



# Partnering with the NKF Konica Minolta Golf Classic

*The Premier Amateur Golf Event for Charity*



*Houston Texas  
Kingwood Country Club, Houston TX  
October 28, 2022*

TITLE SPONSOR



NATIONAL CORPORATE PARTNER



NATIONAL PROMOTIONAL PARTNERS

Official Golf Apparel



Official Headwear



NATIONAL FINALS HOST



# JOIN US ON THE ROAD TO PEBBLE BEACH

The road to Pebble Beach starts in Houston at Kingwood Country Club on October 28th! 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 Champions 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 2023.

We look forward to you joining us!

# 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.
- Host the Patient Transplant Panel Discussion, to have transplant patients share resources, experiences, and hope.
- Present the Symposium nationwide, bringing together kidney professionals to improve care for our kidney patients.

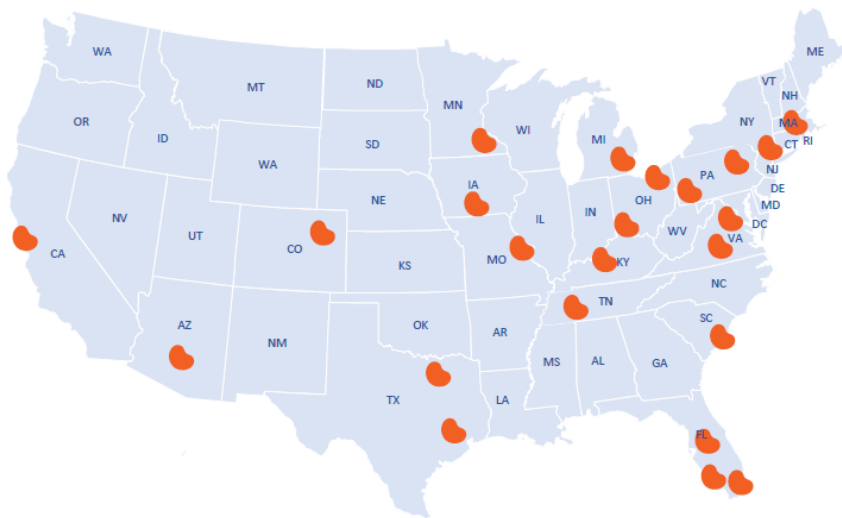
## **KIDNEY DISEASE: WHAT YOU SHOULD KNOW**

- 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

## AMAZING VENUES



### Winged Foot Golf Club – Mamaroneck, NY

- *US Open, US Amateur, PGA 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*

### Cassique Golf Course – Kiawah, SC

- *Tom Watson design*

### Tiburón Golf Club – Naples, FL

- *Host of PGA Tour's Shark Shootout*

## MORE THAN JUST GOLF

- **More than 25 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
  - 8 of top 10 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**

**Amount tax deductible: \$11,600**

- Three (3) Foursomes
- Company name cited as 'Local Presenting Sponsor' on all marketing materials
- Prominent logo placement on:
  - Save the Date and Invitation
  - Tee sign at two (2) holes
  - NKF Dallas Golf Website
  - Two (2) dedicated Social Media Posts
  - Logo inclusion on Golf Emails
- Digital Program Ad
- Speaking opportunity before shotgun start
- Opportunity to include branded item in gift bag
- Opportunity to be at hole to promote business
- Lunch, Awards Reception & Dinner for players

## GOLD SPONSOR

**\$8,000**

**Amount tax deductible: \$5,750**

- Two (2) Foursomes
- Logo placement on:
  - Invitation
  - Tee sign at one (1) hole
  - NKF Dallas Golf Website
  - One (1) dedicated Social Media Post
  - Logo inclusion on Golf Emails
- Digital Program Ad
- Opportunity to include branded item in gift bag
- Opportunity to be at hole to promote business
- Lunch, Awards Reception & Dinner for players

## SILVER SPONSOR

**\$5,000**

**Amount tax deductible: \$3,850**

- One (1) Foursomes
- Logo placement on:
  - Invitation
  - Tee sign at one (1) hole
  - NKF Dallas Golf Website
- Digital Program Ad
- Opportunity to include branded item in gift bag
- Opportunity to be at hole to promote business
- Lunch, Awards Reception & Dinner for players

## SHIRT SPONSOR: **EXCLUSIVE**

**\$6,500**

**Amount tax deductible: \$4,500**

- One (1) Foursome
- Logo placement on NKF Konica Minolta Golf Classic Shirt
- Logo placement on:
  - Invitation
  - Tee sign at one (1) hole
  - NKF Dallas Golf Website
- Digital Program Ad
- Opportunity to include branded item in gift bag
- Opportunity to be at hole to promote business
- Lunch, Awards Reception & Dinner for players

## EXECUTIVE FOURSOME SPONSOR

**\$3,500**

**Amount tax deductible: \$2,350**

- One (1) Foursome
- Logo placement on:
  - Tee sign at one (1) hole
- Opportunity to include branded item in gift bag
- Opportunity to be at hole to promote business
- Lunch, Awards Reception & Dinner for players

## HOLE SPONSOR

**\$1,000**

**Amount tax deductible: \$950**

- Logo placement on:
  - Tee sign at one (1) hole
- Opportunity to be at hole to promote business
- Opportunity to include branded item in gift bag

## FOURSOME ENTRY

**\$2,000**

**Amount tax deductible: \$900**

- One (1) Foursome
- Lunch, Awards Reception & Dinner for players
- Individual Greg Norman Collection Golf Shirts
- Golfer gift bag for each participant

## CONTACT US TO LEARN MORE

Brian Sanchez • Development Manager • 713 870-0865 • [brian.sanchez@kidney.org](mailto:brian.sanchez@kidney.org)

# PARTNERSHIP OPPORTUNITIES

## PAYMENT & INTENT

I will pay and register online at [www.NKFKonicaMinoltaGolfClassic.com](http://www.NKFKonicaMinoltaGolfClassic.com).

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

**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.