

# Golf Sponsorship Options

## **Presenting Sponsor \$20,000 (exclusive - one sponsor only)**

- Two foursomes, including breakfast, lunch, cocktails, dinner with VIP seating, gift bags
- Eight additional dinner guests
- Presenting sponsor logo on all event signage, invitations and thank you notes
- Two tees and greens
- Logo placement on apparel item for all guests
- Title sponsor recognition in all printed materials, including the back cover of the event program and all public relations materials
- Special recognition during the dinner program
- Black-and-white advertisement in 100,000 planners
- Company logo and link on [www.CANCER101.org](http://www.CANCER101.org)

## **Platinum Sponsors \$15,000 (two sponsors)**

- Two foursomes, including breakfast, lunch, cocktails, dinner with VIP seating, gift bags
- Four additional dinner guests
- Second tier logo placement on all event signage, including the invitations, thank you notes and banner
- Two tees and greens
- Sponsor recognition in all printed materials, including a full color page in the event program and all public relations materials
- Recognition during the dinner program
- Company logo and link on [www.CANCER101.org](http://www.CANCER101.org)

## **Gold Sponsors \$10,000 (several sponsors)**

- One foursome, including breakfast, lunch, cocktails, dinner, gift bags
- Third tier logo placement on all event signage, including the invitations, thank you notes and banner
- Two tees and greens
- Sponsor recognition in all printed materials, including a full color page in the event program and all public relations materials
- Recognition during the dinner program
- Company logo and link on [www.CANCER101.org](http://www.CANCER101.org)

## **Silver Sponsors \$5,000 (several sponsors)**

- One foursome, including breakfast, lunch, cocktails, dinner, gift bags
- Sponsor name on all event signage
- One hole and tee
- Sponsor recognition in all printed materials, including a full black and white page in the event program and all public relations materials
- Company logo and link on [www.CANCER101.org](http://www.CANCER101.org)

## **Other Sponsorship Options \$2,500** (limited to one sponsor)

Golf Carts, Hats, Golf Balls, Closest to the Pin Contest, Putting Green, Half-way House, Food Carts

- Company logo on each option
- Sponsor recognition in all printed materials, including a full black/white page in the event program and all public relations materials

## **Tee or Green Sponsors \$500**

- Signage on one tee or green



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## Dinner Sponsors

Non-golfers can support CANCER101 too!

### Gold Dinner Table Sponsors \$10,000

- Cocktails and dinner for eight guests
- Logo placement on all event signage, including the invitations, thank you notes and banner (must be confirmed before 3/21 to be included in invitations)
- Two tees and greens signage
- Sponsor recognition in all printed materials, including a full color page in the event program and all public relations materials
- Recognition during the dinner program
- Company logo and link on [www.CANCER101.org](http://www.CANCER101.org)

### Silver Dinner Table Sponsors \$5,000

- Cocktails and dinner for eight guests
- Sponsor name on all event signage
- One hole and tee signage
- Sponsor recognition in all printed materials to include a full black-and-white page in the event program and all public relations materials

## Event Program Sponsors

### Event Program Sponsors

- Full Page-4 Color \$1,500 , Full Page-B&W \$1,000,
- Half Page-B&W \$500, Quarter Page--B&W \$250

### In exchange for a Full 4-color page

- A complimentary sign on a tee or green

## Product Donation For Auction, Awards, Raffle, Gift Bags

We are seeking items that sophisticated New York and tri-state golfers would be thrilled to own. Our auctions items will be select, sophisticated, savvy and unique.

### In exchange for your donation:

- Company name and item listed in the program
- Table signage
- Items valued at \$1,500 and up, a complimentary sign on a tee or green



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# Enjoy a great day of golf, support a worthy cause *and* benefit from our marketing reach

**REACH 120 SAVVY GOLFERS:** Our golfers love the game. They are comprised of business owners, CEO's and Directors. They are savvy New York influencers who are sophisticated, successful and philanthropic. Our golfers purchase luxury cars, apparel and are well-traveled.

**MEDIA REACH:** CANCER101 will reach out to the following media vehicles for advertising and editorial support\* Sponsors who commit to our event early may benefit from our efforts:

Crain's New York  
Geoff Shackelford  
Golf Digest  
Golf Magazine

Golf Observer  
Golf Week Magazine  
Golf World  
Golf.com

Golfdom Magazine  
The Golfer  
Golfweb  
Links

Long Island Golfer  
Metropolitan Golf Writers Association  
New York Social Diary  
Others to be determined

Although we will make every effort to request support from the above, there are no guarantees that they will cover our event or offer complimentary advertising.

**CELEBRITY REACH:** C101 is actively seeking celebrity athletes, actors and New York icons to join our event.

## CANCER101 MEDIA



10/07: Featured guest on the Martha Stewart Show  
10/07: ABC News Now  
10/07: Shape Magazine  
10/07: Mamm Magazine  
10/07: Cure Magazine  
09/07: NY Social Diary  
04/07: CNN featured story on C101  
10/06: Self Magazine  
03/06: Hitesite.org

10/05: Self Magazine  
10/05: Womensday.com  
04/05: ABC News Now  
10/04: Times, Sunday Style section  
10/04: Self Magazine  
**Mention in books**  
09/06: *Cancer Vixen* by Marisa Acocella Marchetto  
09/07: *Crazy Sexy Cancer* by Kris Carr

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## Timelines and Deadlines

- **Golf event date:** Monday, May 12, 2008
- **Deadline for advertisement artwork:** April 28, 2008
- **Deadline for auction items:** May 5, 2008
- **Journal advertisement delivery requirements:** 8 ½ x 11 non bleed. EPS format, outlines vector artwork and PDF
- **Email advertisements to:** [GolfClassic@CANCER101.org](mailto:GolfClassic@CANCER101.org)
- **Ship auction items to:** CANCER101, 250 W 19<sup>th</sup> Street, Suite 4E, NY, NY 10011
- **Payment options:** **1.** Mail enclosed registration form along with your check to CANCER101, 250 West 19<sup>th</sup> Street, Suite 4E, New York, NY 10011 **2.** Fax this form to 1(646)349-3035 with credit card information **3.** Pay online at [www.CANCER101.org](http://www.CANCER101.org) **4.** Call CANCER101 and pay by credit card over the phone at (646)638-2202.
- **To learn more about CANCER101:** Go to [www.CANCER101.org](http://www.CANCER101.org) or call us at 646-638-2202.



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# Golf, Dinner, Journal and Auction/Raffle Form

## Contact information

Company Sponsor Name
Contact
Address
City/State/Zip code
Telephone
Email

## Golfers

<b>Golfer #1</b>	<b>Golfer #2</b>
Phone	Phone
Dinner guest name	Dinner guest name

<b>Golfer #3</b>	<b>Golfer #4</b>
Phone	Phone
Dinner guest name	Dinner guest name

## Dinner sponsor's guest names

1	
2	
3	
4	
5	
6	
7	
8	

## Please select your sponsorship level

### Golf Participation:

Presenting Sponsor (\$20,000)  Platinum Sponsor (\$15,000)

Gold Sponsor (\$10,000)  Silver Sponsor (\$5,000)

### Other Sponsorship Options (\$2,500 each):

Golf Cart  Hat  Golf balls  Closest to the pin  Putting green

Half-way house  Food carts  Tee or Green (\$500)

### Journal Sponsor:

Full page 4-color (\$1,500)  Full page b/w (\$1,000)

½ page 4-color (\$500)  ¼ page b/w (\$500 )

### Dinner Sponsor:

Gold dinner sponsor (\$10,000)  Silver dinner sponsor (\$5,000)  Single dinner (\$250)

### Auction/raffle/gift bag: Description

Value: \_\_\_\_\_

**I can not attend but wish to contribute a 100% tax deductible donation of \$ \_\_\_\_\_ to CANCER101**

**Select your form of payment:** Check, MasterCard or Visa preferred. Amex accepted.

Enclosed, please find my check for \$ \_\_\_\_\_ (made payable to CANCER101)  Please charge my credit card \$ \_\_\_\_\_

Card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name on cardholder/ Signature: \_\_\_\_\_

CC address: if different from above: \_\_\_\_\_

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