

National Kidney Foundation

# GOLF CLASSIC

Partnering with the NKF Golf Classic

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*The Premier Amateur Golf Event for Charity*



**Monday, June 17, 2024**  
**Magnolia Green Golf Club**  
**Registration 10:30 AM**  
**Shotgun Start 12:00 PM**

**JOIN US ON THE ROAD TO PEBBLE BEACH**

**REGISTER ONLINE > [NKFGolfClassic.com](https://www.nkfgolfclassic.com)**

NATIONAL CORPORATE PARTNER



NATIONAL PROMOTIONAL PARTNERS



NATIONAL FINALS HOST



The road to Pebble Beach starts at Magnolia Green Golf Club on Monday, June 17, 2024! The National Kidney Foundation 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 Magnolia Green Golf Club for an invitation to the 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 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 16-19, 2025.

We look forward to you joining us on Monday, June 17, 2024.

## ***TOURNAMENT COMMITTEE***

***Tad Davis, Co-Chairperson***  
***Senior Account Manager***  
***WWBT NBC12***

***Kent Winter, Co-Chairperson***  
***Director, Mid-Atlantic Region***  
***NASCAR***

**Valerie Knorr**  
National Kidney Foundation  
Community Outreach Manager

**Brantley Smith**  
Entec Systems  
National Sales Director

**LaTilda Owens, MBA**  
LHO Business Solutions, LLC  
CEO

**Jason Hasty**  
Simplot  
Sr. Account Executive  
Non-Commercial

**Chris Tripp**  
Financial Services  
Professional Agent  
New York Life Insurance Co.

**Donna Speller Turner**  
Advantage Business  
Strategies, Inc.  
President

# 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 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.
- Support the kidney community throughout the Commonwealth of Virginia.

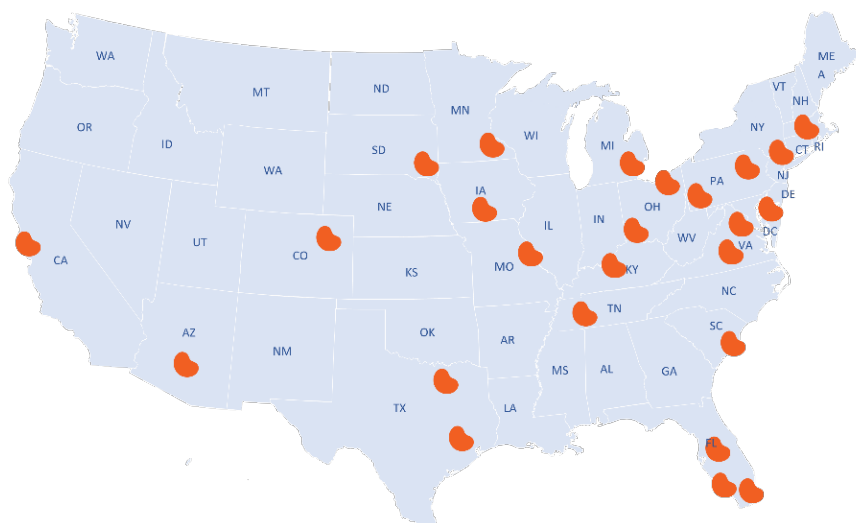
## **KIDNEY DISEASE: WHAT YOU SHOULD KNOW**

- 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 GOLF CLASSIC



## PRESTIGIOUS VENUES

### Winged Foot Golf Club – Mamaroneck, NY

- US Open, US Amateur, PGA Championship

### Sea Pines Resort – Hilton Head, SC

- PGA Tour, RBC Heritage

### Pinehurst Resort Golf – Pinehurst, NC

- US Open, US Women's Cup, US Amateur, PGA Championship, Ryder Cup

### 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** 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.

# PARTNERSHIP OPPORTUNITIES

## LOCAL PRESENTING SPONSOR

**\$10,000**

### On-Site Recognition/Visibility:

Logo placement on the National Kidney Foundation Golf Classic Shirt and on Signage

(2) Hole Sponsorships

Program book ad & additional marketing

Opportunity to speak briefly to all golfers before start of tournament

### Client Entertainment/Hospitality:

Entertain clients with 3 foursome entries

Lunch, Awards Reception & Dinner, and Auction for all players

Option to place promotional or marketing items in golfer welcome packages

## GOLD SPONSOR

**\$7,500**

### On-Site Recognition/Visibility:

Signage & opportunity for on-site promotion

(2) Hole Sponsorships

Program book ad & additional marketing

### Client Entertainment/Hospitality:

Entertain clients with 2 foursome entries

Lunch, Awards Reception & Dinner, and Auction for all players

## SILVER SPONSOR

**\$5,000**

### On-Site Recognition/Visibility:

Signage & opportunity for on-site promotion

Hole Sponsorship

Program book ad & additional marketing

### Client Entertainment/Hospitality:

Entertain clients with (2) foursome entries

Lunch, Awards Reception & Dinner, and Auction for all players

## TOURNAMENT SPONSORSHIPS

**\$2,500** – Includes one (1) of the sponsorship options listed below, along with one (1) Foursome, Hole Signage & display option. Lunch, Awards Reception, Dinner & Auction for all team members.

### GOLF CART SPONSOR –

Name/Logo recognition on all Player Carts along with option to include premium item(s) in golf carts

### DRINK CART SPONSOR –

Name/Logo recognition on Drink Carts/Stations

### GOLFER REGISTRATION SPONSOR –

Name/Logo displayed prominently at Golfer Registration

### LUNCH SPONSOR –

Donation of lunch for the golfers

Name/Logo prominently displayed at the lunch location

### COCKTAIL RECEPTION SPONSOR –

Name/Logo displayed prominently at reception area

### DRIVING RANGE SPONSOR –

Name/Logo displayed prominently at Driving Range

### PUTTING GREEN SPONSOR –

Name/Logo displayed prominently at Putting Green

### SCORING/SCOREBOARD SPONSOR –

Rotating company logo or ad on Scoring TV's located at the clubhouse

# PARTNERSHIP OPPORTUNITIES

## EXECUTIVE FOURSOME ENTRY \$1,600

- **Entertain clients with entry for one foursome** in the National Kidney Foundation Golf Classic
- Premium Gift Collection for each player
- Exclusive hole sponsorship including tee sign with company logo
- Lunch, Awards Reception, Dinner and Auction for all team members

## FOURSOME ENTRY \$1,200

- **Entry for one foursome** in the National Kidney Foundation Golf Classic
- Premium Gift Collection for each player.
- Lunch, Awards Reception, Dinner and Auction for all team members

## HOLE SPONSOR \$500

- Name/Logo displayed on tournament sign at the sponsored hole
- Opportunity to be on-site with a 10'x10' display and promote your company at the sponsored hole
- Opportunity to distribute premium items/samples bearing your corporate logo (within tournament and course guidelines)
- Signage located at the tee box and near the green area of sponsored hole

## GUEST AWARDS RECEPTION TICKET

\$50/person

- Non-golfer ticket includes Awards Reception, Dinner and Live & Silent Auction.

## PAYMENT & INTENT

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

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

**Total Investment: \$** \_\_\_\_\_

CONTACT NAME:

NKF STAFF: Valerie Knorr

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.*