



Partnering with the NKF Konica Minolta Golf Classic

The Premier Amateur Golf Event for Charity



Monday, May 16, 2022

Fox Chapel Golf Club – Fox Chapel, PA

REGISTER ONLINE @ NKFKonicaMinoltaGolfClassic.com

TITLE SPONSOR



NATIONAL CORPORATE PARTNER



NATIONAL PROMOTIONAL PARTNERS



J. HILBURN

NATIONAL FINALS HOST



PEBBLE BEACH RESORTS

JOIN US ON THE ROAD TO PEBBLE BEACH

The road to Pebble Beach starts at Fox Chapel Golf Club on May 16th! The **National Kidney Foundation Konica Minolta Golf Classic** is the nation's Premier Amateur Golf Event for Charity. Each year thousands of golfers from across the country participate in 30 events across the U.S. for the exciting competition and the chance to earn an invitation to the National Finals at Pebble Beach—while raising over \$3.5 million for the NKF.

Put together a team of your regular foursome, or entertain clients, and get ready to play at Fox Chapel Golf Club for an invite to National Finals at the Pebble Beach Resorts. Your team can play in either the Handicap Index Division or the Gross Division, providing you and your guests with a competitive yet social day of golf whether you are a low handicapper or new to the game. Each Handicap Index Division team can have one player with a handicap index of 8.0 or less and the total combined handicap index for your four players must be 42.0 or more. The Gross Division is for teams whose golfers do not have an official USGA Handicap Index or do not meet the above Handicap Index requirements.

The top finishing teams in both the Handicap Index and Gross Divisions from every NKF Konica Minolta Golf Classic are invited to compete in the National Finals held at the famed Pebble Beach Resorts (additional fees required). If the upcoming U.S. Open or the U.S. Amateur is not in your future, this three-day tournament may be your only chance to compete for a national championship at the beautiful and challenging Pebble Beach Golf Links, Spyglass Hill Golf Course and The Links at Spanish Bay in January 2023.

We look forward to you joining us on May 16th!

NKF KONICA MINOLTA GOLF CLASSIC LEADERSHIP COMMITTEE

Tom Ali, 2022 Chairman

Chief Operating Officer

MC Squared, Inc.

Stephen Erskine, 2022 Co-Chairman

Vice President - Renewables

Fifth Third Bank

Kevin Allison

NKF Supporter

CJ Barton

Zscaler

Lisa Constantine

First National Bank

Maria Carr

Dickie, McCamey & Chilcote

Barrett Donovan

Bank of America

Scott Henzler

UPMC

Mike Kovalcik

Frank B. Fuhrer Wholesale

Bob Maida

KPMG

Megan Maida

NKF Supporter

Nick Proud

Confluence Financial Partners

Michael Roth

Luttner Financial Group

Dan Settnek

Konica Minolta

Fred Traynor

iHeart Media

Mark Turley

Pittsburgh Penguins

Jerome Vergenes

Peoples Gas

Byron Wade

UPMC

Todd Williams

Huntington Bank

CONTACT US TO LEARN MORE

MOLLY DOEHRING • DEVELOPMENT MANAGER • 412.389.9468 • molly.doehring@kidney.org

WHAT WE DO

Fueled by passion and urgency, NKF is a lifeline for all people affected by kidney disease. As pioneers of scientific research and innovation, NKF focuses on the whole patient through the lens of kidney health. Relentless in our work, we enhance lives through action, education and accelerating change.

With local offices nationwide, the NKF is doing the following, every day:

- **Educating** Americans through multimedia public awareness initiatives about kidney disease and ways to reduce their risk.
- **Empowering** those at risk to take action at free, local kidney health screenings.
- **Supporting** kidney patients, organ donors, and their families - online at www.kidney.org, on the phone toll-free at 1-855-NKF-CARES, and through personal peer-mentoring.
- **Advocating** as the voice of the kidney patient in Washington DC to address the organ donor shortage, fund more kidney research, and defend Medicare coverage for kidney disease.
- **Sharing** the latest treatment information and practices with healthcare providers so patients get the best possible care.



The NKF relies on individual and corporate donations, foundation and government grants, memberships and special events to support its range of programs, services and initiatives.

Your support will directly influence and positively impact the lives of those at risk, those living with the disease, and those who care for and about them. More than 80 cents of every dollar donated directly supports programs and services.

KIDNEY FACTS

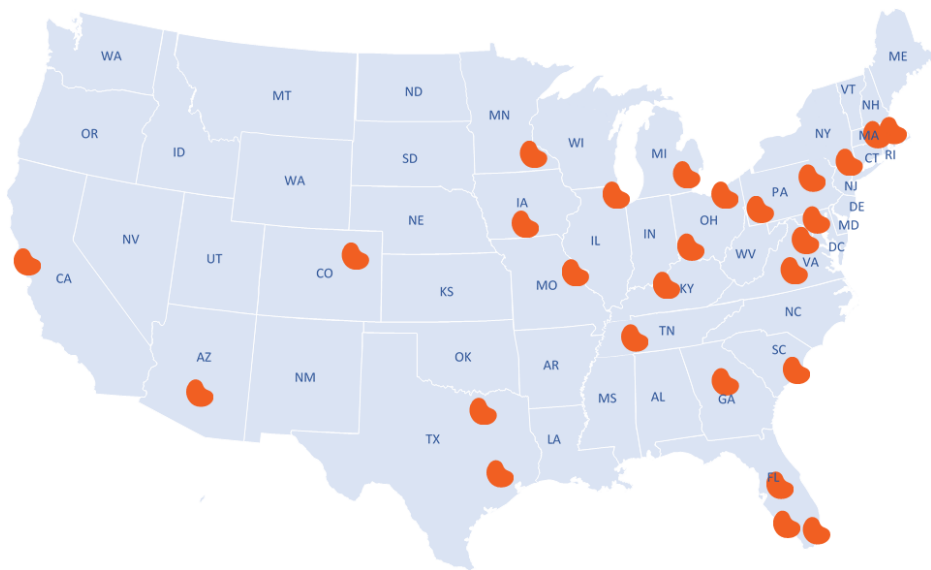
- **37 million people - 1 in 9** AMERICAN adults – has kidney disease—and most don't know it.
- **73 million people - 1 in 3** AMERICAN adults is at risk for kidney disease.
- Major risk factors for kidney disease include diabetes, high blood pressure, a family history of kidney failure and being **age 60** or older. Because kidney disease often has no symptoms, it can go undetected until it is very advanced.
- Kidney disease kills over **90,000** Americans each year—more than breast or prostate cancer,
- Those at risk should have simple blood and urine tests to check if their kidneys are working properly.
- Every day, **13** people die while waiting for a kidney. **415,000** people depend on dialysis for survival.
- **101,000** people are on the waiting list for a kidney transplant and only about **17,000** Americans receive a transplant each year.
- **EARLY DETECTION AND TREATMENT** can slow or prevent the progression of kidney disease.

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NKF KONICA MINOLTA GOLF CLASSIC

Tournament markets touch key regional business centers, reaching over 57 million households, or approximately 50% of the US population.



PRESTIGIOUS VENUES

Winged Foot Golf Club – Mamaroneck, NY

- US Open, US Amateur, PGA Championship

Firestone Country Club – Akron, OH

- 3-time Major Championship and current WGC/PGA Tour

Boston Golf Club – Boston, MA

- Top-75 in U.S. / Gil Hanse design

TPC Boston – Boston, MA

- Dell Technologies Championship, Northern Trust 2020

Champions Golf Club – Houston, TX

- Ryder Cup, U.S. and Champions International

East Lake Golf Club – Atlanta, GA

- PGA TOUR Championship / FedEx Cup

Tiburon Golf Club – Naples, FL

- Host of PGA Tour's Shark Shootout

MORE THAN JUST GOLF

- **30 Events** held in major markets at some of the most prestigious venues in the country
 - 8 of top 10 DMAs / 14 of top 20 / 17 of top 25
 - Winged Foot Golf Club, Firestone Country Club, Spyglass Hill, Pebble Beach, Boston Golf Club, TPC Boston, Tiburon Golf Club and East Lake Golf Club
- **Affluent Participants** who consider themselves influencers in their networks
 - \$252k avg. HHI / \$1.4 million investable assets
 - 96% Consider themselves "influencers" among their peers, co-workers, community, friends and family
 - 42% C-level, Owner, Partner, Top Management / 53% VP-Professional
 - 43 rounds of golf per year / 15 airline trips per year / 28 hotel room nights per year
 - A loyal audience that supports those who support their passions and causes
- **Address Multiple Business Objectives Through Sponsorship**
 - Customer/Prospect entertainment
 - Community goodwill
 - Touch hard-to-reach affluent golfers in "their" environment
 - Volunteer opportunities for staff and leadership
 - Brand alignment with the *Premier Amateur Golf Event for Charity* in your market
 - Earn an invite to the Pebble Beach National Finals
 - Support the NKF's mission
 - Association with other local and national sponsors
- **National Supporting Sponsors** include Konica Minolta, Insurance Auto Auctions, Pebble Beach Resorts, Poly and Greg Norman Collection.
- **Scramble** style events – consistent format
 - Competitive yet social day of golf for hosts/guests, with both gross and handicap index divisions

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PARTNERSHIP OPPORTUNITIES

EXCLUSIVE PRESENTING SPONSOR

\$25,000

On-Site Recognition/Visibility:

Branding on all Greg Norman golf shirts
Branding on mobile bidding website
Placement of company-provided banner at event
Recognition at two golf holes with tee signs
Full-page ads on inside front & back covers of program*
Recognition on all event signage as "Presenting Sponsor"
Logo and link to company website on NKF event page
Social media recognition announcing partnership
Live recognition by emcee at cocktail reception
Opportunity to distribute items bearing logo

Client Entertainment/Hospitality:

Three foursome entries
Greg Norman golf apparel and other swag for all golfers
Breakfast, lunch and beverages provided on course
Invitation to Awards Cocktail Reception for all guests

GOLD SPONSOR

\$20,000 (two opportunities available)

On-Site Recognition/Visibility:

Branding of Awards Cocktail Reception
Logo on golf balls gifted to all golfers
Recognition at one golf hole with tee signs
Full page ad in program*
Recognition on all sponsor signage
Logo and link to company website on NKF event page
Social media recognition announcing partnership

Client Entertainment/Hospitality:

Two foursome entries
Greg Norman golf apparel and other swag for all golfers
Breakfast, lunch, and beverages provided on course
Invitation to Awards Cocktail Reception for all guests

SILVER SPONSOR

\$15,000

On-Site Recognition/Visibility:

Branding of Breakfast and Lunch Stations
Recognition at one golf hole with tee sign
Full page ad in program*
Recognition on all sponsor signage
Logo and link to company website on NKF event page
Social media recognition announcing partnership

Client Entertainment/Hospitality:

Two foursome entries
Greg Norman golf apparel and other swag for all golfers
Breakfast, lunch and beverages provided on course
Invitation to Awards Cocktail Reception for all guests

BRONZE SPONSOR

\$10,000

On-Site Recognition/Visibility:

Branding of all Drink Stations on course
Half-page ad in program*
Recognition on all sponsor signage
Logo and link to company website on NKF event page

Client Entertainment/Hospitality:

One foursome entry
Greg Norman golf apparel and other swag for all golfers
Breakfast, lunch and beverages provided on course
Invitation to Awards Cocktail Reception for all guests

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PARTNERSHIP OPPORTUNITIES

COPPER SPONSOR

\$7,500

On-Site Recognition/Visibility:

Branding of Registration area
Recognition on all sponsor signage
Logo and link to company website on NKF event page

Client Entertainment/Hospitality:

One foursome entry
Greg Norman golf apparel and other swag for all golfers
Breakfast, lunch and beverages provided on course
Invitation to Awards Cocktail Reception for all guests

CART SPONSOR

\$5,000

On-Site Recognition/Visibility:

Company logo on all carts
Half page ad in program

Client Entertainment/Hospitality:

One twosome entry
Greg Norman golf apparel and other swag for all golfers
Breakfast, lunch, and beverages provided on course
Invitation to Awards Cocktail Reception for all guests

DRIVING RANGE SPONSOR

\$2,500

On-Site Recognition/Visibility:

Branding of driving range with tee signs
Half page ad in program

Client Entertainment/Hospitality:

One individual golfer entry
Greg Norman golf apparel and other swag for all golfers
Breakfast, lunch, and beverages provided on course
Invitation to Awards Cocktail Reception for all guests

FULL PAGE AD IN PROGRAM

\$750

On-Site Recognition/Visibility:

One full-page ad in program given to all participants*

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PARTNERSHIP OPPORTUNITIES

FOURSOME ENTRY \$3,500

- **Entry for one foursome** to the NKF Konica Minolta Golf Classic
- Greg Norman golf apparel and other swag for all participants
- Breakfast, lunch, and beverages provided on course
- Invitation to Awards Cocktail Reception

TWOSOME ENTRY \$1,750

- **Entry for one twosome** to the NKF Konica Minolta Golf Classic
- Greg Norman golf apparel and other swag for all participants
- Breakfast, lunch, and beverages provided on course
- Invitation to Awards Cocktail Reception

INDIVIDUAL GOLFER ENTRY \$875

- **Entry for one golfer** to the NKF Konica Minolta Golf Classic
- Greg Norman golf apparel and other swag for all participants
- Breakfast, lunch, and beverages provided on course
- Invitation to Awards Cocktail Reception

PAYMENT & INTENT

I will pay and register online at www.NFKKonicaMinoltaGolfClassic.com.

By signing, I am committing to my support of the National Kidney Foundation and agree to have the amount below **paid in full** before arriving to Fox Chapel Golf Club on May 16, 2022.

Total Investment: _____

CONTACT NAME: _____

NKF STAFF: _____

COMPANY: _____

National Kidney Foundation

Signature: _____

Signature: _____

Date: _____

Date: _____

The amount of your sponsorship exceeding the direct benefit cost received would be deductible to the fullest extent allowed by law. The National Kidney Foundation is a registered 501 C (3) non-profit agency. The NKF Tax ID # is 13-1673104.

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