

MONDAY, NOVEMBER 4, 2019

East Lake Golf Club, Atlanta, GA

REGISTER ONLINE > NKFKonicaMinoltaGolfClassic.com



National
Kidney
Foundation®



KONICA MINOLTA
GOLF CLASSIC

TOP FINISHERS
EARN INVITATION
TO PEBBLE BEACH

NATIONAL CORPORATE PARTNER

NATIONAL PROMOTIONAL PARTNERS

NATIONAL FINALS HOST



TIFFANY & CO.



SKECHERS
GOGOLF

GlobalGolfPost
MUST-READ MONDAY

PING



JOIN US ON THE ROAD TO PEBBLE BEACH

SPONSORSHIP OPPORTUNITIES

The road to Pebble Beach starts at East Lake Golf Club, Atlanta GA! 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 East Lake 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.

WHAT WE DO

SPONSORSHIP OPPORTUNITIES

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

- **26 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

SPONSORSHIP OPPORTUNITIES

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

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

SPONSORSHIP OPPORTUNITIES

Be an East Lake Golf Club Member for a day!

All Sponsorships and foursomes include the exclusive East Lake “white glove treatment” (valet parking, locker room attendant, personalized locker and more) caddies, gift bags, lunch & awards reception.

Platinum- \$12,500

- **THREE (3) foursome entries**
- Four (4) pin flags with company logo
- Prominent recognition on all event materials
- Prominent placement of your company’s logo on mobile scoring system
- Opportunity to include company branded items in all gift bags for participants
- Prominent placement of your company’s logo or sign at registration
- Recognition at the Awards Reception
- Two (2) full-page advertisements on the inside front and inside back covers of the tournament program

Gold Sponsor - \$7,500

- **TWO (2) foursome entries**
- Two (2) pin flags with company logo
- Opportunity to include company branded items in all gift bags for participants
- Recognition on all event materials
- Your company’s logo on mobile scoring system
- Recognition at the Awards Reception
- One (1) full-page advertisement in the tournament program

Silver Sponsor - \$5,000

- **ONE (1) foursome entry**
- Opportunity to include company branded items in all gift bags for participants
- Recognition on all event materials
- Your company’s logo on mobile scoring system
- One (1) full-page advertisement in the tournament program
- One commemorative pin flag with your company logo

Foursome - \$4,000

- Includes a commemorative Pin Flag (if registered and paid by June 1).

SPONSORSHIP OPPORTUNITIES

GOLF SHIRT SPONSOR - \$6,500 (limited to one sponsor)

Custom logo embroidery of your name/logo displayed on the sleeve of all Greg Norman golf shirts presented to all participants.

Includes ONE (1) foursome and one (1) full page ad in the event program.

CADDIE CAP SPONSOR - \$4,000 (limited to one sponsor)

Name/logo prominently displayed on caps that ALL caddies will be wearing. Opportunity for sponsor to provide all participants with a branded cap (caps provided by the Sponsor).

Includes ONE (1) foursome.

DRINK/FOOD STATION SPONSOR - \$1,500 (limited to three sponsors)

Name/logo prominently displayed at one drink/food stations.

If all 3 are purchased by one sponsor, will include one (1) foursome.

PIN FLAG SPONSOR - \$1,000

Name/logo prominently displayed on one Commemorative Pin Flag.

Pin Flag is yours to keep.

GUEST AWARDS RECEPTION TICKET for non-golfers - \$150/person

Non-golfer ticket includes awards reception, drink tickets, and silent auction.

www.NKFKonicaMinoltaGolfClassic.com

FOR MORE INFORMATION:

Krista Dasher
National Kidney Foundation
270 Peachtree St. Suite 1040
Atlanta, GA 30303
Krista.dasher@kidney.org

REGISTER ONLINE

NKFKonicaMinoltaGolfClassic.com