



# 21<sup>st</sup> Annual American Cancer Society Golden Gate-Silicon Valley Invitational



An American Cancer Society Golf Tournament  
Lake Merced Golf & Country Club  
Monday, September 11, 2017

# THE OPPORTUNITY

## Be a part of our 21st Annual Golf Invitational!

Join us on September 11, 2017 at Lake Merced Golf Club for an inspiring event, celebrating the 21st Annual Golden Gate-Silicon Valley Invitational bringing the business community together to:

- Support creating a **cancer-free world**.
- Celebrate the essential role that the American Cancer Society plays in improving the **quality of life** for cancer patients and their caregivers.
- Learn about the **leading cancer programs** targeted at treatment and support as well as creating innovation in research.
- **Be inspired by our honorees** and the impact that they are making in their community.
- Recognize our **community investors**.

**The Golden Gate-Silicon Valley Invitational is the Bay Area's premier golf tournament providing funding for cancer research, advocacy, and support programs.**

Thanks to our business community investors, last year the Golden Gate-Silicon Valley Invitational raised more than \$320,000 to allow the American Cancer Society remain innovative and a leader in the cancer conversation around the globe.

**We invite you to become an investor and empower others to join the cancer conversation across the Bay Area. For more information contact:**

**Anne Appleton**, Development Manager, Distinguished Events  
California Division I American Cancer Society, Inc.  
1001 Marina Village Parkway, Suite 300  
Alameda, CA 94501  
P: 510.464.8201  
E: [Anne.Appleton@cancer.org](mailto:Anne.Appleton@cancer.org)  
[www.ggsvi.org](http://www.ggsvi.org)

At the American Cancer Society, creating a cancer-free world is our cause. Through advocacy, education on prevention, research, and support programs – we are leading the cancer fight.

# FIT FOR THE CAUSE

The American Cancer Society is proud to provide funding for cancer prevention, advocacy, research, and support programs throughout the Bay Area made possible through donor contributions.

## HOW WE DO IT

**Encouraging Prevention** - We help you take steps to prevent cancer or find it at its earliest, most treatable stage. We partner with large hospital systems and doctors to increase cancer screenings targeted towards the most vulnerable audiences. We also provide access to information on how to live the healthiest and avoid known cancer causing behaviors.

**Fostering Innovation** - We fund and conduct lifesaving research that helps us better understand, prevent, and find cures for cancer. We partner with local researchers and labs to stay ahead and take steps towards finding a cure.

**Access to Care** - We're working every day to free the world from the pain and suffering from cancer, but we can't continue our progress while millions of underinsured and uninsured Americans don't have access to lifesaving cancer care.

**Providing Support** - We're here for you every second of every day, to help you through every step of your cancer experience. We offer transportation services to and from doctor appointments, free of charge, for cancer patients and their caregivers. We also host HOPE lodges around the world that provide lodging for free, for any cancer patients and caregivers who are going through treatment in a different city from where they live.

**Fighting for What's Right** - We work with lawmakers to pass laws to defeat cancer and rally communities worldwide to join our mission.

**Supporting Multicultural Communities** - The American Cancer Society supports multicultural communities in a variety of ways to help reduce the risk of cancer. We work closely with multicultural communities who are most at risk for certain types of cancer to ensure their highest quality of life through education and screening services.

## HISTORY OF THE GOLDEN GATE-SILICON VALLEY INVITATIONAL

The Golden Gate Invitational started in 1997. Duncan Matteson, Chairman for the Matteson Companies, was instrumental in its inception and success. The tournament took place in August at the prestigious Lake Merced Country Club in San Francisco. Since 1997, the tournament has raised more than \$5,300,000 for the American Cancer Society.

The Silicon Valley Invitational started in 2009. Honorary Chairs for the first two years were Greg Jamison (CEO of San Jose Sharks/SVSE) and Bill Murphy (owner, Clos La Chance Wines). Honorary Chairs for 2011 and 2012 event were Rich Braugh (SVP Investments, UBS Financial) and Steve Borkenhagen (Owner, Cafe Stritch). Both Rich and Steve are Rotarians and known well in the SV Community.

In 2016 the two tournaments combined to be now known as the Golden Gate-Silicon Valley Invitational. The event has a good reputation in the community as a first-class golf tournament. The event is successful in event planning committee members and day of volunteers. In the past few years, the event has truly given way to the volunteer driven model and staff supported.

## THE GOLF COURSE

This 18-hole golf club is a hidden jewel for golf purists and a wonderful example of what makes the great City of San Francisco so special. In 1922 a group of local visionaries purchased a 140-acre plot of land just a few miles south of the Financial District of San Francisco and made it into what is now-a renowned historic golf course. The championship design has drawn many of the greats of amateur and professional golf to walk its flawless fairways over the past 95 years. The most recent course renovation was contracted to none other than Rees Jones, who is renowned for his ability to awaken Major Championship caliber golf courses.



# Investment Levels

Your investment in the American Cancer Society empowers current cancer patients and survivors, innovative research, and allows us to continue as the leaders in the fight to find a cure, shaping the future of the cancer conversation worldwide.

<b>Eagle Sponsor</b> <b>\$6,000</b>	<b>Associate Sponsor</b> <b>\$10,000</b>	<b>Executive Sponsor</b> <b>\$15,000</b>
<p><b>Golf sponsor benefits and recognition:</b></p> <ul style="list-style-type: none"> <li>• Four (4) golfer slots</li> <li>• Tee prize for all golfers</li> <li>• Green and cart fees included</li> <li>• Entry to all on-course and venue hospitality</li> <li>• Four (4) tickets to VIP Reception &amp; Awards Dinner</li> <li>• Recognition listing on print and electronic invitation*</li> <li>• Logo on event website</li> <li>• Recognition on sponsor signage*</li> <li>• Recognition listing in event print program*</li> <li>• Quarter page ad in print program*</li> <li>• Logo on one tee sign*</li> </ul> <p>* = if submitted by print deadline for all print deliverables</p>	<p><b>Golf sponsor benefits and recognition:</b></p> <ul style="list-style-type: none"> <li>• Four (4) golfer slots</li> <li>• Tee prize for all golfers</li> <li>• Green and cart fees included</li> <li>• Entry to all on-course and venue hospitality</li> <li>• Eight (8) tickets to VIP Reception &amp; Awards Dinner</li> <li>• Recognition listing on print and electronic invitation*</li> <li>• Logo on event website</li> <li>• Recognition on sponsor signage*</li> <li>• Recognition listing in print program*</li> <li>• Quarter page ad in print program*</li> <li>• Opportunity to host a tournament activity on-course</li> <li>• Logo on one tee sign*</li> <li>• Custom marketing posts on social media</li> <li>• One hospitality sponsorship included**</li> </ul> <p>** = hospitality sponsorship valued at \$3,000 or below</p>	<p><b>Golf sponsor benefits and recognition:</b></p> <ul style="list-style-type: none"> <li>• Eight (8) golfer slots</li> <li>• Tee prize for all golfers</li> <li>• Green and cart fees included</li> <li>• Entry to all on-course and venue hospitality</li> <li>• Sixteen (16) tickets to VIP Reception &amp; Awards Dinner</li> <li>• Logo on print and electronic invitation*</li> <li>• Logo on event website</li> <li>• Logo on sponsor signage*</li> <li>• Logo in print program*</li> <li>• Half page ad in print program*</li> <li>• Opportunity to host a tournament activity on-course</li> <li>• Logo on one tee sign*</li> <li>• Custom marketing posts on social media</li> <li>• Opportunity to provide co-branded gift to golfers*</li> </ul>



# Investment Levels

Your investment in the American Cancer Society empowers current cancer patients and survivors, innovative research, and allows us to continue as the leaders in the fight to find a cure, shaping the future of the cancer conversation worldwide.

Presenting Sponsor \$30,000	Premier Sponsor \$50,000	Additional Opportunities
<p><b>Golf sponsor benefits and recognition:</b></p> <ul style="list-style-type: none"> <li>• Twelve (12) golfer slots</li> <li>• Tee prize for all golfers</li> <li>• Green and cart fees included</li> <li>• Entry to all on-course and venue hospitality</li> <li>• Twenty-Four (24) tickets to VIP Reception &amp; Awards Dinner</li> <li>• Logo on print and electronic invitation*</li> <li>• Logo on event website</li> <li>• Logo on sponsor signage*</li> <li>• Logo in event print program*</li> <li>• Full page ad in print program*</li> <li>• Opportunity to host a tournament activity on-course</li> <li>• Logo on one tee sign*</li> <li>• Custom marketing posts on social media</li> <li>• Opportunity to provide co-branded gift to golfers*</li> <li>• Opportunity for company to speak during VIP Reception or Awards Dinner</li> </ul> <p>* = if submitted by print deadline for all print deliverables</p>	<p><b>Golf sponsor benefits recognition:</b></p> <ul style="list-style-type: none"> <li>• Sixteen (16) golfer slots</li> <li>• Tee prize for all golfers</li> <li>• Green and cart fees included</li> <li>• Entry to all on-course and venue hospitality</li> <li>• Thirty-two (32) tickets to VIP Reception &amp; Awards Dinner</li> <li>• Logo on print and electronic invitation*</li> <li>• Logo on event website</li> <li>• Logo on sponsor signage*</li> <li>• Logo in event print program*</li> <li>• Full page ad in print program*</li> <li>• Opportunity to host a tournament activity on-course</li> <li>• Logo on one tee sign*</li> <li>• Custom marketing posts on social media</li> <li>• Opportunity to provide co-branded gift to golfers*</li> <li>• Opportunity for company to speak during VIP Reception or Awards Dinner</li> </ul>	<p><b>Birdie Sponsor – \$3,000</b></p> <ul style="list-style-type: none"> <li>• Two (2) golfer slots</li> <li>• Tee prize for all golfers</li> <li>• Green and cart fees</li> <li>• Entry to all on-course and venue hospitality</li> <li>• Four (4) tickets to VIP Reception &amp; Awards Dinner</li> </ul> <p><b>Individual Golfer – \$1,500</b></p> <ul style="list-style-type: none"> <li>• One (1) golfer slot</li> <li>• Tee prize for golfer</li> <li>• Green and cart fees</li> <li>• Entry to all on-course and venue hospitality</li> <li>• Two (2) tickets to VIP Reception &amp; Awards Dinner</li> </ul> <p><b>Non-Golfer Opportunities:</b> (All include recognition on signage and print program)*</p> <ul style="list-style-type: none"> <li>• <b>VIP Reception &amp; Silent Auction Sponsor - \$10,000</b></li> <li>• <b>Awards Dinner Sponsor - \$7,500</b></li> <li>• <b>Centerpiece Sponsor - \$5,000</b></li> <li>• <b>Golf Cart Sponsor - \$5,000</b></li> <li>• <b>Hospitality Sponsor - \$3,000</b></li> <li>• <b>Print Program Sponsor - \$3,000</b></li> <li>• <b>Golf Bag Tag Sponsor - \$2,000</b></li> <li>• <b>Driving Range Sponsor - \$2,000</b></li> <li>• <b>Contest Hole Sponsor - \$1,000</b></li> </ul>

# SPONSORSHIP COMMITMENT FORM

## Golden Gate-Silicon Valley Invitational

Please mail completed forms to:  
American Cancer Society  
Attn: Anne Appleton  
1001 Marina Village Parkway, #300  
Alameda, CA 94501

### Yes! I/We would like to sponsor at this level:

#### Golfer Sponsorship Opportunities:

- |   |   |
|---|---|
| <input type="checkbox"/> <b>\$50,000</b> – Premier Sponsor    | <input type="checkbox"/> <b>\$6,000</b> – Eagle Sponsor     |
| <input type="checkbox"/> <b>\$30,000</b> – Presenting Sponsor | <input type="checkbox"/> <b>\$3,000</b> – Birdie Sponsor    |
| <input type="checkbox"/> <b>\$15,000</b> – Executive Sponsor  | <input type="checkbox"/> <b>\$1,500</b> – Individual Golfer |
| <input type="checkbox"/> <b>\$10,000</b> – Associate Sponsor  |   |
- I/We wish to donate our golfer slots back to the American Cancer Society.
- I/We wish to donate our dinner tickets back to the American Cancer Society.

#### Hospitality Sponsorship Opportunities:

- |   |   |
|---|---|
| <input type="checkbox"/> <b>\$10,000</b> – VIP Reception & Silent Auction Sponsor | <input type="checkbox"/> <b>\$3,000</b> – Hospitality Sponsor   |
| <input type="checkbox"/> <b>\$7,500</b> – Awards Dinner Sponsor                   | <input type="checkbox"/> <b>\$3,000</b> – Print Program Sponsor |
| <input type="checkbox"/> <b>\$5,000</b> – Centerpiece Sponsor                     | <input type="checkbox"/> <b>\$2,000</b> – Golf Bag Tag Sponsor  |
| <input type="checkbox"/> <b>\$5,000</b> – Golf Car Sponsor                        | <input type="checkbox"/> <b>\$2,000</b> – Driving Range Sponsor |
|   | <input type="checkbox"/> <b>\$1,000</b> – Contest Hole Sponsor  |

- I/We can't attend but wish to donate: \$\_\_\_\_\_ Thank you! Every gift makes a difference.

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Name

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Mailing Address

City, State

ZIP

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Phone

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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.

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 [cancer.org](http://cancer.org) and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345. Tax ID #: 13-1788491. Estimated fair market value of each player is \$500 and dinner ticket is \$60. Per IRS regulations, the tax deduction is limited to the excess of the payment over the fair market value.

**Questions?** Contact Anne Appleton at 510.464.8201 or [Anne.Appleton@cancer.org](mailto:Anne.Appleton@cancer.org).



**For A Cancer-Free World.**

**AMERICAN CANCER SOCIETY**

1001 Marina Village Parkway Suite 300, Alameda, CA 94501  
cancer.org | 1.800.227.2345 | 510.893.7900