

3<sup>RD</sup> ANNUAL  
**DESERT  
GOLF**  
INVITATIONAL

JANUARY  
26  
2018

INDIAN  
WELLS  
COUNTRY  
CLUB

AN  
AMERICAN  
CANCER SOCIETY  
EVENT

SPONSORSHIP OPPORTUNITIES

[acsdessertgolfinvitational.org](http://acsdessertgolfinvitational.org)



# The 3<sup>rd</sup> Annual Desert Golf Invitational is the Coachella Valley's premier golf event to fight cancer.



Join Coachella Valley-area professionals and business leaders at the prestigious Indian Wells Country Club, one of the valley's most exclusive private courses. Enjoy a challenging day of golf and networking followed by a cocktail reception, awards dinner, and dynamic silent and live auctions.

By participating in this all-inclusive, all-day event, you'll help the American Cancer Society get one step closer to creating a world where cancer doesn't steal another year from anyone's life. Through your sponsorship, you are making the greatest impact in the fight against cancer. The American Cancer Society fights for every life threatened by every type of cancer in every community. The work we do impacts everyone regardless of where the funds are raised.

Here's how the society puts your dollars to work:

- **Your sponsorship can help us find cancer's causes and cures through groundbreaking research.** As the largest, private, nonprofit funder of cancer research, the American Cancer Society has played a role in nearly every cancer breakthrough in recent history. Since the early 1990s we've contributed to a 22 percent decline in US cancer death rates, meaning we've helped save more than 15 million lives. We fill a unique need with our research, funding cutting-edge investigators whose new ideas may otherwise be passed by. Our track record of funding 47 Nobel Prize winners early in their careers demonstrates our ability to identify the best and brightest ideas.
- **Your sponsorship allows us to do the most to help people with cancer today.** We're here 24 hours a day, seven days a week, 365 days a year, to help people with cancer and their families through every step of the cancer experience. We provide reliable information about cancer and treatment options, and free services like transportation to and from cancer treatment, free wigs, or a free place to stay while receiving treatment away from home.
- **Your sponsorship helps discover new ways to prevent cancer or find it at its earliest, most treatable stage, helps people take steps to stay healthy, and helps fight cancer through public policy as in the laboratory.** Nearly half of all cancer deaths could be prevented if people did what we know works: avoid tobacco, maintain a healthy weight through diet and exercise, and get recommended cancer screenings. We spread the word in communities across the country and fight for local, state, and federal policies that help keep people healthy. Through our nonpartisan advocacy affiliate, the American Cancer Society Cancer Action Network®, we work with lawmakers everywhere to make this world a healthier place to live.

**Experience the best customer service and client entertainment, a fantastic golf experience, and a rewarding opportunity to help fight back against cancer.**

**We hope you will join us!**

# SPONSORSHIP OPPORTUNITIES

## **TITLE SPONSOR \$20,000**

- Sixteen (16) golfers and underwriting of awards dinner reception
- Company name/logo recognition on Desert Golf Invitational player gift
- Company name/logo recognition on print materials and secured advertising, where applicable\*
- Company name/logo recognition on exclusive awards dinner reception signage
- Company name/logo recognition on event website and Facebook page
- Company name/logo recognition on event banner and tee sign
- One (1) table for 10 at the Desert Spirit Gala on March 11, 2018 (\*\$3,000 value)

## **ASSOCIATE SPONSOR \$15,000**

- Twelve (12) golfers and underwriting of cocktail reception
- Company name/logo recognition on print materials, where applicable\*
- Company name/logo recognition on exclusive cocktail reception signage
- Company name/logo recognition on event website and Facebook page
- Company name/logo recognition on event banner and tee sign

## **PREMIER SPONSOR \$10,000**

- Eight (8) golfers and underwriting of concierge registration
- Company name/logo recognition on print materials, where applicable\*
- Company name/logo recognition on exclusive concierge registration signage
- Company name/logo recognition on event website and Facebook page
- Company name/logo recognition on event banner and tee sign

## **ACE SPONSOR \$5,000**

- Eight (8) golfers
- Company name/logo recognition on print materials, where applicable\*
- Company name/logo recognition on event website and Facebook page
- Company name/logo recognition on event banner and tee sign

## **GOLF AND GALA CO-SPONSOR \$5,000**

- Four (4) golfers
- Company name/logo recognition on print materials, where applicable\*
- Company name/logo recognition on event website and Facebook page
- Company name/logo recognition on event banner
- One (1) table for 10 at the Desert Spirit Gala on Sunday, March 11, 2018 (\*\$3,000 value), includes some sponsor recognition benefits

## **DOUBLE EAGLE SPONSOR \$2,500**

- Four (4) golfers
- Company name/logo recognition on print materials, where applicable\*
- Company name/logo recognition on event website and Facebook page
- Company name/logo recognition on event banner





# HOSPITALITY SPONSORSHIPS

## ON-COURSE HYDRATION STATIONS \$2,000

- Sponsor name/logo at each on-course beverage station
- Company name/logo recognition on print materials, where applicable\*
- Company name/logo recognition on event website and Facebook page
- Company name/logo recognition on event banner

## GOLF CARTS \$2,000

- Company name/logo on each golf cart facing players
- Company name/logo recognition on print materials, where applicable\*
- Company name/logo recognition on event website and Facebook page
- Company name/logo recognition on event banner

## DRIVING RANGE & PUTTING GREEN \$1,500

- Company name/logo on signage at driving range during player practice
- Company name/logo recognition on print materials, where applicable\*
- Company name/logo recognition on event website and Facebook page
- Company name/logo recognition on event banner

## HOLE SPONSOR \$500

- Company name/logo or individual name listed on tee signage on course  
*(Can be in honor, in memory, or in celebration of a loved one affected by cancer)*
- Company name/logo recognition on print materials, where applicable\*
- Company name/logo recognition on event website and Facebook page

\*Additional opportunities available upon request.

# PLAYER OPPORTUNITIES

## FOURSOME \$1,500

- Four (4) golfers
- Early bird foursome available until November 1, 2017 \$1,200  
*(commitment and payment must be received by November 1, 2017)*

## INDIVIDUAL PLAYER \$400

- One (1) golfer
- Early bird individual player available until November 1, 2017 \$350  
*(commitment and payment must be received by November 1, 2017)*

## DINNER RECEPTION ONLY \$150

- Entry for One (1) to Awards Dinner Reception; includes cocktail reception, silent, and live auction

## DINNER RECEPTION ADD-ON \$100

- Accompanying golfer's spouse, friend, or family member when purchased with a foursome

## ALL GOLF PLAYER SPOTS INCLUDE:

Cart and green fees | Box lunch | Premium player gift | All on-course amenities | Entry for one (1) to Awards Dinner Reception; includes Cocktail Reception, silent and live auction

# SPONSORSHIP AMENITIES



<b>SPONSORSHIP LEVELS</b>	Title Sponsor \$20,000	Associate Sponsor \$15,000	Premier Sponsor \$10,000	Ace Sponsor \$5,000	Golf & Gala Co-Sponsor \$5,000	Double Eagle Sponsor \$2,500
Golfer spots	16	12	8	8	4	4
Dinner Reception Admissions	32	24	16	8	n/a	4
Underwriting of	Awards Dinner Reception	Cocktail Reception	Concierge Registration			
Opportunity for company representative to speak during the program	*					
Company name/logo on Desert Golf Invitational player gift	*					
Company name/logo on secured advertising, where applicable*	*	*				
Recognition on golf invitations mailed to 500+ people	Logo Printed on Front	*	*			
Company name/logo on tee sign	*	*	*	*		
Company name/logo on print materials, where applicable*	*	*	*	*	*	*
Company name/logo on event website and Facebook page	Prominent	Prominent	*	*	*	*
Company name/logo on event banner*	*	*	*	*	*	*
Print ads in golf program**	Premium Full Page; logo printed on cover	Full Page	Half Page	Quarter Page	Business Card Size	Business Card Size

\*Commitment and logo needed by October 1, 2017 to be included on invitations

\*\*Commitment and logo needed by December 26, 2017 to be included in golf program and event banner

# SPONSOR COMMITMENT FORM

2018 Desert Golf Invitational | January 26, 2018 | Indian Wells Country Club

## SPONSORSHIP OPPORTUNITIES

- |   |                 |  |
|---|-----------------|--|
| <input type="checkbox"/> Title Sponsor            | <b>\$20,000</b> | 16 golfers and underwriting of awards dinner reception, plus company name recognition on: player gift, all print materials, event banner and tee sign, event website and Facebook page; one table of 10 at the Desert Spirit Gala on 3.11.18 |
| <input type="checkbox"/> Associate Sponsor        | <b>\$15,000</b> | 12 golfers and underwriting of cocktail reception, plus company/name recognition on: print materials, event banner and tee sign, event website and Facebook page   |
| <input type="checkbox"/> Premier Sponsor          | <b>\$10,000</b> | 8 golfers and underwriting of concierge registration, plus company/name recognition on: print materials, event banner and tee sign, event website and Facebook page  |
| <input type="checkbox"/> Ace Sponsor              | <b>\$5,000</b>  | 8 golfers, plus company/name recognition on: print materials, event banner and tee sign, event website and Facebook page   |
| <input type="checkbox"/> Golf and Gala Co-Sponsor | <b>\$5,000</b>  | 4 golfers, plus company/name recognition on: print materials, event banner, event website and Facebook page; one table of 10 at the Desert Spirit Gala on 3.11.18  |
| <input type="checkbox"/> Double Eagle Sponsor     | <b>\$2,500</b>  | 4 golfers, plus company/name recognition on: print materials, event banner, event website and Facebook page  |

## HOSPITALITY SPONSORSHIPS

- |  |         |
|--|---------|
| <input type="checkbox"/> On-course Hydration Stations  | \$2,000 |
| <input type="checkbox"/> Golf Carts                    | \$2,000 |
| <input type="checkbox"/> Driving Range & Putting Green | \$1,500 |
| <input type="checkbox"/> Hole Sponsor                  | \$500   |

## OTHER OPPORTUNITIES

- |  |         |  |         |
|--|---------|--|---------|
| <input type="checkbox"/> Foursome                | \$1,500 | <input type="checkbox"/> Early bird Foursome*          | \$1,200 |
| <input type="checkbox"/> Individual Player       | \$400   | <input type="checkbox"/> Early bird Individual Player* | \$350   |
| <input type="checkbox"/> Dinner Reception        | \$150   |  |         |
| <input type="checkbox"/> Dinner Reception Add-on | \$100   |  |         |
- \*Must have payment by 11.1.17 to secure Early bird pricing

Name	Email	Phone
Company		
Company Address		

List the business or individual name you wish printed for recognition.

- ☐ I am unable to attend, but would like to participate as a Hospitality Sponsor. *(Please mark your desired sponsorship(s) above.)*
- ☐ I would like to make a donation to the American Cancer Society in the amount of \$\_\_\_\_\_ in honor of \_\_\_\_\_.
- ☐ Enclosed is my check, payable to the American Cancer Society, in the amount of \$\_\_\_\_\_.
- ☐ Please send me an invoice.
- ☐ Please charge \$\_\_\_\_\_ to my ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover.

Cardholder name:

Credit card number: Exp. date:

Billing address (if different than above):

Signature: Date:

PLEASE RETURN FORM TO: American Cancer Society, Attn: Desert Golf Invitational, 73-161 Fred Waring Drive #100, Palm Desert, CA 92260, fax to 760.341.8783, or email to [DesertGolf@cancer.org](mailto:DesertGolf@cancer.org).

FOR MORE INFORMATION: Kelli Biello, Development Manager, Distinguished Events | [kelli.biello@cancer.org](mailto:kelli.biello@cancer.org) | 760.340.6315

The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us online at [cancer.org](http://cancer.org) and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345. Tax ID # 13-1788491