

FOUR UNIVERSITIES. ONE MISSION.



SPONSORSHIP OPPORTUNITIES

COACHES VS. CANCER CHARITY GOLF CLASSIC

Presented by:



PGA
Iowa Section



Our History

Coaches vs. Cancer Charity Golf Classic

Dale Howard was a special coach, father, grandfather and friend who saw a need to help cancer patients and their families. He had a vision to start a Coaches vs. Cancer program in Iowa, which would bring together all four of the state's Division I men's basketball coaches. Dale saw this as an opportunity to play a part in raising vital funds for the fight against cancer, and his original vision has turned into a legacy as the program has raised over \$4.1 million since its inception in 2007.

We ask you to join us in continuing to fulfill Dale's vision by joining our team, along with our four Division I men's basketball programs to continue raising critical funds to fight cancer. Golfers will enjoy a friendly, yet competitive golf outing on the beautiful grounds of the Wakonda Club in Des Moines, Iowa on Monday, August 24, 2020.

Coaches vs. Cancer

For over 25 years, the Coaches vs. Cancer program, in collaboration with the National Association of Basketball Coaches, has united coaches and fans nationwide to help the American Cancer Society defeat a common enemy – cancer. Because of their passion and dedicated support, the impact has been felt in communities nationwide.

Through fundraising and education initiatives, the Coaches vs. Cancer program has supported the American Cancer Society in helping to save more lives from cancer. Since 1993, coaches have raised more than \$110 million for the American Cancer Society.

American Cancer Society

Our mission is simple. At the American Cancer Society, we strive to save lives, celebrate lives and lead the fight for a world without cancer. By conducting and funding research, sharing expert information, supporting patients and spreading the word about prevention, we are confident more people will live longer and better lives.

Great progress has been seen in the fight against cancer and we've seen a 29% decline in the cancer mortality rate over the past two decades. This decline equates to 2.6 million fewer people dying from cancer during that time period. We've made great progress, but we still have a long way to go. The fight isn't over, and we need you to join our team!



Coaches vs. Cancer Charity Golf Classic

JOIN US FOR THE 13TH ANNUAL COACHES VS. CANCER CHARITY GOLF CLASSIC, PRESENTED BY IOWA PGA SECTION

August 24, 2020

Wakonda Club | Des Moines, IA

The Coaches vs. Cancer Charity Golf Classic raises funds to support the American Cancer Society's mission to save lives, celebrate lives and lead the fight for a world without cancer. To reserve your golfer spot or sponsor this event, please visit: coachesvscancergolf.com

To view a recap of last year's event, please visit: <https://youtu.be/MKwputqdvfA>

Coaches vs. Cancer Board of Ambassadors:

Tucker Anderson, John Auer, Shane Bellefy, Brad Buchanan, Paul Doerrfeld, Nathan Godwin, Ryan Grant, Nick Griffin, Eric Haugen, Andy Hensen, Brian Heying, Matt Jacobson, Rush Nigut, Doug Parker, Denny Presnall, Todd Shillington

Coaches in attendance:

We will have coaches in attendance from Drake University, Iowa State University, the University of Iowa and the University of Northern Iowa. We'll also have a celebrity golf draft. Follow our Facebook page (CvClowa) where we will announce our celebrities as they're confirmed.

To learn more, contact: Katie Knudsen
Katie.knudsen@cancer.org | (515) 727-0058



Sponsorship Opportunities

Eagle Sponsor - \$10,000

Two guest foursomes (8 players)

- Full page acknowledgement in event program
- Opportunity to have company representative speak at golf event
- Opportunity to display a company banner at the event
- Foursomes photos taken with coaches in attendance
- Company's logo displayed on front page of event website
- Company's logo included on sponsor sign at the event
- Recognition (logo or text) displayed on a keepsake pin flag

Birdie Sponsor - \$5,000

One guest foursome (4 players)

- Half page acknowledgement in event program
- Company's logo displayed on event website
- Company's logo included on sponsor sign at event
- Recognition (logo or text) displayed on a keepsake pin flag
- Foursome photo for each golfer

Par Sponsor - \$2,500

Two guest players

- Quarter page acknowledgement in event program
- Company's logo displayed on event website
- Recognition on sponsor sign at event
- Foursome photo for each golfer

Coaches vs. Cancer Sponsor - \$1,250

One guest player

- Recognition in event program
- Foursome photo

Tee Gift Sponsor - \$10,000

- Your company/donor name recognizing you as the 'Tee Gift Sponsor' in all print material and signage throughout the event
- Company name or logo displayed on event website
- Half page acknowledgement in event program
- Invitation for two guests to attend lunch and dinner (RSVP Required)



Specialty Gift Sponsor - \$3,500

- Each patron will receive a specialty gift (ex. golf balls) with a thank you note from your company accompanying it
- Half page acknowledgement in event program
- Your company name and logo included in the event program publication and displayed on the event website
- Invitation for two guests to attend lunch and dinner (RSVP Required)

Parting Gift Sponsor - \$2,500

- Recognition in all print material and signage throughout the event and on departure gift tags for each patron as the Parting Gift Sponsor
- Half page acknowledgement in event program
- Your company name and logo included in the event program publication and displayed on the event website
- Invitation for two guests to attend lunch and dinner (RSVP Required)

Dinner Sponsor - \$4,000

- Recognition in all print material and signage throughout the event
- Half page acknowledgement in event program
- Your company name and logo included in the event program publication and displayed on the event website
- Invitation for two guests to attend lunch and dinner (RSVP Required)

Lunch Sponsor - \$3,000

- Recognition in all print material and signage throughout the event
- Half page acknowledgement in event program
- Your company name and logo included in the event program publication and displayed on the event website
- Invitation for two guests to attend lunch and dinner (RSVP Required)

Beverage Sponsor - \$3,000

- Recognition in all print material and signage throughout the event
- Half page acknowledgement in event program
- Your company name and logo included in the event program publication and displayed on the event website
- Invitation for two guests to attend lunch and dinner (RSVP Required)

Hole Sponsor - \$1,000

- Opportunity to have company representative on-site at a hole, with company provided branding materials, including: tent, table cloth, banner and opportunity to provide giveaways

Hole Sponsor - \$500

- Company or donor name on a tee sign recognizing you as a Hole Sponsor



Partnership Agreement Form

SPONSORSHIP OPPORTUNITIES:

- Eagle Sponsor - \$10,000 Birdie Sponsor - \$5,000 Par Sponsor - \$2,500
 Coaches vs. Cancer Sponsor - \$1,250

UNIQUE SPONSORSHIP OPPORTUNITIES:

- Tee Gifts - \$10,000 Lunch - \$3,000
 Dinner - \$4,000 Parting Gifts - \$2,500
 Specialty Gift Sponsor - \$3,500 Hole Sponsor - \$1,000
 Beverages - \$3,000 Hole Sponsor - \$500
 I would like to make a donation \$ _____

Individual/Company Name _____
(This listing will appear in printed materials)

Contact Name _____ Address _____

Phone _____ Email _____

Logo/Artwork Contact _____

Phone _____ Email _____

Credit Card Number _____ Exp. Date _____ Name on Credit Card _____

- We give permission to the American Cancer Society to use our name as a sponsor for the event when listing sponsors in the event program, media releases, and event promotions.

Coaches vs. Cancer Supporter Signature _____

Please scan, email or mail this form to: Katie Knudsen | American Cancer Society Coaches vs. Cancer
Katie.knudsen@cancer.org | 1717 Ingersoll Ave, Ste 111 | Des Moines, IA 50309
P: 515.727.0058 | coachesvscancergala.com | ACS Tax ID # 13-1788491



Contact

KATIE KNUDSEN

Community Development Manager
American Cancer Society
katie.knudsen@cancer.org
(515) 727-0058

American Cancer Society
1717 Ingersoll Ave., Suite 111
Des Moines, IA 50309

www.coachesvscancergolf.com

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