



## Partnering with the NKF Konica Minolta Golf Classic

*The Premier Amateur Golf Event for Charity*



MONDAY, June 14<sup>th</sup>, 2021

*RICHMOND COUNTRY CLUB, RICHMOND, VA*

REGISTER ONLINE > [www.kidney.org/golf](http://www.kidney.org/golf)

TITLE SPONSOR



NATIONAL CORPORATE PARTNER



NATIONAL PROMOTIONAL PARTNERS

Official Golf Apparel



NATIONAL FINALS HOST



# JOIN US ON THE ROAD TO PEBBLE BEACH

The road to Pebble Beach starts at RICHMOND COUNTRY CLUB on June 14th! The National Kidney Foundation Konica Minolta Golf Classic is the nation's Premier Amateur Golf Event for Charity. Each year thousands of golfers 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 over \$3.5 million for the NKF.

Put together a team of your regular foursome, or entertain clients, and get ready to play at RICHMOND COUNTRY CLUB for an invitation to the 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 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.

We look forward to you joining us on June 14, 2021.

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

### **Tad Davis, Chairman**

WWBT NBC12, WUPV CW Richmond  
Senior Account Manager

### **Dana Brown**

National Kidney Foundation  
Development Manager

### **Heather Case**

St. Mary's Hospital  
Delivery RN, Clinical II

### **Nancy Castrina**

National Kidney Foundation  
Executive Director

### **Nancy Foster**

Virginia Asset Management  
Financial Services Advisor

### **Jason Hasty**

Simplot  
Account Executive

### **Julie Hill**

SonaBank  
Senior Vice President

### **Quinn Hill**

Spotsylvania Reg. Medical Ctr.  
Director, Supply Chain Ops

### **Molly Kaufman**

Kaufman Consulting  
President

### **Bobby Kelland**

AFLAC  
Benefits Consultant

### **Carmen Kinney Smith**

Northwestern Mutual  
Branding & Marketing Director

### **Derek Noll**

Pinehurst Resort  
Sales Manager

### **Brantley Smith**

Entec Systems  
Business Development Manager

### **Chris Tripp**

New York Life  
Agent

### **Kent Winter**

Meadow Event Park  
Director of Partnerships

#### CONTACT US TO LEARN MORE

Nancy Castrina • Executive Director • 804-288-8342 • [nancy.castrina@kidney.org](mailto:nancy.castrina@kidney.org)

# 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](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.



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.

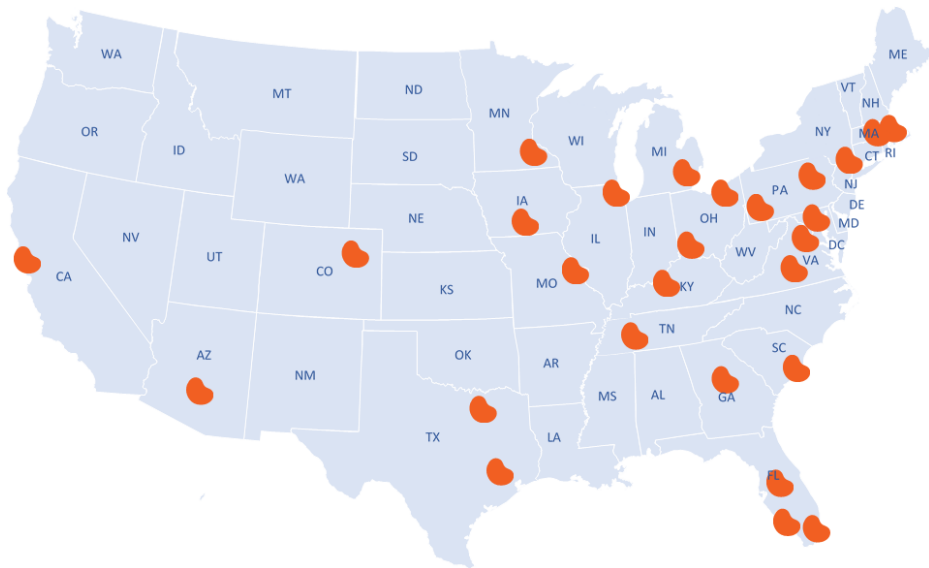
### CONTACT US TO LEARN MORE

Nancy Castrina • Executive Director • 804-288-8342 • [nancy.castrina@kidney.org](mailto:nancy.castrina@kidney.org)



# 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

### Tiburon – 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

## CONTACT US TO LEARN MORE

Nancy Castrina • Executive Director • 804-288-8342 • [nancy.castrina@kidney.org](mailto:nancy.castrina@kidney.org)

# PARTNERSHIP OPPORTUNITIES

## LOCAL PRESENTING SPONSOR

*\$10,000*

### On-Site Recognition/Visibility:

- Logo placement on the NKF Konica Minolta Golf Classic Shirt
- (2) Hole Sponsorships
- Program book ad & additional marketing

### Client Entertainment/Hospitality:

- Entertain clients with 3 foursome entries
- Lunch, Awards Reception, Dinner and Auction for all team members

## GOLD SPONSOR

*\$7,500*

### On-Site Recognition/Visibility:

- Signage & opportunity for on-site promotion
- (2) Hole Sponsorships
- Program book ad & additional marketing

### Client Entertainment/Hospitality:

- Entertain clients with 2 foursome entries
- Lunch, Awards Reception, Dinner and Auction for all team members

## SILVER SPONSOR

*\$5,000*

### On-Site Recognition/Visibility:

- Signage & opportunity for on-site promotion
- Hole Sponsorship
- Program book ad & additional marketing

### Client Entertainment/Hospitality:

- Entertain clients with 2 foursome entries,
- Lunch, Awards Reception, Dinner and Auction for all team members

## TOURNAMENT SPONSORSHIPS

*\$2,500 EACH, Includes One Foursome, Hole Signage, Lunch, Awards Reception, Dinner and Auction for all team members*

### Golf Cart Sponsor - **SOLD**

Name/Logo recognition on all Player Carts

### Drink Cart Sponsor

Name/Logo recognition on Drink Carts/Stations

### Golfer Registration Sponsor

Name/Logo prominently displayed at the Golfer Registration area

### Lunch Sponsor

Donation of lunch for the golfers

Name/Logo prominently displayed at the Lunch location

### Driving Range Sponsor

Name/Logo prominently displayed at the Driving Range

### Putting Green Sponsor

Name/Logo prominently displayed at the Putting Green

# PARTNERSHIP OPPORTUNITIES

## *EXECUTIVE FOURSOME ENTRY \$1,500*

- **Entertain clients with entry for one foursome** in the NKF Konica Minolta Golf Classic
- Premium Gift Collection for each player
- Exclusive hole sponsorship including tee sign with company logo
- Lunch, Awards Reception, Dinner and Auction for all team members

## *FOURSOME ENTRY \$1,000*

- **Entry for one foursome** in the NKF Konica Minolta Golf Classic
- Premium Gift Collection for each player
- Lunch, Awards Reception, Dinner and Auction for all team members

## *HOLE SPONSOR \$500*

- **Name/Logo** displayed on tournament sign at the sponsored hole
- Opportunity to be on site and promote your company at the sponsored hole
- Opportunity to distribute premium items/samples bearing your corporate logo (within tournament guidelines)

## *GUEST AWARDS RECEPTION TICKET*

*\$50 per person*

- Non-golfer ticket includes Awards Reception, Dinner, Drink Tickets and Live & Silent Auction

## **PAYMENT & INTENT**

I will pay and register online at [www.kidney.org/golf](http://www.kidney.org/golf)

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

**Total Investment:** \_\_\_\_\_

CONTACT NAME

NKF STAFF

COMPANY

National Kidney Foundation

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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

Nancy Castrina • Executive Director • 804-288-8342 • [nancy.castrina@kidney.org](mailto:nancy.castrina@kidney.org)