



Partnering with the NKF Konica Minolta Golf Classic

The Premier Amateur Golf Event for Charity



FALL 2020

Boston Golf Club, Hingham, MA

www.Kidney.org/BostonGolfClub

TITLE SPONSOR



NATIONAL CORPORATE PARTNER



NATIONAL PROMOTIONAL PARTNERS



J. HILBURN

NATIONAL FINALS HOST



PEBBLE BEACH RESORTS

JOIN US ON THE ROAD TO PEBBLE BEACH

EVENT UPDATE REGARDING CORONAVIRUS (COVID-19): Our 9th annual NKF Konica Minolta Golf Classic at Boston Golf Club has been postponed to the fall, date TBD. The safety of our participants and staff is our number-one priority — including you and all participants at this premier event.

We will continue to monitor the situation and make changes to the format as necessary to make sure everyone involved is safe. It is this commitment to safety, together with precautionary changes in play, that we can continue to seek sponsors and participants for this event at this time.

What will not change is the unmatched golfing experience provided by the Boston Golf Club and the friendly competition benefiting the National Kidney Foundation

Thank you for your consideration and support of the NKF during this time of great need.

NKF BOSTON GOLF CLUB 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

David Jenkins
Wheels Up

Hunter Kass
Alexandria Real Estate

John Ghirardelli
American Tower

Kenyon Kellogg
Goldman Sachs

Michael Olson
Rhino Capital

Rob Higginbotham
Briggs Drive Associates

Nii Amaah Ofosu-Amaah
Berkshire Partners

Teams will vie for prizes from our esteemed sponsors and top-3 finishing teams in both the Handicap Index* or Gross Division will earn an invitation to the National Finals at Pebble Beach. (additional fees required)

*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.

WHAT WE DO

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.

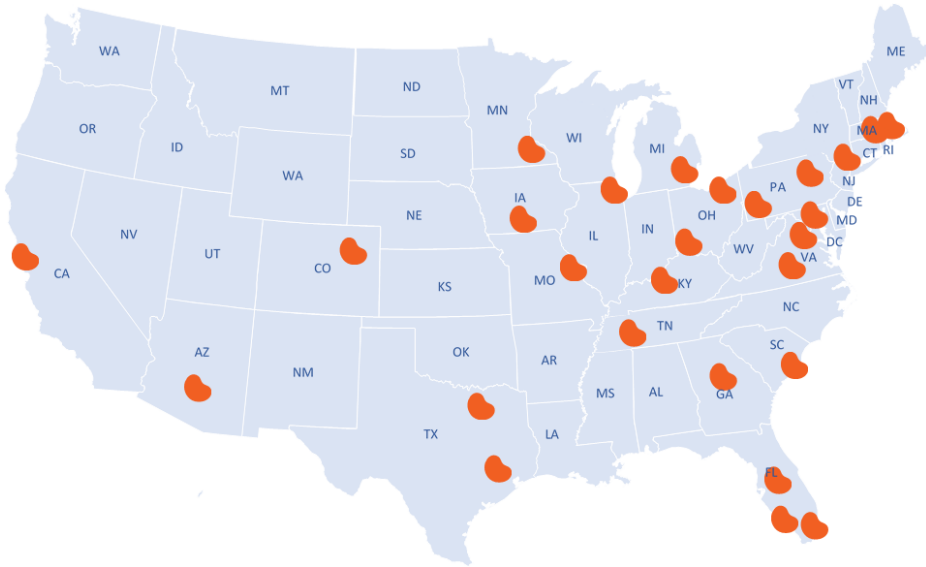
Your support will directly influence and positively impact the lives of those at risk, those living with the disease, and those who care for and about them. More than 80 cents of every dollar donated directly supports programs and services.

KIDNEY FACTS

- **37 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

Boston Golf Club – Boston, MA

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

TPC Boston – Boston, MA

- *Dell Technologies Championship, Northern Trust 2020*

Winged Foot Golf Club – Mamaroneck, NY

- *US Open, US Amateur, PGA Championship*

Firestone Country Club – Akron, OH

- *3-time Major Championship and current WGC/PGA Tour*

Champions Golf Club – Houston, TX

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

East Lake Golf Club – Atlanta, GA

- *PGA TOUR Championship / FedEx Cup*

Tiburon Golf Club – Naples, FL

- *Host of PGA Tour's Shark Shootout*

MORE THAN JUST GOLF

- **30 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, Tiburon 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, Poly 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

FOR LATEST INFORMATION PLEASE CONTACT:

STEVEN ALVAREZ • NKF NEW ENGLAND • 508.907.6030 EXT. 330 • steven.alvarez@kidney.org

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PARTNERSHIP OPPORTUNITIES WITH FOURSOMES...

HOLE-IN-ONE SPONSOR | \$20,000

- Two Corporate Foursome Entries
- Prominent placement of logo on Caddy Bibs
- Logo on front of golfer's shirts
- Logo featured on Step & Repeat
- Speaking opportunity at awards ceremony
- Speaking opportunity at Committee dinner
- Opportunity for company marketing table at registration and dinner
- Table sign with name/logo on every table during lunch and dinner
- Full-page ad with prominent placement in the event's program book
- Inclusion of your own promotional item in all golfer gift bags
- Company logo on all tournament communications
- Company signage displayed at clubhouse entrance
- 5 complimentary dinner reception guest tickets
- 4 tee signs on premier holes

EAGLE SPONSOR | \$15,000

- One Corporate Foursome Entry
- Logo on Caddy Bibs
- Logo on sleeve of golfer's shirts
- Logo featured on Step & Repeat
- Opportunity to welcome golfers to Awards Ceremony
- Opportunity for company marketing table at registration
- Table sign with name/logo on every table during dinner
- Full-page ad in the program
- Inclusion of your own promotional item in all golfer gift bags
- Logo recognition in marketing materials
- 2 tee signs on premier holes

BIRDIE SPONSOR | \$10,000

- One Corporate Foursome Entry
- Table sign with name/logo on every table during lunch
- Opportunity for company marketing table at registration
- Full-page ad in the program
- Logo featured on Step & Repeat
- Inclusion of your own promotional item in golfer gift bag
- Logo recognition in marketing materials
- 2 tee signs on holes

GOLF CART SPONSOR | \$7,500

- One Corporate Foursome Entry
- Logo on every golf cart used to get all golfers to their starting holes and back to clubhouse
- Full-page ad in the program
- Logo featured on Step & Repeat
- Inclusion of your own promotional item in golfer gift bags
- Logo recognition in marketing materials

CORPORATE FOURSOME ENTRY | \$5,000

- Greens fees and caddies for one foursome
- Half-page ad in the program
- Tee sign on putting green
- Lunch, dinner reception, premium gift bag, and golf shirt for each player

Please note that foursomes at The NKF Konica Minolta Golf Classic at Boston Golf Club sell out quickly every year.

To confirm current availability of foursomes please contact: Steven Alvarez
508.907.6030 EXT. 330
steven.alvarez@kidney.org

PARTNERSHIP OPPORTUNITIES WITHOUT FOURSOMES...

ELECTRONIC SCORING SPONSOR | \$3,000

- Ad on handheld golfer scoring devices
- Tee sign on putting green and a hole
- Half-page ad in the program
- Tabling opportunity at lunch and dinner
- Inclusion of your own promotional item in golfer gift bags

CONTEST HOLE SPONSOR | \$2,500

- Tee sign on contest hole
- Opportunity to greet golfers at contest hole
- Inclusion of your own promotional item in golfer gift bags
- Half-page ad in the program

LUNCH SPONSOR | \$1,500

- Tee sign on a hole
- Opportunity for company marketing table at lunch
- Half-page ad in the program

HOLE SPONSOR | \$1,000

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

IMPORTANT SPONSORSHIP DEADLINES:

May 15, 2020: Logos for Signage and Caddy Bibs.
May 28, 2020: Ads and Logos for Program Book.

▶ **PURCHASE ONLINE AT Kidney.org/BostonGolfClub** ◀

OR

COMPLETE THE COMMITMENT FORM BELOW

Sponsorship Name(s): _____ **Total Investment: \$** _____

Name: _____

Company: _____

Street: _____

City/St/Zip: _____

Phone: _____

Email: _____

Advance payment required.

Please select your payment method:

Charge My Credit Card:

Card #: _____

Exp. Date _____ CVC _____

Enclosed is my check made payable to:

National Kidney Foundation

Please Bill Me

By signing below, I am committing to sponsor 2020 NKF Konica Minolta Golf Classic at Boston Golf Club.

Signature Required:

X _____

Date _____

Send completed form to: **National Kidney Foundation**
209 West Central Street, Suite 220
Natick, MA 01760

OR

Email it to Steven Alvarez at
steven.alvarez@kidney.org

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 501c(3) non-profit agency.

NKF Tax ID #: 13-1673104

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