



*THE 30TH ANNUAL*

**RICHMOND  
GOLF CLASSIC**

**SPONSORSHIP & UNDERWRITING  
OPPORTUNITIES**

**May 20, 2019 | The Country Club of Virginia**

**IN PARTNERSHIP**



**WITH:**

**FINANCIAL**





# SPONSORSHIP OPPORTUNITIES

Join us on the course to fight back against cancer!

Your company's participation in the 30th Annual Richmond Golf Classic provides the opportunity to support the fight against cancer, while enjoying a premier golf event.



## PLAYER PACKAGES

### BENEFACTOR TEAM \$3,000/\$2,500\*

- Foursome (play for four golfers), includes high-end amenity player package, green fees, cart, and use of the locker room, practice green, and driving range for each golfer
- Lunch, reception, and awards dinner for four
- Recognition in the event program

### PATRON PLAYER \$1,500/\$1,250\*

- Twosome (play for two golfers), includes high-end amenity player package, green fees, cart, and use of the locker room, practice green, and driving range for each golfer
- Lunch, reception, and awards dinner for two
- Recognition in the event program

### DONOR PLAYER \$750/\$625\*

- Individual player, includes high-end amenity player package, green fees, cart, and use of the locker room, practice green, and driving range for each golfer
- Lunch, reception, and awards dinner for one
- Recognition in the event program

\*\*Team Power Packages are available for \$100 per team. Includes four mulligans, one power stroke, and entry in the course contest holes.

## PRESENTING SPONSOR- \$25,000

- Naming rights to the 30th Annual ACS Golf Classic Presented by "Your Company"
- Three Benefactor Team Packages. See Player Packages for details
- Recognition on all event collateral, press releases, and public service announcements (where applicable)
- Opportunity for company representative to speak during the awards dinner
- Full-page acknowledgement in the event program
- Course signage with company logo
- Acknowledgement on event website

## EAGLE SPONSOR- \$10,000/\$9,000\*

- Three Benefactor Team Packages. See Player Packages for details
- Recognition on all event collateral and press releases
- Half-page acknowledgement in the event program
- Course signage with company logo
- Acknowledgement on event website

\* PRICE WITH CANCER SURVIVOR PLAYER

# SPONSORSHIP OPPORTUNITIES

## BIRDIE SPONSOR- \$5,000/\$4,500\*

- Two Benefactor Team Packages. See Player Packages for details
- Recognition on all event collateral and press releases
- Quarter-page acknowledgement in the event program
- Course signage with company logo
- Acknowledgement on the event website

\* PRICE WITH CANCER  
SURVIVOR PLAYER

## HOSPITALITY SPONSOR- \$1,000

- Sponsorship includes your choice of one of the following naming opportunities (as available):
  - Bar Reception Sponsor
  - Driving Range Sponsor
  - Awards Sponsor
  - Beverage Cart Sponsor
  - Scorecard Sponsor
  - Registration Sponsor
  - Golf Cart Sponsor
  - Survivor Round of Golf Sponsor

## HOLE SPONSOR- \$500

- Your corporate logo prominently displayed on one (1) hole sign
- Your company name will be listed on the Richmond Golf Classic Website

## UNDERWRITING OPPORTUNITIES

Underwriters are dedicated to maintaining a sustainable event for the American Cancer Society by covering the expenses of essential elements.

By committing to underwriting a specific portion of the event, underwriters will receive name recognition on the event website and in the event program. Additional recognition benefits are listed below. Underwriting commitments do not include individual spots, foursomes, or other taxable benefits for the Richmond Golf Classic.



## PLAYER GIFTS- \$15,000

- Sponsor our Player Gifts. Your company's logo will appear on Player Gift packaging that each participant will receive.

## MISSION & EVENT SIGNAGE- \$5,000

- Sponsor our mission pennants at the event. Players will have the opportunity to purchase a pennant "In Honor" or "In Memory" of a loved one and place it prominently along the course. Your company's logo will be featured on all of these pennants as well as other event day and directional signage.

# 30th Annual American Cancer Society Golf Classic

November 13, 2018

**DEAR BUSINESS LEADERS AND FRIENDS,**

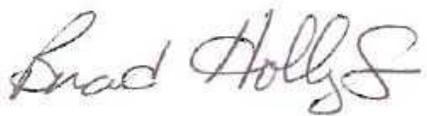
The American Cancer Society's Richmond Golf Classic is a high-end, amenity-rich tournament that raises funds for the Society's mission of helping people stay well and get well, by finding cures, and fighting back. While progress has been made in cancer research, we still have a lot of work to do.

You are invited to join us on Monday, May 20, 2019, at the Country Club of Virginia for a day of first class golf and networking in our efforts to finish the fight against cancer. By bringing together prominent business leaders and community leaders to our event, we are able to support the mission of the American Cancer Society and create a world with more birthdays.

To date, the Society has granted over \$4 billion to cancer research and we are saving more than 400 lives each day. In the past 29 years, the Richmond Golf Classic has raised over \$3 million to support the society's research funding, and community programs and services.

We hope to see you on the course for a day of golf like no other!

Sincerely,



Brad Holley,  
2019 ACS Golf Classic Chair

**HERE ARE A FEW WAYS  
YOUR SUPPORT IS HELPING  
THE AMERICAN CANCER  
SOCIETY SAVE LIVES**



## *24/7 Help*

We are there for cancer patients and families 24-hours a day, seven days a week at [cancer.org](http://cancer.org) or by calling 1-800-227-2345. Our cancer information specialists can help patients and families locate a hospital, understand cancer and treatment options, learn what to expect and how to plan, help address insurance concerns, find financial resources, connect with local support groups, and more.

## *Road To Recovery*®

Having cancer is hard. Finding a treatment shouldn't be. The American Cancer Society Road To Recovery program provides free rides to cancer patients to and from treatments. Trained volunteer drivers donate their time and the use of their personal vehicles to help patients get to the treatments they need.

## *Research*

Your support helps the American Cancer Society invest in groundbreaking cancer research. As of December 2016, the Society is investing in more than \$7.9 million in 12 research grants in Virginia, including grants at Virginia Commonwealth University and University of Virginia.

## *Hope Lodge*®

The American Cancer Society Hope Lodge program provides free overnight lodging to cancer patients and their caregivers who have to travel away from home for treatment. Not having to worry about where to stay or how to pay for it allows patients to focus on the most important thing: getting well. If a Hope Lodge is not available in the treatment area, the Society develops local partnerships with hotels to help offset the cost of overnight accommodations.