

# 15TH ANNUAL Coaches vs. Cancer Charity Golf Classic

Presented by:



**PGA**

Iowa Section

FOUR UNIVERSITIES. ONE MISSION.



CELEBRATING  
15 YEARS OF HOPE

**SPONSORSHIP OPPORTUNITIES**

# Our History

## Coaches vs. Cancer - Iowa

Dale Howard was a special coach, father, grandfather and friend who saw a need to help cancer patients and their families. He had a vision to start a Coaches vs. Cancer program in Iowa, which would bring together all four of the state's Division I men's basketball coaches. He saw this as an opportunity to play a part in raising vital funds for the fight against cancer, and his original vision has turned into a legacy as the program has raised over \$5.2 million since its inception in 2007.

We ask you to join us in continuing to fulfill Dale Howard's vision by joining our team, along with Coach Ben Jacobson, Coach Darian DeVries, Coach Fran McCaffery, and Coach T.J. Otzelberger to continue raising critical funds to fight cancer by becoming a sponsor of our 15th Annual Coaches vs. Cancer Charity Golf Classic, presented by Iowa PGA Section.

## Coaches vs. Cancer - Nationally

For over 25 years, the Coaches vs. Cancer program, in collaboration with the National Association of Basketball Coaches, has united coaches and fans nationwide to help the American Cancer Society defeat a common enemy – cancer. Because of their passion and dedicated support, the impact has been felt in communities nationwide.

Through fundraising and education initiatives, the Coaches vs. Cancer program has supported the American Cancer Society in helping to save more lives from cancer. Since 1993, coaches have raised more than \$110 million for the American Cancer Society.

## American Cancer Society

Our mission is simple. At the American Cancer Society, we strive to save lives, celebrate lives and lead the fight for a world without cancer. By conducting and funding research, sharing expert information, supporting patients and spreading the word about prevention, we are confident more people will live longer and better lives.

Great progress has been seen in the fight against cancer - we've seen a 31% decline in the cancer mortality rate over the past two decades. This decline equates to 3.2 million fewer people dying from cancer during that time period. We've made great progress, but we still have a long way to go. The fight isn't over, and we need you to join our team!



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# Coaches vs. Cancer Charity Golf Classic

## Celebrating 15 Years of Hope

### FOUR UNIVERSITIES. ONE MISSION.

#### Event Details

Monday, August 22, 2022

Glen Oaks County Club, West Des Moines, Iowa

To sponsor visit: [www.coachesvscancergolf.com](http://www.coachesvscancergolf.com)

#### Coaches vs. Cancer Board of Ambassadors

**Honorary Chair:** Steve Howard      **Board Chair:** Denny Presnall

Tucker Anderson	Nathan Godwin	Brian Heying	Scott Seeliger
John Auer	Ryan Grant	Matt Jacobson	Todd Shillington
Paul Doerrfeld	Nick Griffin	Ben Ogbulu	Adam Viet
Casey Gibbs	Andy Hensen	Doug Parker	

#### Why Support

The success of this event is not possible without the generous contributions of corporate supporters each year and that is why we ask you to consider joining us in becoming a sponsor. Your presence at the Coaches vs. Cancer Charity Golf Classic will make a positive statement to the entire state of Iowa and significantly highlight your commitment to the lifesaving work conducted by the American Cancer Society.

According to the American Cancer Society, approximately 1.7 million new cancer cases are expected to be diagnosed in the United States this year. More than 570,000 Americans will lose their battle. That's over 1,500 people a day. You can help create a world with less cancer by celebrating with us at our 15th Annual Coaches vs. Cancer Gala.



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# Sponsorship Opportunities

## GREEN JACKET CHAMPION SPONSOR - \$20,000

Two guest foursomes (8 players)

- Full page acknowledgement in electronic event program
- "Presented by" recognition on all materials
- Live recognition at event
- Opportunity to have company representative speak at golf event
- Opportunity to display a company banner at the event
- Foursome photos taken with coaches in attendance
- Company's logo displayed on front page of event website and on all event signage
- Company's logo included on sponsor sign at the event
- Recognition (logo or text) displayed on a keepsake pin flag –autographed by Division I Coaches

## ACE SPONSOR - \$15,000

Two guest foursomes (8 players)

- Full page acknowledgement in electronic event program
- "Presented by" recognition on all materials
- Live recognition at event
- Opportunity to have company representative speak at golf event
- Opportunity to display a company banner at the event
- Foursome photos taken with coaches in attendance
- Company's logo displayed on front page of event website and on all event signage
- Company's logo included on sponsor sign at the event
- Recognition (logo or text) displayed on a keepsake pin flag – autographed by Division I Coaches

## EAGLE SPONSOR - \$10,000

10 invitations to event

- Admission to the VIP reception
- Recognition on event invitation\*
- Half page acknowledgement in event program\*\*
- Logo displayed on event website and on big screen at event
- Social media recognition pre-event on Coaches vs. Cancer Iowa Facebook page
- Corporate recognition on the table at the Gala



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# Sponsorship Opportunities

## **BIRDIE SPONSOR - \$5,000**

One guest foursome (4 players)

- Half page acknowledgement in electronic event program
- Company's logo displayed on event website
- Company's logo included on sponsor sign at event
- Recognition (logo or text) displayed on a keepsake pin flag
- Foursome photo for each golfer

## **PAR SPONSOR - \$2,500**

Two guest players

- Quarter page acknowledgement in electronic event program
- Company's logo displayed on event website
- Recognition on sponsor sign at event
- Foursome photo for each golfer

## **COACHES VS. CANCER SPONSOR - \$1,250**

One guest player

- Recognition on all print materials and signage throughout the event and on departure gift tags for each patron as the Parting Gift Sponsor
- Half page acknowledgement in electronic event program and logo displayed on event website
- Recognition in electronic event program
- Foursome photo

## **HOLE SPONSOR (with display/attendee) - \$1,000**

- Opportunity to have company representative on-site at a hole, with company provided branding materials, including: tent, table cloth, banner and opportunity to provide giveaways

## **HOLE SPONSOR - \$500**

- Company or donor name on a tee sign recognizing you as a Hole Sponsor



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# Exclusive Sponsorship Opportunities

## TEE GIFT SPONSOR - \$15,000

One guest foursome (4 players)

- Your company/donor name recognizing you as the 'Tee Gift Sponsor' in all print material and signage throughout the event
- Company name or logo displayed on event website
- Half page acknowledgement in electronic event program

## BEVERAGE SPONSOR - \$4,000

Two guest players

- Recognition in all print material and signage throughout the event
- Half page acknowledgement in electronic event program and logo displayed on event website

## DINNER SPONSOR - \$3,500

Two guest players

- Recognition in all print material and signage throughout the event
- Half page acknowledgement in electronic event program and logo displayed on event website

## LUNCH SPONSOR - \$3,000

Two guest players

- Recognition in all print material and signage throughout the event
- Half page acknowledgement in electronic event program and displayed on event website

## GOLF BALL SPONSOR - \$2,500

- Each patron will receive a dozen golf balls branded with your company's logo
- Your company name and logo included in the electronic event program publication and displayed on the event website
- Invitation for two guests to attend lunch and dinner (RSVP Required)

## PARTING GIFT SPONSOR - \$2,000

- Recognition on all print materials and signage throughout the event and on departure gift tags for each patron as the Parting Gift Sponsor
- Half page acknowledgement in electronic event program and logo displayed on event website



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# 2022 Golf Partnership Agreement Form

Corporate sponsorship of the American Cancer Society Coaches vs. Cancer Iowa Charity Golf Classic presents a unique opportunity to reach a wide cross-section of people who are active in the community while contributing to the fight against cancer. Through sponsorship of Coaches vs. Cancer Iowa, you will lead the way in helping to diminish suffering from cancer, raise awareness of cancer prevention, foster innovation and research, and inspire generosity until a cure is found.

## Sponsorship Opportunities

- |                                       |          |                                 |          |                              |         |
|---------------------------------------|----------|---------------------------------|----------|------------------------------|---------|
| <input type="checkbox"/> Green Jacket | \$20,000 | <input type="checkbox"/> Eagle  | \$10,000 | <input type="checkbox"/> Par | \$5,000 |
| <input type="checkbox"/> Ace          | \$10,000 | <input type="checkbox"/> Birdie | \$2,500  | <input type="checkbox"/> Cvc | \$2,500 |

## Exclusive Sponsorship Opportunities

- |                                   |          |                                 |         |                                       |         |
|-----------------------------------|----------|---------------------------------|---------|---------------------------------------|---------|
| <input type="checkbox"/> Tee Gift | \$15,000 | <input type="checkbox"/> Dinner | \$3,500 | <input type="checkbox"/> Golf Ball    | \$2,500 |
| <input type="checkbox"/> Beverage | \$4,000  | <input type="checkbox"/> Lunch  | \$3,000 | <input type="checkbox"/> Parting Gift | \$2,000 |

## Hole Sponsorship Opportunities

- |   |         |   |
|---|---------|---|
| <input type="checkbox"/> Hole Sponsor (with display/attendee) | \$1,000 | <input type="checkbox"/> Hole Sponsor \$500 |
|---|---------|---|

## Additional Donation / Recognition

- \$250       \$500       Other \_\_\_\_\_

Name as you would like listed during the event: \_\_\_\_\_

Support given in memory of \_\_\_\_\_ or in honor of \_\_\_\_\_

## Sponsor Information

We will fulfill this commitment by:  Check payable to American Cancer Society     Credit Card     Invoice

Individual/Company Name (as listed in event materials): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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

Credit Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_ 3 digit security code: \_\_\_\_\_

Logo/Artwork Contact (if different then above): \_\_\_\_\_ Phone: \_\_\_\_\_

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

We give permission to the American Cancer Society to use our name as a sponsor for the event when listing sponsors for the event program, media, promotions.

Coaches vs. Cancer Supporter Signature: \_\_\_\_\_

Please scan, email or mail this form to:

Krista Walsh | American Cancer Society Coaches vs. Cancer  
krista.walsh@cancer.org | P.O. Box 715 | Des Moines, IA 50303  
P: 515-631-5687 | coachesvscancergala.com | ACS Tax ID # 13-1788491



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