



Partnering with the NKF Konica Minolta Golf Classic

The Premier Amateur Golf Event for Charity



Monday, August 15, 2022
TPC River's Bend, Maineville, Ohio

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 TPC River's Bend on August 15! 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 TPC River's Bend 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, January 12 – 15, 2023.

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.

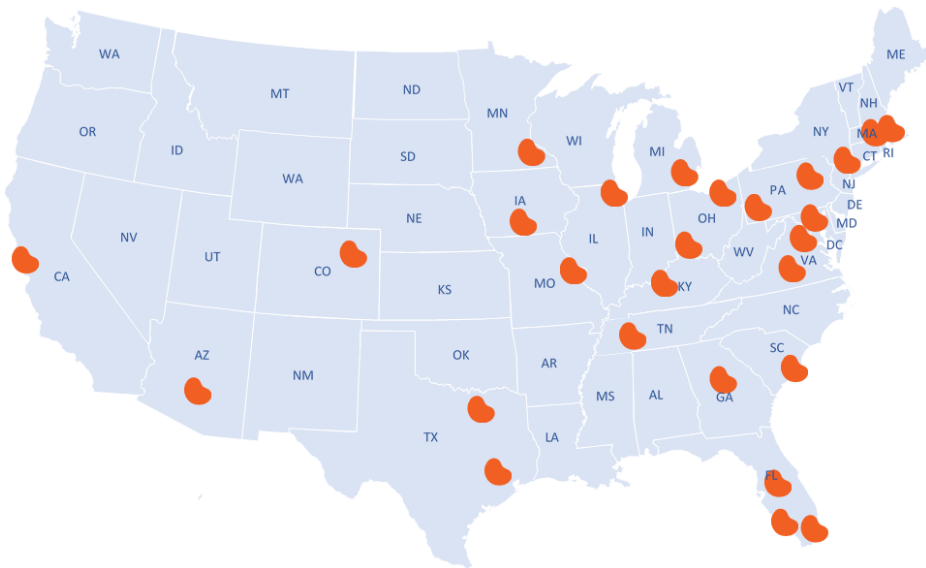


The NKF relies on individual and corporate donations, foundation and government grants, memberships and special events to support its range of programs, services and initiatives.

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.

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

CONTACT US TO LEARN MORE

April Abell • Executive Director • 502-585-5433 • april.enix@kidney.org

PARTNERSHIP OPPORTUNITIES

LOCAL PRESENTING SPONSOR

\$10,000

On-Site Recognition/Visibility:

- Signage & opportunity for on-site promotion
- Logo on NKF Golf Classic Polo
- Program book ad & additional marketing
- Logo on Electronic Scoring

Client Entertainment/Hospitality:

- Entertain clients with 2 foursome entries
- Lunch for players

GOLD SPONSOR

\$7,500

On-Site Recognition/Visibility:

- Signage & opportunity for on-site promotion
- Program book ad & additional marketing

Client Entertainment/Hospitality:

- Entertain clients with 2 foursome entries
- Lunch for players

PROMOTIONAL ITEM SPONSOR

\$5,000

On-Site Recognition/Visibility:

- Logo placement on an agreed upon promotional item
- Program book ad & additional marketing

Client Entertainment/Hospitality:

- Entertain clients with foursome entry
- Lunch for players

GOLF CART SPONSOR

\$3,500

On-Site Recognition/Visibility:

- Logo placement on all player carts
- Program book ad & additional marketing

Client Entertainment/Hospitality:

- Entertain clients with foursome entry
- Lunch for players

LUNCH SPONSOR

\$3,500

On-Site Recognition/Visibility:

- Signage & opportunity for on-site promotion
- Program book ad & additional marketing

Client Entertainment/Hospitality:

- Entertain clients with foursome entry
- Lunch for players

SCORECARD SPONSOR

\$2,500

On-Site Recognition/Visibility:

- Logo placement on scorecards
- Program book ad & additional marketing

Client Entertainment/Hospitality:

- Entertain clients with foursome entry
- Lunch for players

PARTNERSHIP OPPORTUNITIES

CORPORATE SPONSORSHIP ENTRY \$1,800

- **Entertain clients with entry for one foursome** in the NKF Golf Classic
- Premium Gift Collection for each player
- Exclusive hole sponsorship including tee sign with company logo
- Lunch for players

FOURSOME ENTRY \$1,600

- **Entry for one foursome** in the NKF Golf Classic
- Premium Gift Collection for each player
- Lunch for players

SUPER TICKET

\$100/person

Includes Mulligans and Event Raffle

KIDNEY FACTS

- **26 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.

Sponsorship Form

Company Name: _____

Contact Name & Title: _____

Address: _____

City: _____ State, Zip: _____

Phone: _____ Email: _____

COMMITMENT

Partnership Level:..... \$ _____

Advance Purchase of Super Ticket/Mulligan/Raffle Entry..... \$ _____

100% Tax-Deductible Donation to the NKF..... \$ _____

TOTAL \$ _____

FOR MORE INFORMATION:

April Enix Abell
National Kidney Foundation
3189 Princeton Road
PO Box 258
Fairfield TWP, Ohio 45011
502.585.5433 ext. 841
april.enix@kidney.org



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.