



NKF Konica Minolta Golf Classic Sponsorship Opportunities

The Premier Amateur Golf Event for Charity



MONDAY, SEPTEMBER 13, 2021

TPC Boston - Norton, MA

REGISTER ONLINE > Kidney.org/TPCBoston

TITLE SPONSOR



NATIONAL CORPORATE PARTNER



NATIONAL PROMOTIONAL PARTNERS

Official Golf Apparel



Official Headwear



NATIONAL FINALS HOST



LOCAL SPONSORS



JOIN US ON THE ROAD TO PEBBLE BEACH

The road to Pebble Beach starts on September 13th, 2021 at our third annual
NKF Konica Minolta Golf Classic at TPC Boston!

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 TPC BOSTON 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.

TPC Boston has been the host of the PGA TOUR's Dell Technologies Championship [formerly known as Deutsche Bank Championship] from 2003 to 2018. Recent winners of the Dell Technologies Championship include Bryson DeChambeau (kidney transplant advocate), Rickie Fowler, Rory McIlroy, Phil Mickelson, Vijay Singh, and Tiger Woods.

NKF New England is honored to be hosting our third annual tournament at TPC Boston and to be in such company. We invite you to join us and be part of this unique golfing experience on September 13, 2021.



Boston

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.

CONTACT US TO LEARN MORE

Donna Nickerson • 508-907-6030 x331 • donna.nickerson@kidney.org

REGISTER ONLINE > [kidney.org/TPCBoston](https://www.kidney.org/TPCBoston)

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.
- Host local patient education programs focusing on increasing health equity and improving patient's ability to make informed decisions about their health.

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](https://www.kidney.org/MinuteForYourKidneys) to find out if you're one of the 33% of Americans at risk for kidney disease.

CONTACT US TO LEARN MORE

Donna Nickerson • 508-907-6030 x331 • donna.nickerson@kidney.org

REGISTER ONLINE > [kidney.org/TPCBoston](https://www.kidney.org/TPCBoston)

NKF KONICA MINOLTA GOLF CLASSIC

PRESTIGIOUS VENUES



TPC Boston – Boston, MA

- *Dell Technologies Championship, NorthernTrust 2020*

Winged Foot Golf Club – Mamaroneck, NY

- *US Open, US Amateur, PGA Championship*

Firestone Country Club – Akron, OH

- *3-time Major Championship and currentWGC/PGA Tour*

Champions Golf Club – Houston, TX

- *Ryder Cup, U.S. and ChampionsInternational*

TPC Southwind – Memphis, TN

- *WGC-FedEx St. Jude Invitational*

Tiburón Golf Club – Naples, FL

- *Host of PGA Tour's Shark Shootout*

Cassique Golf Course – Kiawah, SC

- *Tom Watson design*

MORE THAN JUST GOLF

- **Nearly 30 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.

CONTACT US TO LEARN MORE

Donna Nickerson • 508-907-6030 x331 • donna.nickerson@kidney.org

REGISTER ONLINE > kidney.org/TPCBoston

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR | \$15,000

- Two (2) Corporate Foursome Entries
- Prominent placement of logo on golf carts
- Logo on golfer shirts
- Speaking opportunity at awards ceremony and committee meeting
- Tabling opportunity available
- Logo recognition on all marketing materials, including on-site signage
- Full-page ad with prominent placement in the program book
- Opportunity to include promotional item in golfer gift bag
- Five (5) complimentary dinner reception guest tickets
- Four (4) tee signs on premier holes

EAGLE SPONSOR | \$10,000

- One (1) Corporate Foursome Entry
- Logo on golf carts
- Logo on golfer shirts
- Opportunity to welcome golfers to Awards Ceremony
- Tabling opportunity available
- Table sign with name/logo on every table during dinner
- Full-page ad in the program book
- Opportunity to include promotional item in golfer gift bag
- Logo recognition on all marketing materials, including on-site signage
- Two (2) tee signs on premier holes

BIRDIE SPONSOR | \$7,500

- One (1) Corporate Foursome Entry
- Tabling opportunity available
- Full-page ad in the program
- Opportunity to include promotional item in golfer gift bag
- Logo recognition on all marketing materials, including on-site signage
- Two (2) tee signs on holes

GOLF CART SPONSOR | \$7,500

- One (1) Corporate Foursome Entry
- Logo on golf carts
- Full-page ad in the program
- Logo featured on Step & Repeat
- Opportunity to include promotional item in golfer gift bag
- Logo recognition on marketing materials

CORPORATE FOURSOME ENTRY | \$5,000

- Foursome entry
- Half-page ad in the program book
- Tee sign
- Lunch, dinner reception, premium gift bag, and golf shirt for each player

ENTRY LEVEL FOURSOME | \$3,000

- Foursome entry
- Lunch, dinner reception, premium gift bag, and golf shirt for each player

ADDITIONAL OPPORTUNITIES

REGISTRATION SPONSOR | \$3,500

- Company visibility opportunity at golfer registration
- Logo recognition on tee signs
- Half-page ad in the program
- Opportunity to include promotional item in golfer gift bag

CONTEST HOLE SPONSOR | \$2,500

- Tee sign on contest hole
- Opportunity to greet golfers at contest hole
- Opportunity to include promotional item in golfer gift bag
- Half-page ad in the program

LUNCH SPONSOR | \$1,500

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

HOLE SPONSOR | \$1,000

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

*** August 23, 2021 is the deadline to submit ads, logos, promotional items and any other marketing materials to NKF.**

PAYMENT & INTENT

I will register online at kidney.org/TPCBoston.

Payment can be made online or through invoice. Please let us know if you require an invoice for payment.

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

Total Investment: \$ _____

CONTACT NAME
COMPANY

Signature: _____

Date: _____

NKF STAFF
National Kidney Foundation

Signature: _____

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

Donna Nickerson • 508-907-6030 x331 • donna.nickerson@kidney.org

REGISTER ONLINE > kidney.org/TPCBoston