

COACHES VS. CANCER CHARITY GOLF CLASSIC

Presented by:



PGA

Iowa Section

**CANCER DOESN'T STOP.
SO NEITHER WILL WE.**



August 23, 2021

SPONSORSHIP OPPORTUNITIES



In the face of COVID-19, the American Cancer Society is continuing our lifesaving mission throughout the nation. As the virus spreads without discrimination across the country, cancer patients are placed in the eye of the storm with unique clinical, social, and financial disadvantages. In all communities, cancer patients and their caregivers need us to forge ahead with our work – including research, patient services, information and resource sharing, education and advocacy.

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Our History

Coaches vs. Cancer Iowa

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 Howard 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 \$4.8 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 23, 2021.

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!

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FOUR UNIVERSITIES. ONE MISSION.



Event Details:

Monday, August 23, 2021

Wakonda Club – 3915 Fleur Dr, Des Moines, IA 50321

The American Cancer Society partners with the four Division I men's basketball programs from our state to host the 14th Annual Coaches vs. Cancer Charity Golf Classic, presented by Iowa PGA Section. You and your guests will enjoy a wonderful day of golf at the beautiful Glen Oaks Country Club.

Public Recognition:

The American Cancer Society brand awareness is 97% nationwide. No other health organization has a higher rating. Our brand helps to clearly identify our organization, set it apart from other organizations, and ultimately create relationships with our communities.

Why Support:

According to the American Cancer Society, approximately 1.7 million new cancer cases are expected to be diagnosed in the United States this year. More than 570,000 Americans will lose their battle. That's over 1,500 people a day. You can help create a world with less cancer by celebrating with us at the 2021 Coaches vs. Cancer Gala, presented by Hy-Vee.

Contact:

Katie Knudsen – Senior Community Development Manager

Katie.Knudsen@cancer.org

(515) 531.0121



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Eagle Sponsor - \$10,000

Two guest foursomes (8 players)

- Full page acknowledgement in electronic 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 electronic 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 electronic 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 electronic event program
- Foursome photo

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

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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 electronic event program
- Invitation for two guests to attend lunch and dinner (RSVP Required)

Beverage Sponsor - \$4,000

Two guest players

- Recognition in all print material and signage throughout the event
- Half page acknowledgement in electronic event program and displayed on event website

Dinner Sponsor - \$3,500

Two guest players

- Recognition in all print material and signage throughout the event
- Half page acknowledgement in electronic event program and displayed on event website

Lunch Sponsor - \$3,000

Two guest players

- Recognition in all print material and signage throughout the event
- Half page acknowledgement in electronic event program and displayed on event website

Specialty Gift Sponsor - \$2,500

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

Parting Gift Sponsor - \$2,000

- Recognition on all print materials and signage throughout the event and on departure gift tags for each patron as the Parting Gift Sponsor
- Half page acknowledgement in electronic event program and displayed on event website

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When you partner with Coaches vs. Cancer Charity Golf Classic...

You commit to helping patients and caregivers with treatment programs, lifesaving research, medical studies and vital one-on-one support and information.

Together, our corporate partners and the American Cancer Society share a strong presence in our communities and are vital to those we serve. This proposal aims to align your community philanthropic interests with the mission of the Society in order to help free our families, friends and neighbors from the pain and suffering of cancer.



Fund state-of-the-art cancer research projects. The American Cancer Society is honored to have given funding to 49 investigators who went on to win the Nobel Prize, considered the highest accolade any scientist can receive. The American Cancer Society is the second largest funder of cancer research outside of the National Institute of Health.



Deliver accurate and timely information to cancer patients, families and caregivers 24/7 through our toll-free hotline (1-800-227-2345) Each week, we receive approximately 12,000 calls from cancer patients. More than **80% of these calls are related to COVID-19 and cancer**, including service requests and questions about health and safety.



Educate the community about the importance of cancer screenings and how to **safely navigate concerns of possible delays due to COVID-19**. Cancer prevention screenings have declined by 94% due to the pandemic.

PRESENTED BY:



OUR LEADERSHIP

COACHES VS. CANCER BOARD OF AMBASSADORS

BOARD CHAIRS

Steve Howard | Honorary Chair

Denny Presnall | Chair

BOARD MEMBERS

Tucker Anderson | Universal Pediatrics

John Auer | Morgan Stanley

Brad Buchanan | IMT Insurance

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Matt Jacobson | U.S. Bank

Brad Lufkin | Lufkin Benefit Solutions

Doug Parker | Lincoln Savings Bank

Todd Shillington | Scheels

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2021 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 Specialty Gift - \$2,500
 Dinner - 3,500 Parting Gift - \$2,000
 Lunch - \$3,500 Hole Sponsor - \$1,000
 Beverage - \$3,500 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 _____ 3 digit security code _____

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 | P.O. BOX 715 | Des Moines, IA 50303
P: 515.531.0121 | coachesvscancergala.com | ACS Tax ID # 13-1788491

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KATIE KNUDSEN

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TAX ID: #13-1788491

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