bag
- Individual Greg Norman Collection Golf Shirts
- Breakfast or Lunch available prior to golf

DRIVING RANGE SPONSOR: \$2,500 EXCLUSIVE-SOLD

Amount tax deductible: \$1,924

- One (1) Foursome
- Banner display on the driving range
- Logo placement on:
 - Tee sign at one (1) hole
 - NKF Colorado Golf Website
- Digital Program Ad
- Opportunity to include branded item in gift bag
- Individual Greg Norman Collection Golf Shirts
- Breakfast or Lunch available prior to golf

Hole Sponsorship: \$1,000 (18 available)

Amount tax deductible: \$950

- Company logo on course hole sign
- Opportunity to be at hole to promote business
- Opportunity to include branded item in gift bag

ADDITIONAL OPPORTUNITIES

Corporate Sponsorship Entry: \$2,500

Amount tax deductible: \$1,924

- Entertain clients with entry for one (1) foursome
- Logo placement on:
 - Tee sign at one (1) hole
 - NKF Colorado Golf Website
- Digital Program Ad
- Opportunity to include branded item in gift bag
- Individual Greg Norman Collection Golf Shirts
- Breakfast or Lunch available prior to golf



Foursome Entry: \$1,800*

Early Bird Amount: \$1,600 by April 21st with code 2021COGOLF

***Amount tax deductible: \$1,224 for \$1,800**

Amount tax deductible: \$1,024 for \$1,600

- One (1) Foursome
- Breakfast available prior to golf
- Lunch also provided
- Individual Greg Norman Collection Golf Shirts
- Golfer gift bag for each participant

****WE WILL BE OFFERING AN EARLY BIRD SPECIAL FOR ALL FOURSOMES THAT REGISTER BEFORE APRIL 21ST. REGISTER AT [KIDNEY.ORG/COGOLF](https://kidney.org/cogolf) USING DISCOUNT CODE 2021COGOLF BY APRIL 21ST.***

ASK ABOUT ADDITIONAL OPPORTUNITIES: BEVERAGE CART SPONSOR, GOLFER REGISTRATION SPONSOR, BREAKFAST AND LUNCH SPONSOR

All Access Pass

\$100/person

- All-access pass to all on-course contests, rope game, raffle tickets and drink tickets.





The Ridge at Castle Pines, located just south of Denver, Colorado is an award winning example of Tom Weiskopf's fluent, well-proportioned layout that present players with roomy fairways, sculpted bunkers and large, rolling greens. The Ridge is recognized by top publications such as Golf Magazine, Colorado Avid Golfer, Golfweek, Golf Advisor, and Golf Digest as one of Colorado's top golf courses. More specifically, the Ridge has been voted as the top Denver region golf course several times as well as the top golf course in Colorado five times by Colorado Avid Golfer.



PAYMENT & INTENT

I will pay and register online at www.kidney.org/cogolf

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

I would like to become a sponsor at the following level:

- ☐ **Local Presenting Sponsor: \$10,000**
- ☐ **Gold Sponsor: \$5,000**
- ☐ ~~**Auto Sponsor: \$5,000 Exclusive**~~ **SOLD**
- ☐ ~~**Golf Shirt Sponsor: \$5,000 Exclusive**~~ **SOLD**
- ☐ ~~**Cart Sponsor: \$3,500 Exclusive**~~ **SOLD**
- ☐ ~~**Driving Range Sponsor: \$2,500 Exclusive**~~ **SOLD**
- ☐ **Corporate Sponsorship Entry: \$2,500**
- ☐ **Hole Sponsor: \$1,000 (18) available**
- ☐ **Foursome Only: \$1,800/\$1,600 before 4/21/2021**

CONTACT NAME:

NKF STAFF: Danielle Otsuka

COMPANY:

National Kidney Foundation

Signature: _____

Signature: _____

Date: _____

Date: _____

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.

CONTACT US TO LEARN MORE

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Page | 7