

22nd Annual American Cancer Society



GOLDEN GATE SILICON VALLEY INVITATIONAL

AUGUST 20
2018

LAKE MERCED
GOLF CLUB





A TRUSTED PARTNER

American Cancer Society golf tournaments bring together prominent business and professional leaders from the community and beyond for a spectacular day of golf, networking, and fundraising. Successful golf events require corporate and socially connected volunteers at the helm. Avid players and enthusiasts of all skill levels receive noteworthy player gifts and awards, day-long hospitality, cocktail reception, and awards ceremony dinner.

A distinguished golf event isn't simply a "put-a-logo-on-it" opportunity. You are making an investment in us and will receive a positive return that is measured in marketing value and impact on your organization, all while helping us achieve our lifesaving mission.



Highly trusted source of cancer information*



Most highly valued nonprofit brand**



Most relevant to consumer**



Best brand image**



More than **9 in 10 people** recognize **our brand***



1 in 2 consider the Society to be **the leader** in the fight against cancer**

- Every year, the Society answers more than 800,000 requests via phone, email, or online chat. More than 61 million visit cancer.org annually for up-to-date information about cancer in general, or about a diagnosis they or a loved one has received.



JOIN US.

The Golden Gate-Silicon Valley Invitational is a premium, first-class entertainment and networking golf event. Bay Area business, healthcare, and community leaders will join the American Cancer Society for leadership and corporate outreach opportunities at one of the most prestigious golf venues in the bay – Lake Merced Golf Club.

This unique event is a celebration of the advances made in cancer treatment and prevention programs and an opportunity to raise needed funds for the mission of the American Cancer Society.

DATE AND LOCATION

Monday, August 20, 2018
Lake Merced Golf Club | Daly City

EVENT CHAIR

Benjamin Maser, MD | Palo Alto
Medical Foundation

*Be a part of something big.
Celebrate 22 years of the Golden
Gate Silicon Valley Invitational
making a difference in the lives of
those touched by cancer.*



GOLF TO SAVE LIVES

Help us save lives from cancer by supporting one of our **DISTINGUISHED GOLF EVENTS**. At these high-profile tournaments, avid players and enthusiasts receive noteworthy player gifts and awards, day-long hospitality, a cocktail reception, and awards dinner.

As a supporter, you are making an investment in us and will enjoy a positive return in marketing value and impact on your organization, all while helping us achieve our crucial mission.



NET REVENUE
SINCE 2011:
\$68,003,507

2018:
64
EVENTS



We are currently funding more than \$390 million in **CANCER RESEARCH GRANTS** and have invested more than \$4.6 billion on cancer research since 1946.



We provided more than 456,000 **NIGHTS OF FREE LODGING** via our Hope Lodge® program in 2016, and 518,000 total nights via our Hope Lodge communities, hotel partners, and other programs.



We responded to more than 1.4 million requests from people looking for **INFORMATION, HELP, AND SUPPORT** via phone, online chats, and social media posts in 2016.



We bring together **2 MILLION VOLUNTEERS** to help save lives from cancer.



We provided nearly 335,000 **RIDES TO TREATMENT** via our Road To Recovery® program in 2016.



We have **90% BRAND RECOGNITION***, making us a preferred charity partner.

*ACS Brand Tracker Q1-17 Report.



SPONSORSHIP OVERVIEW

	Premiere \$50,000	Presenting \$30,000	Executive \$15,000	Associate \$10,000	Eagle \$6,000	Birdie \$3,000	Single \$1,500
Golf and event amenities for	16	12	8	4	4	2	1
VIP Reception & Awards Dinner	32	24	16	8	6	4	2
Opportunity to provide co-branded gift to golfers	•	•					
Speaking opportunity during program	•	•					
Verbal recognition during program	•	•	•	•			
Opportunity to host on-course tournament activity	•	•	•	•			
Social media highlight	•	•	•	•			
Logo on holes	1	1	1	1	1		
Logo on save the date & invitation	Large	Large	Medium	Medium	Small		
Program Recognition	1 Page	1 Page	½ Page	1/4 Page	¼ Page		
Logo in program	Large	Large	Medium	Medium	Small	Name	Name
Logo on event slideshow & sponsor board	Large	Large	Medium	Medium	Small	Name	Name
Event website recognition	Large	Large	Medium	Medium	Small	Small	Name





PREMIERE SPONSOR

\$50,000

HOSPITALITY

- Golf amenities for four foursomes in the tournament (16 total)
- Tee prize for all golfers
- Green and cart fee included
- Entry to all on-course and venue hospitality
- Thirty-two (32) tickets to VIP Reception and Awards Dinner

EVENT PRESENCE

- Opportunity to provide co-branded gift to golfers
- Speaking opportunity during VIP Reception
- Verbal recognition during VIP Reception
- Opportunity to host on-course tournament activity
- Large company logo placement on event collateral (if sponsorship confirmed prior to print deadline)
 - Event program
 - Slideshow and projection screens
 - Sponsor appreciation displays
- One page recognition in event program
- Exclusive signage on one hole

BRAND ALIGNMENT

- Social media highlight
- Large logo on the official event website sponsor section
- Large logo on save the date and invitation (if sponsorship confirmed prior to print deadline)
- Rights to promote sponsorship in company materials (Society to provide images)





PRESENTING SPONSOR

\$30,000

HOSPITALITY

- Golf amenities for three foursomes in the tournament (12 total)
- Tee prize for all golfers
- Green and cart fee included
- Entry to all on-course and venue hospitality
- Twenty-four (24) tickets to VIP Reception and Awards Dinner

EVENT PRESENCE

- Opportunity to provide co-branded gift to golfers
- Speaking opportunity during VIP Reception
- Verbal recognition during VIP Reception
- Opportunity to host on-course tournament activity
- Large company logo placement on event collateral (if sponsorship confirmed prior to print deadline)
 - Event program
 - Slideshow and projection screens
 - Sponsor appreciation displays
- One page recognition in event program
- Exclusive signage on one hole

BRAND ALIGNMENT

- Social media highlight
- Large logo on the official event website sponsor section
- Large logo on save the date and invitation (if sponsorship confirmed prior to print deadline)
- Rights to promote sponsorship in company materials (Society to provide images)





EXECUTIVE SPONSOR

\$15,000

HOSPITALITY

- Golf amenities for two foursomes in the tournament (8 total)
- Tee prize for all golfers
- Green and cart fee included
- Entry to all on-course and venue hospitality
- Sixteen (16) tickets to VIP Reception and Awards Dinner

EVENT PRESENCE

- Verbal recognition during VIP Reception
- Opportunity to host on-course tournament activity
- Medium company logo placement on event collateral (if sponsorship confirmed prior to print deadline)
 - Event program
 - Slideshow and projection screens
 - Sponsor appreciation displays
- 1/2 page recognition in event program
- Exclusive signage on one hole

BRAND ALIGNMENT

- Social media highlight
- Medium logo on the official event website sponsor section
- Medium logo on save the date and invitation (if sponsorship confirmed prior to print deadline)
- Rights to promote sponsorship in company materials (Society to provide images)





ASSOCIATE SPONSOR

\$10,000

HOSPITALITY

- Golf amenities for one foursome in the tournament (4 total)
- Tee prize for all golfers
- Green and cart fee included
- Entry to all on-course and venue hospitality
- Eight (8) tickets to VIP Reception and Awards Dinner

EVENT PRESENCE

- Verbal recognition during VIP Reception
- Opportunity to host on-course tournament activity
- Medium company logo placement on event collateral (if sponsorship confirmed prior to print deadline)
 - Event program
 - Slideshow and projection screens
 - Sponsor appreciation displays
- 1/4 page recognition in event program
- Company logo on one hole

BRAND ALIGNMENT

- Social media highlight
- Medium logo on the official event website sponsor section
- Medium logo on save the date and invitation (if sponsorship confirmed prior to print deadline)
- Rights to promote sponsorship in company materials (Society to provide images)

EAGLE SPONSOR

\$6,000

HOSPITALITY

- Golf amenities for one foursome in the tournament (4 total)
- Tee prize for all golfers
- Green and cart fee included
- Entry to all on-course and venue hospitality
- Six (6) tickets to VIP Reception and Awards Dinner

EVENT PRESENCE

- Small company logo placement on event collateral (if sponsorship confirmed prior to print deadline)
 - Event program
 - Slideshow and projection screens
 - Sponsor appreciation displays
- 1/4 page recognition in event program
- Company logo on one hole

BRAND ALIGNMENT

- Small logo on the official event website sponsor section
- Small logo on save the date and invitation (if sponsorship confirmed prior to print deadline)
- Rights to promote sponsorship in company materials (Society to provide images)



BIRDIE SPONSOR

\$3,000

HOSPITALITY

- Golf amenities for two in the tournament
- Tee prize for all golfers
- Green and cart fee included
- Entry to all on-course and venue hospitality
- Four (4) tickets to VIP Reception and Awards Dinner

EVENT PRESENCE

- Company name on event collateral (if sponsorship confirmed prior to print deadline)
 - Event Program
 - Slideshow and projection screens
 - Sponsor appreciation displays

BRAND ALIGNMENT

- Small logo on the official event website sponsor section
- Rights to promote sponsorship in company materials (Society to provide images)

INDIVIDUAL GOLFER

\$1,500

HOSPITALITY

- Golf amenities for one
- Tee prize for all golfers
- Green and cart fee included
- Entry to all on-course and venue hospitality
- Two (2) tickets to VIP Reception and Awards Dinner

EVENT PRESENCE

- Company name on event collateral (if sponsorship confirmed prior to print deadline)
 - Event Program
 - Slideshow and projection screens
 - Sponsor appreciation displays

BRAND ALIGNMENT

- Name on the official event website sponsor section
- Rights to promote sponsorship in company materials (Society to provide images)





SPONSORSHIP COMMITMENT FORM

Sponsorship Levels

- \$50,000 Premiere Sponsor
- \$30,000 Presenting Sponsor
- \$15,000 Executive Sponsor
- \$10,000 Associate Sponsor
- \$6,000 Eagle Sponsor
- \$3,000 Birdie Sponsor
- \$1,500 Individual Golfer
- I/We can't attend, but wish to donate: \$_____
- I/We wish to donate our golfer slots back to the American Cancer Society
- I/We wish to donate our VIP Reception & Awards Dinner tickets back to the American Cancer Society

Name _____

Mailing Address _____ City, State _____ ZIP _____

Phone _____

Email _____

How would you like to be recognized?

- Recognition Listing: _____
- I would like this to be an anonymous gift

Please choose your payment method:

- Check: \$_____ payable to the American Cancer Society enclosed.
- Invoice me - please send me an invoice for the balance
- Credit Card - please charge my credit card listed below

Please mail completed forms to:
 American Cancer Society
 ATTN: GGSVI
 1001 Marina Village Pkwy #300
 Alameda, CA 94501

Credit Card Number: _____ Exp. _____ / _____ CVV _____

Signature: _____ Date _____ / _____ / _____

The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy, or if you have any questions, please visit us online at caner.org and click on the "privacy" link at the bottom of the page.

**FREEING THE WORLD FROM THE PAIN
AND SUFFERING OF CANCER.**



CONTACT

Grace Scheer

Grace.Scheer@cancer.org

510.464.8201

1001 Marina Village Parkway, Suite 300

Alameda, CA 94520

Tax ID: 13-1788491

GGSVI.ORG