

EVERY SHOT IS A NEW SET OF POSSIBILITIES

One of them could take you to Pebble Beach



National
Kidney
Foundation®



KONICA MINOLTA
GOLF CLASSIC

TUESDAY, JUNE 12, 2018

Boston Golf Club, Hingham, MA

For more information visit: nkfgolfclassic.com/boston

NATIONAL CORPORATE PARTNER

NATIONAL PROMOTIONAL PARTNERS

NATIONAL FINALS HOST



DRIVING VEHICLE DONATIONS.



one difference

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MUST-READ MONDAY

PING



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 12th, 2018. 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 2019.

We look forward to you joining us on June 12th, 2018.

NKF KONICA MINOLTA GOLF CLASSIC BOSTON COMMITTEE

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

Committee Members:

Bracknell Baker

GB Financial

Chris Cotter

UBS Financial Services

Boomer Erick

Boston Golf Club

David Ghilardi

Marsh & McLennan Companies

John Ghirardelli

American Tower Corporation

Robert Higginbotham

Arapahoe Capital

David Jenkins

Wheels Up

Hunter Kass

Alexandria Real Estate Equities

Kenyon Kellogg

Goldman Sachs

Aengus McAllister

Taymil Partners

Nii Amaah Ofosu-Amaah

Berkshire Partners

Michael Olson

Rhino Capital

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, 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

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 host venue

Firestone CC – Akron, OH

- 3-time Major Championship and current WGC/PGA Tour host venue

Boston Golf Club – Boston, MA

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

Locust Hill CC – Rochester, NY

- 2013 LPGA Championship

The Biltmore Golf Club – Miami, FL

- Donald Ross design

Dallas Athletic Club – Dallas, TX

- Jack Nicklaus design

Meadowbrook CC – Detroit, MI

- 1955 PGA Championship host

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
- **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., CBRE, Pebble Beach Resorts, PING, Greg Norman Collection, Skechers, HM Insurance Group and Golf Digest
- **Scramble** style events – consistent format
 - Competitive yet social day of golf for hosts/guests, with both gross and handicap index divisions

PARTNERSHIP OPPORTUNITIES

OPERTUNITIES WITH A FOURSOME INCLUDED:

EAGLE SPONSOR

\$20,000

Includes:

- Exclusive sponsor of the driving range
- Logo on NKF Golf Classic Shirt in Premium Gift Collection given to each player
- Full-page ad in the program
- Logo featured on Step & Repeat
- Additional option for customized on premise or golfer gift marketing
- Logo recognition in all marketing materials and all press releases
- Greens fees and caddies for one foursome
- Lunch, Awards Reception, and Dinner for each player and their spouse
- Premium Gift Collection for each player

BIRDIE SPONSOR

\$10,000

Includes:

- Full-page ad in the program
- Logo featured on Step & Repeat
- Additional option for customized on premise or golfer gift marketing
- Logo recognition in all marketing materials
- Greens fees and caddies for one foursome
- Lunch, Awards Reception, and Dinner for each player and their spouse
- Premium Gift Collection for each player

CORPORATE FOURSOME SPONSOR

\$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

FOURSOME ENTRY

\$3,000

Includes:

- Greens fees and caddies for one foursome
- Lunch, Awards Reception, and Dinner for each player and their spouse
- Premium Gift Collection for each player

OPPORTUNITIES WITHOUT A FOURSOME: *Marketing opportunity to network with Boston's business leaders and support premier New England golf tournament.*

ELECTRONIC SCORING SPONSOR

\$5,000

Includes:

- Logo placement and ads on handheld scoring devices used by golfers
- Sponsor tee sign
- Half-page ad in the program
- (2) guests to attend lunch and dinner

GOLFER PREMIUM GIFT SPONSOR

\$5,000

Includes:

- Logo placed on gift bag for premium golfer gift collection
- Sponsor tee sign
- Half-page ad in the program
- (2) guests to attend lunch and dinner

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

\$5,000

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
- (2) guests to attend lunch and dinner

Important Sponsorship Deadlines:

April 24, 2018: All logos for Invitations

May 16, 2018: All logos for Signage and Caddy Bibs.

May 31, 2018: All 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

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

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.