

# INVESTMENT & UNDERWRITING OPPORTUNITIES



## 20<sup>TH</sup> ANNUAL GUS MACHADO GOLF CLASSIC



**FRIDAY, NOVEMBER 13, 2020**

THE BILTMORE HOTEL GOLF COURSE

Coral Gables



Attacking from every angle.™

# 20TH ANNUAL GUS MACHADO GOLF CLASSIC



## American Cancer Society DISTINGUISHED GOLF EVENT

### YOUR SUPPORT

**Cancer hasn't stopped so neither can we.** For the first time in history, our mission to save lives and reduce cancer mortality rates is at risk from COVID-19. We're in danger of losing a generation of progress in scientific research and a generation of lifesaving progress if we don't act now.

Cancer is relentless. It doesn't stop for anything. It certainly doesn't stop for a global pandemic. That's why we can't stop either and why we need your help'. Cancer Research is more important now than ever and we need your continued support.

Help us save lives by supporting one of our Distinguished Golf Events, the Gus Machado Golf Classic. As a supporter, you are making an investment in our crucial mission and will enjoy a positive return on marketing value and impact on your organization.

The American Cancer Society was created 106 years ago for one purpose – to liberate the world from the threat of cancer. Much due to American Cancer Society research, there has been a 29 percent decline in the cancer deaths rate over the past 27 years. That's nearly 2.9 million deaths prevented.

### BILTMORE HOTEL GOLF COURSE, CORAL GABLES

The American Cancer Society's Gus Machado Golf Classic will be held on Friday, November 13, 2020 at the Biltmore Hotel Golf Course, an 18-hole, 71-par championship course, originally designed in 1925 by legendary golf course architect Donald Ross and updated for the modern game in 2018.

#### FOR ADDITIONAL INFORMATION PLEASE CONTACT:

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## American Cancer Society

**The American Cancer Society's (ACS) mission is to save lives, celebrate lives, and lead the fight for a world without cancer. We do this through four primary ways:**

**WE DELIVER BREAKTHROUGHS** investing in innovative research to develop game-changing approaches. This includes extramural research grants, cancer prevention studies, ACS journals and publications, a behavioral research center, and research venture fund. The American Cancer Society is the largest non-governmental source of cancer research funding in the United States. Through the years, 47 ACS-funded scientists have won the Nobel Prize. Today, ACS is funding \$410,152,249 in research grants across the country!

**WE PROVIDE DIRECTION** as a passionate ally, empowering people with information and answers. Throughout the cancer journey, ACS provides a circle of care that offers patients comprehensive information, daily help, and emotional support. This mainly includes our work through the National Cancer Information Center, Patient Navigation Program, cancer.org, cancer screening guidelines, health professional and patient education.

**WE ARE ACTIVISTS** convening relentless partners for awareness and impact. More specifically, this refers to ACS CAN (Cancer Action Network), cancer control roundtables, Coaches vs. Cancer, CEO's Against Cancer, and corporate partnerships. ACS promotes effective cancer policies and legislation at the federal, state, and local levels. Current advocacy efforts include creating a smoke-free environment in Atlanta's Hartsfield-Jackson Airport and increasing the tax on tobacco products.

**WE BUILD COMMUNITIES** united to fight cancer with access to treatment and compassion. This is accomplished through services like the Hope Lodge, Road to Recovery, CHANGE Grants, Relay for Life, Making Strides, galas and golf events. ACS partners with community groups, schools, faith organizations, corporations and more to bring practical, cancer-fighting information to people nationwide.

**Cancer death rates have declined in the U.S. by 29% since 1991 but we can't stop there! About 606,520 Americans are expected to die of cancer in 2020, which equals about 1,660 people per day. We are committed to improving these devastating odds!**



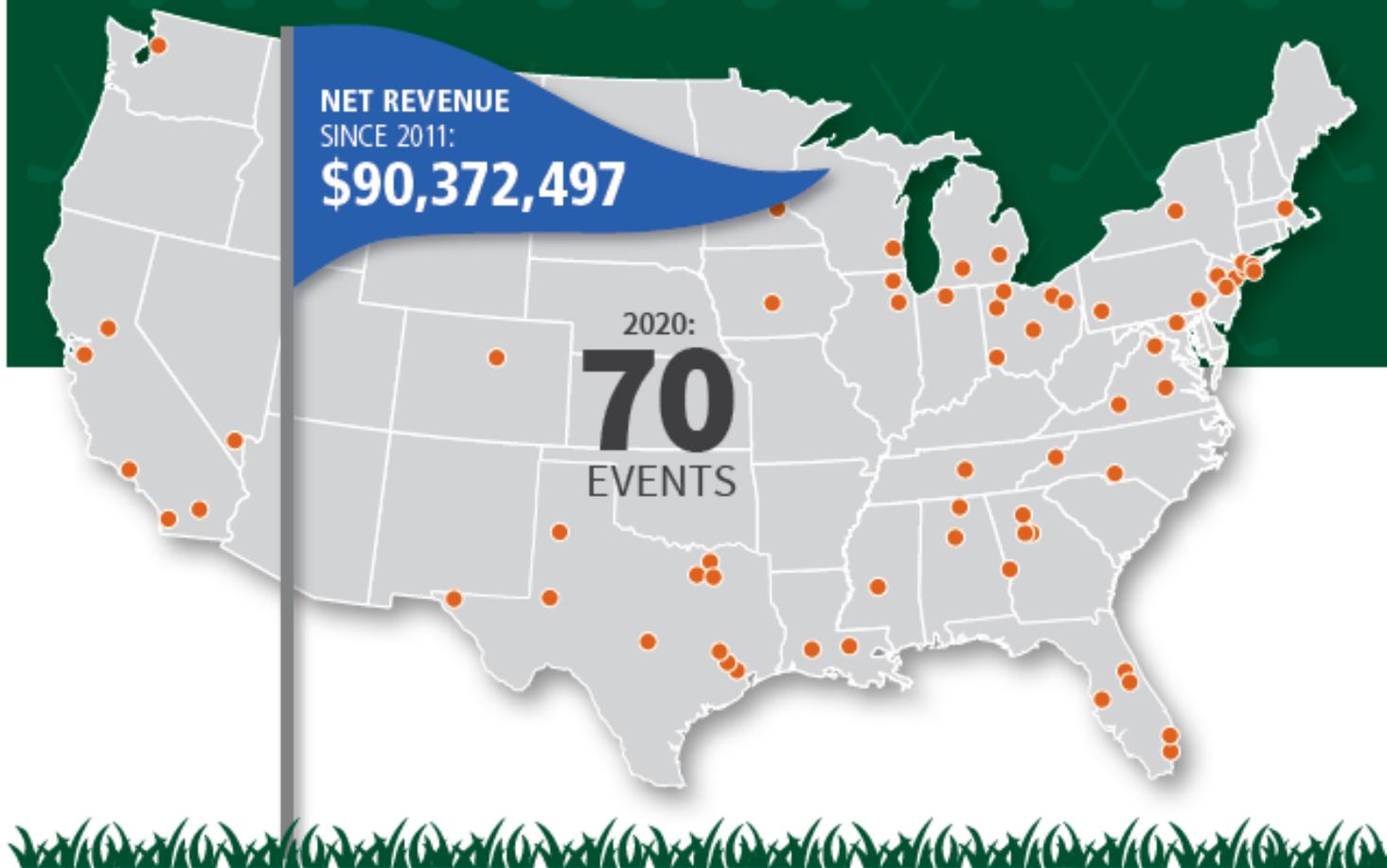
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# GOLF TO SAVE LIVES

Help us save lives from cancer by supporting one of our **DISTINGUISHED GOLF EVENTS**. At these high-profile tournaments, avid players and enthusiasts receive noteworthy player gifts and awards, day-long hospitality, a cocktail reception, and awards dinner.

As a supporter, you are making an investment in the American Cancer Society and will enjoy a positive return in marketing value and impact on your organization, all while helping us achieve our crucial mission.



We are currently funding more than \$417 million in **CANCER RESEARCH GRANTS\*** and have invested more than \$4.9 billion in cancer research since 1946.

\*As of August 2019



We responded to 1.42 million requests from people looking for **INFORMATION, HELP, AND SUPPORT** via phone and online chats in 2018.



We provided **nearly 480,000 RIDES TO TREATMENT** via our Road To Recovery® and other transportation programs in 2018.



We provided **more than 477,000 NIGHTS OF FREE LODGING** in 2018 through our Hope Lodge® program and nearly 543,000 total nights via our Hope Lodge communities, hotel partners, and other programs.



We bring together **1.5 MILLION VOLUNTEERS** to help save lives from cancer.



We have **89% BRAND RECOGNITION\***, making us a preferred charity partner.

\*2019 ACS Brand Tracker Study

# 20TH ANNUAL GUS MACHADO GOLF CLASSIC



**TOGETHER WE CAN  
SAVE LIVES, CELEBRATE LIVES, &  
LEAD THE FIGHT FOR A WORLD WITHOUT CANCER!**



## SCHEDULE OF ACTIVITIES

Format:	Four Player Team Scramble
10:30 - 11:30 a.m.	Staggered Registration
10:45 - 11:45 p.m.	Outdoor Lunch
12:00 p.m.	Tee Off
5:00 - 6:30 p.m.	Outdoor Cocktail & Awards Reception



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# GUS MACHADO GOLF CLASSIC

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# 20TH ANNUAL GUS MACHADO GOLF CLASSIC



## 2020 GUS MACHADO GOLF CLASSIC FRIDAY, NOVEMBER 13, 2020 THE BILTMORE HOTEL GOLF COURSE

PARTNERSHIP LEVELS					
PARTNERSHIP BENEFITS	PRESENTING PARTNER \$20,000	MAJOR PARTNER \$15,000	MASTER PARTNER \$10,000	SUPPORTER FOURSOME \$4,000	INDIVIDUAL GOLFER \$600
Invest Exclusivity <b>Only (1) Available</b>	✓				
American Cancer Society Gus Machado Golf Classic "Presented by" (company name)	✓				
Two (2) custom activations to market your organization to hundreds of influential Miami based stakeholders and decision makers.	✓				
Golfer registrations	<b>16</b>	<b>12</b>	<b>8</b>	<b>4</b>	<b>1</b>
Premium gift per player	✓	✓	✓	✓	✓
Logo recognition on printed collateral	✓	✓	✓		
Logo recognition on event website	✓	✓	✓	✓	
Recognition on social media platform	✓	✓	✓	✓	
Lunch and on-course hospitality per player	✓	✓	✓	✓	✓
Logo recognition on day of signage	✓	✓	✓		
Logo recognition on tournament hole signs	<b>4</b>	<b>2</b>	<b>1</b>		
Opportunity to distribute an ACS approved company promotional item(s) with player gifts	✓				
Invitation to Cocktail & Award Reception	✓	✓	✓	✓	✓
Recognition by Master of Ceremony	✓	✓			
Speaking opportunity at reception	✓				

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## STATION SPONSOR OPPORTUNITIES

**\$2,500**

Imagine your brand prominently displayed among the golfers and hotel guest. As a Hole Station Sponsor, your company will be featured at one of four Gus Machado Golf Classic Hole Station Sponsor along the golf course.

### PARTNERSHIP BENEFITS

- Company logo exclusively featured at one of four Hole Station along the golf course
- Opportunity to distribute an ACS approved company promotional item(s)
- Logo recognition on event website
- Logo recognition on printed collateral
- Recognition on social media platform
- Logo recognition on day of signage
- Logo recognition on tournament hole signs

## UNDERWRITING OPPORTUNITIES

Underwriters are dedicated to maintaining a sustainable event for the American Cancer Society by covering the expenses of essential elements. If you and your company are not able to attend the event and would like to support the American Cancer Society through the Gus Machado Golf Classic, these underwriting opportunities could be the perfect option for you.

By committing to underwriting a specific portion of the event, your company 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 player spots, foursomes, or other taxable benefits for the tournament.

### SELECTIONS

#### **\$5,000 Investment Opportunities (2 Available)**

- Tournament Lunch Underwriter – Company name/logo featured on welcome signs, each table, and verbal recognition during the opening ceremony
- Cocktail Reception Underwriter – Company name/logo featured on welcome signs, each table, and verbal recognition during the cocktail and awards reception

#### **\$3,000 Investment Opportunities**

- Golf Ball Underwriter – Company name/logo displayed on golf balls

#### **\$1,000 Investment Opportunity**

- Putting Contest Underwriter – Company name/logo displayed on large tee sign on the putting green
- Closest to the Pin Contest Underwriter – Company name/logo on large tee sign located on the Closest to the Pin hole
- Longest Drive Contest Underwriter – Company name/logo on large tee sign located on Longest Drive hole

#### **\$500 Investment Opportunity**

- Hole Sponsor – One (1) tee sign printed with company name, logo or individual name
  - Can be made *in honor of, celebration of* or *in memory of*

**American Cancer Society**  
**Terms and Conditions - Event Sponsorship and Underwriting**

The following terms and conditions apply to sponsorships and/or underwriting of events of the American Cancer Society, Inc. ("ACS"):

**1. Sponsorship Commitment.** Sponsor has made a financial contribution (the "Payment") as a sponsor and/or underwriter of the ACS event (the "Event") identified on a sponsor commitment form, sponsorship package, pledge form, ACS website or similar agreement (each, a "Sponsorship Commitment"). ACS will have unrestricted use of the Payment. Any goods or services contributed by Sponsor or promotional activities conducted by Sponsor in connection with Event are provided as charitable contribution to ACS and without consideration.

**2. Sponsorship Acknowledgements.** ACS will provide the public recognition and acknowledgment applicable to Sponsor's support level as set forth in the Sponsorship Commitment (the "Sponsorship Acknowledgments"). Acknowledgment of Sponsor's sponsorship, while identifying Sponsor, will not endorse Sponsor's products or services or contain any qualitative or comparative language or price information with respect to Sponsor's products or services. Sponsorship Acknowledgments are not being provided as consideration of the Payment and the value of such acknowledgments will not exceed 2% of the Payment value. ACS will arrange and bear all costs and expenses related to Sponsor Acknowledgements.

**3. Sponsorship Benefits.** ACS will provide the additional sponsorship benefits (such as Event admission, food and beverage, entertainment, VIP seating, etc.) applicable to Sponsor's support level as set forth in the Sponsorship Commitment ("Benefits"). ACS will arrange and bear all costs and expenses related to Benefits.

**4. Tax Treatment.** The American Cancer Society is a qualified public charity under Section 501(c)(3) of the Internal Revenue Code (the "Code"). Sponsor's Payment is a qualified sponsorship payment under Section 513(j) of the Code and nonrefundable. To the extent that Sponsor's Payment exceeds the fair market value of all goods, services and other return benefits received by Sponsor, it is considered a charitable donation to ACS and tax deductible to the extent permitted by law. ACS will provide Sponsor with documentation of the fair market value of all return benefits received in connection with the Event. In no event will the value of return benefits exceed the Payment. The return benefits are not intended to be available as a regularly occurring sale or an offer of advertising. Sponsor is responsible for consulting with its own tax advisor regarding the deductibility and treatment of its Payment, including contributed goods, for its own tax purposes. Contributed services are not tax deductible.

**5. Use of Names and Logos.** Sponsor grants to ACS the free, limited, non-exclusive, nontransferable, nonassignable, revocable right and license to use the Sponsor's name and logo provided by Sponsor solely for the purpose of providing the Sponsorship Acknowledgments, Benefits and otherwise fulfilling its obligations under these Terms and Conditions. Sponsor has the right to publicly announce and promote its sponsorship of the Event using the ACS name as follows: "[Sponsor] is [or was] a proud Sponsor of the [Event]" or in similar language approved in advance by ACS. In any online announcement, a link to [www.cancer.org](http://www.cancer.org) will be provided. Any use of the ACS logo or any use of the ACS name other than the language set forth above, requires the prior written review and approval of ACS. In no event shall Sponsor use ACS's name or logo in connection with the sale of a product or service. Upon request, Sponsor will provide ACS with copies of any Sponsor materials that use the ACS name or logo. All use of the ACS name or logo inures to the benefit of ACS. All Sponsor's right to use the ACS name and/or logo will terminate one (1) year after the Event, or earlier upon ACS's written notice of termination. Both parties further agree not to use each other's intellectual property in any way that would imply endorsement of one's self or demean, defame, embarrass, diminish or cause any harm to the other.

**6. Sponsorship Scope.** Unless otherwise expressly identified on the Sponsorship Commitment, Sponsor will be a non-exclusive sponsor of the Event and ACS reserves the right to have other sponsors. Sponsor acknowledges that all Sponsorship Acknowledgments and Benefits provided by ACS relate only to the identified Event, and not similar ACS events held in other locations.

**7. Tobacco Affiliations.** "Tobacco Company" means any company that manufactures tobacco products and is commonly considered to be part of the tobacco industry, including subsidiaries and parent companies, and companies under common control with such company, as well as philanthropic foundations and other organizations closely linked with the tobacco industry. Sponsor represents and warrants that it (i) is not a Tobacco Company; (ii) does not own 5% or more of a Tobacco Company; and (iii) is not 5% or more owned by a Tobacco Company. Sponsor will adhere to ACS's no smoking policy when on ACS premises and the Event location.

**8. Force Majeure.** Neither Sponsor nor ACS will be deemed to be in default of any provision of this Agreement, or for failures in performance, resulting from acts of God, fire, flood, communicable disease outbreak, epidemic, public health emergency, natural catastrophe, severe weather, war, terrorism, labor dispute, governmental regulation or act, or similar events beyond the party's reasonable control, including any quarantine, travel warning or restriction or other action of government agencies or commercial entities intended to control, mitigate or otherwise address the foregoing (a "Force Majeure Event").

**9. Discretionary Authority.** Sponsor understands that the Event is being conducted, and Sponsor's Payment will be utilized, in furtherance of ACS's charitable mission. Sponsor acknowledges that ACS shall retain full discretion and control over the Event, including planning, schedule and operations. ACS reserves the right to reschedule or cancel the Event for any Force Majeure Event or any other reason it deems necessary or advisable, including without limitation logistical complications, public health concerns, severe weather forecast or other circumstances potentially affecting Event operations, attendance or success. In such cases, ACS will make reasonable efforts to provide Sponsorship Acknowledgments and Benefits at a rescheduled or comparable event within a reasonable time with Sponsor's approval.

**10. Applicable Law, Jurisdiction, and Special Damages.** These Terms and Conditions will be governed by the laws of the state of Georgia. The state and federal courts located in Fulton County, Georgia will have exclusive jurisdiction over all claims brought under this Agreement. Neither party will be liable for any indirect, special or consequential damages. This limitation of liability will not limit either party's gross negligence or willful misconduct.

**11. Miscellaneous.** If any provision of these Terms and Conditions of Sponsorship are held invalid or unenforceable in any circumstances by a court of competent jurisdiction, the remainder of these Terms and Conditions, and the application of such provision in any other circumstances, will not be affected thereby. The remedies specified herein are cumulative and in addition to any remedies available at law or in equity. Waiver of a breach of any provision of these Terms and Conditions does not constitute a waiver of any other breach of the same provision or any other provision of these Terms and Conditions. All Sections of these Terms and Conditions that by their nature are intended to survive expiration or termination will so survive. These Terms and Conditions, together with the Sponsorship Commitment, constitutes the entire agreement between the parties with respect to its subject matter, and supersedes all other communications between the parties with respect to such subject matter. In the event of a conflict between these Terms and Conditions and the Sponsorship Commitment, these Terms and Conditions will control. Nothing in this Agreement shall be construed to create a partnership or joint venture between the parties and neither party shall have the right to bind the other to any contracts, agreements, or other obligations without the express, written consent of an authorized representative of such party. These Terms and Conditions, and the rights granted hereunder, may not be assigned by either party without the prior written consent of the other party.

Last Revised: 03.13.2020



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# 20TH ANNUAL GUS MACHADO GOLF CLASSIC

## PARTNERSHIP & UNDERWRITING COMMITMENT FORM

**YES!** I/We would like to support the 2020 Gus Machado Golf Classic at the following level:

- |   |  |
|---|--|
| <input type="checkbox"/> \$20,000 Presenting Sponsor  | <input type="checkbox"/> \$5,000 Tournament Lunch Underwriter          |
| <input type="checkbox"/> \$15,000 Major Sponsor       | <input type="checkbox"/> \$5,000 Cocktail Reception Underwriter        |
| <input type="checkbox"/> \$10,000 Master Sponsor      | <input type="checkbox"/> \$3,000 Golf Polo Shirt Underwriter           |
| <input type="checkbox"/> \$4,000 Supporter Foursome   | <input type="checkbox"/> \$3,000 Golf Balls Underwriter                |
| <input type="checkbox"/> \$600 Individual Golfer      | <input type="checkbox"/> \$1,000 Putting Contest Underwriter           |
| <input type="checkbox"/> \$2,500 Hole Station Sponsor | <input type="checkbox"/> \$1,000 Longest Drive Contest Underwriter     |
| <input type="checkbox"/> \$500 Hole Sponsor (1 Sign)  | <input type="checkbox"/> \$1,000 Closet to the Pin Contest Underwriter |

I AM UNABLE TO ATTEND and wish to support the American Cancer Society with a donation in the amount:

\$ \_\_\_\_\_

Company/Individual Name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Work phone: \_\_\_\_\_ Cell phone: \_\_\_\_\_

Assistant's name: \_\_\_\_\_

Assistant's phone: \_\_\_\_\_ Assistant's email: \_\_\_\_\_

Payment Information:     Check     Visa     MC     Amex     Invoice Me

Name on card: \_\_\_\_\_

Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing City: \_\_\_\_\_ Billing State: \_\_\_\_\_ Billing Zip: \_\_\_\_\_

Thank you for your support of the American Cancer Society, a 501(c)(3) tax-exempt organization. Event sponsorships and underwriting contributions are subject to the attached Terms and Conditions available at <https://acsfdmia.ejoinme.org/GusMachadoGolfClassic> and incorporated herein by this reference.

\_\_\_\_\_ I have read the attached Terms and Conditions. (Please check off, the section is required).

Signature: \* \_\_\_\_\_ Date: \_\_\_\_\_

\*This signature is your commitment to contribute at the level specified above.

**This form must accompany your check payment. Please make checks payable to:**

**American Cancer Society, include "Society Key - PMM3JH" in the memo field.**

**Due to COVID-19 all check must be mailed directly to our Atlanta Headquarters.**

**American Cancer Society, 250 Williams Street NW, Atlanta, GA 30303**

**If paying with credit card return this form via email to Millie Delgado at [mildred.delgado@cancer.org](mailto:mildred.delgado@cancer.org) or call 786-753-6199 or Anna Obregon at [anna.obregon@cancer.org](mailto:anna.obregon@cancer.org) or call 786-753-6207.**

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 1-800-227-2345.

# 20TH ANNUAL GUS MACHADO GOLF CLASSIC

## COVID-19 EVENT SAFETY PLAN

### SOCIAL DISTANCING

Outdoor Opening Ceremony and Post-Golf Reception to enhance ventilation as people congregate for programs (weather permitting)	✓
Safe spacing for waiting lines enforced by floor markers and volunteers	✓
Staggered check-in times to prevent registration crowds	✓
Box Lunches instead of open buffets	✓
One golfer per golf cart (unless additional player is in the same household)	✓

### SANITIZING

Cleansing stations stocked with supplies (disinfectant spray, paper towels, wipes, etc.) for guest use located throughout the event and golf courses	✓
Hourly bathroom cleaning/disinfecting	✓

### PERSONAL PROTECTION

Face masks and travel size hand sanitizer offered upon entry to all attendees for their desired use.	✓
Temperature checking of all staff, volunteers, and guests upon arrival. Those with a fever will not be allowed entry.	✓



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