



Partnering with the NKF Konica Minolta Golf Classic

The Premier Amateur Golf Event for Charity



TUESDAY, SEPTEMBER 20, 2022

Union League Liberty Hill, Lafayette Hill

REGISTER ONLINE > NFKKonicaMinoltaGolfClassic.com

TITLE SPONSOR



NATIONAL CORPORATE PARTNER



NATIONAL PROMOTIONAL PARTNERS

Official Golf Apparel



Official Headwear



NATIONAL FINALS HOST



PEBBLE BEACH RESORTS

JOIN US ON THE ROAD TO PEBBLE BEACH

The road to Pebble Beach starts at **The Union League Liberty Hill** on **Tuesday, September 20!** 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 \$3.5 million for the NKF.

Put together a team of your regular foursome, or entertain clients, and get ready to play at **The Union League Liberty Hill** 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.

We look forward to you joining us on September 18!

TOURNAMENT COMMITTEE

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YOUR SUPPORT EMPOWERS ALL THAT WE DO.

Partnerships like yours allow us to stay committed to providing ALL kidney disease patients with a better quality of life through research, patient and professional education, advocacy and increasing living kidney donation.

Your participation in the NKF Konica Minolta Golf Classic keeps us fighting to ensure patients and their families have a place to turn in their time of need.

Your generosity empowers NKF's work to:

- Continue to develop virtual programs to help patients and their families receive the support, resources, and answers they need including:
 - Tools to help identify a living donor through [THE BIG ASK: THE BIG GIVE](#).
 - Educational webinars to better manage kidney health.
 - NKF Online Communities, a virtual space to meet peers.
 - [NKF Cares](#), a help line for patients and their families.
- Educate health professionals on effective kidney healthcare.
- Raise awareness about the risk of kidney disease through the Kidney Risk Campaign.

KIDNEY DISEASE: WHAT YOU SHOULD KNOW

- 37 million American adults have kidney disease, and more than 90 percent don't know it.
- Kidney disease kills more Americans each year than breast or prostate cancer.
- 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.
- Early detection and treatment can slow or prevent the progression of kidney disease.

You and your colleagues can take the Kidney Risk Quiz at [MinuteForYourKidneys.org](#) to find out if you're one of the 33% of Americans at risk for kidney disease.

NKF KONICA MINOLTA GOLF CLASSIC

PRESTIGIOUS VENUES

Winged Foot Golf Club – Mamaroneck, NY

- *US Open, US Amateur, PGA Championship*

Baltimore Country Club – Baltimore, MD

- *US Open, US Amateur, PGA Championship, Senior Players Championship*

Firestone Country Club – Akron, OH

- *3-time Major Championship & current Bridgestone Senior Players Championship*

TPC Boston – Boston, MA

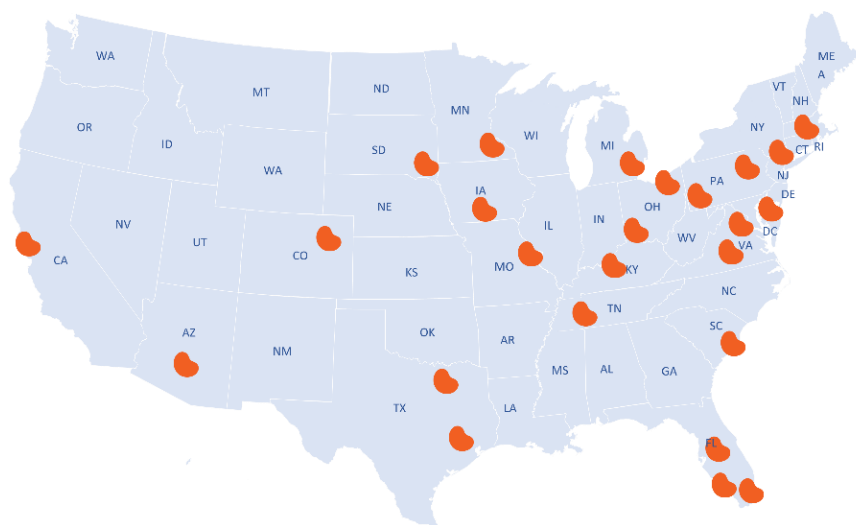
- *Dell Technologies Championship, Northern Trust 2020*

TPC Southwind – Memphis, TN

- *WGC-FedEx St. Jude Invitational*

Tiburon Golf Club – Naples, FL

- *Host of PGA Tour's Shark Shootout*



MORE THAN JUST GOLF

- **Nearly 30 events** held in major markets at some of the most prestigious venues in the country where you can entertain clients, play with friends and compete for a local and national title
 - 13 of top 20 DMAs
- **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**
 - 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 Sponsors** include Konica Minolta, IAA, Inc., Pebble Beach Resorts, Imperial Headwear and Greg Norman Collection.
- **Scramble** style events – consistent format
 - Competitive yet social day of golf for hosts/guests, with both Gross & Handicap Index divisions.

SPONSORSHIP OPPORTUNITIES

LOCAL PRESENTING SPONSOR \$15,000

On-Site Recognition/Visibility:

Listed as local title sponsor on all printed and digital promotional materials. Logo on gift bags, scorecards, and super ticket. Speaking opportunity at shotgun start.

Client Entertainment/Hospitality:

Entertain clients with 2 premier foursome entries, lunch, awards reception & dinner for players.

EAGLE SPONSOR \$10,000

On-Site Recognition/Visibility:

Prominent logo placement as eagle sponsor on printed and digital collateral. Logo on foursome photos and speaking opportunity.

Client Entertainment/Hospitality:

Entertain clients with 2 premier foursome entries, lunch, awards reception & dinner for players.

APPAREL SPONSOR \$7,500

(limited to two sponsors)

On-Site Recognition/Visibility:

Logo placement on NKF Konica Minolta Golf classic shirt or hat.

Client Entertainment/Hospitality:

Entertain clients with a premier foursome entry, lunch, awards reception & dinner for players.

GOLF CART SPONSOR \$5,000

On-Site Recognition/Visibility:

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

Client Entertainment/Hospitality:

Entertain clients with a premier foursome entry, lunch, awards reception & dinner for players.

SILENT AUCTION SPONSOR \$5,000

On-Site Recognition/Visibility:

Signage & opportunity for on-site promotion.

Client Entertainment/Hospitality:

Entertain clients with a foursome entry, lunch, awards reception & dinner for players.

DRIVING RANGE OR PUTTING GREEN \$5,000

On-Site Recognition/Visibility:

Signage & opportunity for on-site promotion.

Client Entertainment/Hospitality:

Entertain clients with a foursome entry, lunch, awards reception & dinner for players.

ADDITIONAL OPPORTUNITIES

HALFWAY HOUSE SPONSOR \$5,000

Entertain clients with foursome entry & company visibility at the halfway house

GOLFER REGISTRATION SPONSOR \$4,000

Entertain clients with foursome entry & company visibility at registration

LUNCH SPONSORS \$4,000

Entertain clients with foursome entry & company visibility at lunch

ADDITIONAL OPPORTUNITIES

PREMIERE FOURSOME ENTRY \$4,000

- **Entertain clients with entry for one foursome** in the NKF Konica Minolta Golf Classic
- Premium Gift Collection for each player
- Exclusive hole sponsorship including tee sign with company logo
- Lunch, Awards Reception & Dinner for players and spouses

FOURSOME ENTRY \$3,000

- **Entry for one foursome** in the NKF Konica Minolta Golf Classic
- Premium Gift Collection for each player
- Invitation to the Awards Reception and Dinner for each player and their spouse

HOLE SPONSOR \$1,000

- Company logo on tee sign at one hole
- One color ad in digital program book

RAFFLE, SUPER TICKET & MULLIGAN \$100/ticket

- All-access pass to all on-course contests, mulligan and raffle ticket

AD IN DIGITAL PROGRAM BOOK \$250/ad

- One color ad in digital program book, which will be sent out to all attendees and shown throughout the facilities

GUEST AWARDS RECEPTION TICKET \$125/person

- Non-golfer ticket includes awards reception, dinner and auction

PAYMENT & INTENT

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

By signing below, I am committing to my support of the National Kidney Foundation.

Total Investment: \$ _____

CONTACT NAME: _____

COMPANY: _____

Signature: _____ 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.