

# EVERY SHOT IS A NEW SET OF POSSIBILITIES

*One of them could take you to Pebble Beach*



TUESDAY, JUNE 11, 2019  
Boston Golf Club, Hingham, MA  
For more information visit: [kidney.org/bostongolfclub](http://kidney.org/bostongolfclub)



National  
Kidney  
Foundation®



KONICA MINOLTA  
GOLF CLASSIC

**TOP FINISHERS  
EARN INVITATION  
TO PEBBLE BEACH**

TITLE SPONSOR

NATIONAL CORPORATE PARTNER

NATIONAL PROMOTIONAL PARTNERS

NATIONAL FINALS HOST



KONICA MINOLTA



DRIVING VEHICLE DONATIONS.



one car  
one difference



GREG NORMAN



GlobalGolfPost  
MUST-READ MONDAY



PEBBLE BEACH  
RESORTS

# JOIN US ON THE ROAD TO PEBBLE BEACH

**The road to Pebble Beach starts at the Boston Golf Club** in Hingham, MA on June 11<sup>th</sup>, 2019. The NKF 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 Boston Golf Club 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 National Kidney Foundation 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 in January of 2020.

We look forward to you joining us on June 11<sup>th</sup>, 2019.

## ***NKF KONICA MINOLTA GOLF CLASSIC BOSTON GC COMMITTEE***

**Committee Chairman:** **Alex Wayman** - *Estabrook Advisors*

### **Committee Members:**

**Boomer Erick**  
*Boston Golf Club*

**Bracknell Baker**  
*GB Financial*

**Chris Cotter**  
*UBS Financial Services*

**Conor Chamberlain**  
*Historic Homes*

**David Ghilardi**  
*Marsh & McLennan Companies*

**David Jenkins**  
*Wheels Up*

**Hunter Kass**  
*Alexandria Real Estate*

**John Ghirardelli**  
*American Tower Corporation*

**Kenyon Kellogg**  
*Goldman Sachs*

**Michael Olson**  
*Rhino Capital*

**Nii Amaah Ofosu-Amaah**  
*Berkshire Partners*



# WHAT WE DO

The National Kidney Foundation (NKF) is the leading organization in the U.S. dedicated to the awareness, prevention and treatment of kidney disease for hundreds of thousands of healthcare professionals, millions of patients and their families and tens of millions of Americans at risk.

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.



National  
Kidney  
Foundation®

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 - 1 in 7** AMERICAN adults – has kidney disease—and most don't know it.
- **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

### Winged Foot GC – Mamaroneck, NY

- *US Open, US Amateur, PGA Championship*

### 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*

### TPC Boston – Boston, MA

- *Dell Technologies Championship, Northern Trust 2020*

### Champions Golf Club – Houston, TX

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

### East Lake Golf Club

- *PGA TOUR Championship / FedEx Cup*

### Tiburón – 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
  - Winged Foot Golf Club, Firestone Country Club, Spyglass Hill, Pebble Beach, Boston Golf Club, TPC Boston, Tiburón 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, Bridgestone Golf, 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

## OPPORTUNITIES WITH FOURSOME/S INCLUDED:

### LOCAL PRESENTING SPONSOR

*\$30,000*

#### Includes:

- Exclusive sponsor level
- Two Corporate Foursome Entries
- Logo on front of NKF Golf Classic Shirts
- Logo on Caddy Bibs
- Full-page ad in the program
- Logo featured on Step & Repeat
- Recognition and opportunity to speak at Event Reception and Annual Committee Dinner Meeting in April
- Additional option for customized on premise or golfer gift marketing
- Special Logo recognition as Presenting Sponsor in all marketing materials and all press releases

### EAGLE SPONSOR

*\$20,000*

#### Includes:

- One Corporate Foursome Entry
- Logo on sleeve of NKF Golf Classic Shirts
- Full-page ad in the program
- Logo featured on Step & Repeat
- Recognition at Event Reception and opportunity to speak at Annual Committee Dinner Meeting in April
- Additional option for customized on premise or golfer gift marketing
- Logo recognition in all marketing materials and all press releases

### BIRDIE SPONSOR

*\$10,000*

#### Includes:

- One Corporate Foursome Entry
- Full-page ad in the program
- Logo featured on Step & Repeat
- Recognition and opportunity to speak at Annual Committee Dinner Meeting
- Additional option for customized on premise or golfer gift marketing
- Logo recognition in all marketing materials

### CORPORATE FOURSOME ENTRY

*\$5,000*

#### Includes:

- Half-page ad in the program
- Sponsor tee sign
- Greens fees and caddies for one foursome
- Lunch, Awards Reception, and Dinner for each player and their spouse
- Premium Gift Collection for each player

*Please note that our 8<sup>th</sup> annual tournament has sold out every year and foursomes are extremely limited.*

# PARTNERSHIP OPPORTUNITIES

## OPPORTUNITIES WITHOUT A FOURSOME:

### ELECTRONIC SCORING SPONSOR

\$5,500

#### Includes:

- Logo placement and ads on handheld scoring devices used by golfers
- Sponsor tee sign
- Half-page ad in the program
- Tabling Opportunity at lunch and dinner

### GOLFER PREMIUM GIFT SPONSOR

\$5,500

#### Includes:

- Logo placed on gift bag for premium golfer gift collection
- Sponsor tee sign
- Half-page ad in the program
- Tabling Opportunity at Registration

### CIGAR SPONSOR

\$2,500

#### Includes:

- Logo with premium cigars
- Half-page ad in the program

### TOURNAMENT SPONSOR

\$2,500

#### Includes:

- Sponsor tee sign
- Half-page ad in the program

### HOSPITALITY SPONSOR

\$5,500

#### Includes:

- Prominent logo placement during lunch and reception.
- Logo placement on golf carts used to get players to their starting hole and back to clubhouse
- Half-page ad in the program
- Tabling Opportunity at lunch and dinner

#### Important Sponsorship Deadlines:

April 22, 2019: Logo for Invitations

May 17, 2019: Logo for Signage and Caddy Bibs.

May 31, 2019: Ads and logos for Program Book.

### TO COMPLETE YOUR SPONSORSHIP OR RESERVE YOUR FOURSOME PLEASE CONTACT:

**Steven Alvarez** - Development Manager  
National Kidney Foundation  
209 West Central Street  
Suite 2  
Natick, MA 01760

**508.907.6030 ext. 330**

[steven.alvarez@kidney.org](mailto:steven.alvarez@kidney.org)

**Additional sponsorship packages, including in-kind, can be customized upon request.**

*Thank You for your consideration and continued support!*

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.