



HEARTLAND
CLASSIC
INVITATIONAL
JULY 23-24 2017
WHISTLING STRAITS KOHLER, WI

AN AMERICAN CANCER SOCIETY, INC. EVENT

ABOUT THE HEARTLAND CLASSIC INVITATIONAL

The American Cancer Society's Inaugural Heartland Classic Invitational will be held on Sunday, July 23rd – Monday, July 24th at Whistling Straits Golf Course in Kohler, Wisconsin. Whistling Straits offers two courses of dynamic contrast and world-class prestige, The Straits and The Irish. Arguably the greatest championship course in the United States, The Straits has hosted the 2004, 2010 and 2015 PGA Championships, the 2007 U.S. Senior Open, and is the future site of the 2020 Ryder Cup. Open, rugged and windswept terrain defines the Straits, sculpted along two miles of Lake Michigan shoreline. Just inland, interspersed by four meandering streams, the grassland-and-dunes aspect of the Irish is a deceiving tranquil landscape. The Irish was ranked #35 in GolfWeek's 2015 Best Resort Courses and #47 in Golf Digest's 2015/2016 America's 100 Greatest Public Golf Courses, while The Straits was ranked #22.

ATTENDEES

Over 200 golfers are expected to attend this exclusive event. Attendees will include corporate sponsors, business and philanthropic leaders, underwriters and distinguished guests. Enjoy the welcome dinner on Sunday evening, with a challenging day of golf on Monday, capped off with a post-round awards reception on Monday afternoon. You will not want to miss the opportunity to bid on the Heartland Classic Invitational's unparalleled auction items.

YOUR SUPPORT

Cancer is the leading health concern among Americans. Each year, more than 1.6 million people in the United States are newly diagnosed with cancer and more than 580,000 Americans die of the disease.

This year, 100% of proceeds for the Heartland Classic Invitational will go toward cancer research in trying to find a cure for this dreaded disease that has affected so many.

Please remember by supporting this event and the American Cancer Society, you not only are seen by your customers and employees as an organization committed to their well-being, but most importantly, you are making it possible to keep moving toward a world where cancer does not take our loved ones before their time.



PARTNERSHIP OPPORTUNITIES



PRESENTING SPONSOR: \$50,000

Participant Benefits

- ☞ Two (2) foursomes on The Straits course and one (1) foursome on The Irish course
 - Twelve (12) overnight guest room hotel rooms on Sunday night
 - Sunday night private reception, Sunday night dinner, Monday breakfast, lunch and reception
 - Club amenities and on-course hospitality for each player
 - Player gift for each player
- ☞ Eight (8) additional guest dinner tickets for Sunday night
- ☞ Opportunity to have a representative from your company speak at the Sunday dinner and Monday awards reception

Marketing Benefits

- ☞ Your Corporate Logo:
 - Will have a prominent position on the Heartland Classic Invitational Save-the-Date
 - Displayed on the front cover of the Heartland Classic Invitational hard copy invitation
 - Displayed on the front cover of the event program book
 - Displayed on four (4) hole signs on both The Straits and The Irish courses
 - Prime real estate for day of event signage within Whistling Straits and The American Club
 - Displayed on the Heartland Classic Invitational website
- ☞ Verbal recognition as a Presenting Sponsor during the Monday reception and awards dinner
- ☞ Opportunity to distribute a promotional item with corporate logo via player gifts*

*item must be approved by ACS



PARTNERSHIP OPPORTUNITIES



MAJOR SPONSOR: \$20,000

Participant Benefits

- ☞ One (1) foursome on The Straits course and one (1) foursome on The Irish course
 - Eight (8) overnight guest room hotel rooms on Sunday night
 - Sunday night private reception, Sunday night dinner, Monday breakfast, lunch and reception
 - Club amenities and on-course hospitality for each player
 - Player gift for each player
- ☞ Four (4) additional guest dinner tickets for Sunday night

Marketing Benefits

- ☞ Your Corporate Logo:
 - Will have a prominent position on the Heartland Classic Invitational Save-the-Date
 - Displayed on the Heartland Classic Invitational hard copy invitation
 - Displayed in the event program book
 - Displayed on two (2) hole signs on both The Straits and The Irish courses
 - Day of event signage within Whistling Straits and The American Club
 - Displayed on the Heartland Classic Invitational website
- ☞ Verbal recognition as a Major Sponsor during the Monday reception and awards dinner
- ☞ Opportunity to distribute a promotional item with corporate logo via player gifts*

*Item must be approved by ACS

PREMIER SPONSOR: \$10,000

Participant Benefits

- ☞ One (1) foursome on The Straits course
 - Four (4) overnight guest room hotel rooms on Sunday night
 - Sunday night private reception, Sunday night dinner, Monday breakfast, lunch and reception
 - Club amenities and on-course hospitality for each player
 - Player gift for each player
- ☞ Two (2) additional guest dinner tickets for Sunday night

Marketing Benefits

- ☞ Your Corporate Logo:
 - Displayed on one (1) hole sign on The Straits course
 - Day of event signage within Whistling Straits and The American Club
 - Displayed in the event program book
 - Displayed on the Heartland Classic Invitational website

PARTNERSHIP OPPORTUNITIES



EAGLE SPONSOR: \$7,500

Participant Benefits

- 🏌️ One (1) foursome on The Irish course
 - Four (4) overnight guest room hotel rooms on Sunday night
 - Sunday night private reception, Sunday night dinner, Monday breakfast, lunch and reception
 - Club amenities and on-course hospitality for each player
 - Player gift for each player
- 🏌️ Two (2) additional guest dinner tickets for Sunday night

Marketing Benefits

- 🏌️ Your Corporate Logo:
 - Prominently displayed on one (1) hole sign on The Irish course
 - Displayed in the event program book
 - Displayed on the Heartland Classic Invitational website

CLASSIC SPONSOR: \$5,000

Participant Benefits

- 🏌️ Two (2) players on The Irish course
 - Two (2) overnight guest room hotel rooms on Sunday night
 - Sunday night private reception, Sunday night dinner, Monday breakfast, lunch and reception
 - Club amenities and on-course hospitality for each player
 - Player gift for each player

Marketing Benefits

- 🏌️ Your Corporate Logo:
 - Prominently displayed on one (1) hole sign on The Irish course
 - Displayed in the event program book
 - Displayed on the Heartland Classic Invitational website

HOLE SPONSOR: \$2,500

Marketing Benefits

- 🏌️ Your Corporate Logo:
 - Prominently displayed on one (1) hole sign on both The Straits and The Irish courses
 - Displayed in the event program book
 - Displayed on the Heartland Classic Invitational website

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, but would like to support the American Cancer Society through the Heartland Classic Invitational, these underwriting opportunities could be the perfect option for you!

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

Underwriting Opportunity	Amount	Additional Benefits
Liquor / Beer	\$20,000	Additional event day signage with your corporate logo at the Liquor / Beer bar locations on Sunday, July 23 and Monday, July 24
Player Gifts	\$15,000	Additional event day signage with your corporate logo on a Player Gift
Wine	\$10,000	Additional event day signage with your corporate logo at the Wine bar locations on Sunday, July 23 and Monday, July 24
Other Beverage	\$10,000	Additional event day signage with your corporate logo at each bar location and at Halfway Houses on Sunday, July 23 and Monday, July 24
Mobile Bidding	\$7,500	Corporate logo scrolling on all attendees' smart phones that attend Sunday, July 23rd, reception and dinner
Printing (Invitation & Program Book)	\$5,000	Corporate logo displayed on hard copy invitation and event program book distributed to every Sunday dinner attendee
Videographer	\$5,000	Corporate logo will appear post 2017 video used for promotional purposes
Event Day Signage	\$2,500	Corporate logo will appear on lower left hand side of every tee sign and indoor signage
Volunteer Polos	\$2,000	Opportunity to include your corporate logo on volunteer polos
Day Of Transportation	\$2,000	Provides shuttles to and from The American Club to Whistling Straits with additional event day signage with your corporate logo on each shuttle
Photographer	\$1,500	Corporate logo will appear on sponsor Proof of Performance

YOUR DOLLARS AT WORK



Your sponsorship helps save lives.

Through your sponsorship, you are making the greatest impact on the cancer burden. The American Cancer Society works tirelessly to improve and save lives from every type of cancer in every community. The work we do impacts everyone regardless of where the funds are raised.



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 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 or a free place to stay while receiving treatment away from home.



YOUR SPONSORSHIP SAVES LIVES FROM CANCER AS MUCH THROUGH PUBLIC POLICY AS IN THE LABORATORY.

Through our nonpartisan advocacy affiliate, the American Cancer Society Cancer Action Network (ACS CAN), we work with lawmakers everywhere to make this world a healthier place to live and we rally communities around the globe to support our cause.



YOUR SPONSORSHIP CAN HELP US FIND CANCER'S CAUSES AND CURES THROUGH GROUNDBREAKING RESEARCH.

As the largest private, nonprofit funder of cancer research, we've played a role in nearly every cancer breakthrough in recent history. In 2015, we marked a 23 percent decline in the cancer death rates since 1991. We fund cutting-edge researchers early in their careers. Our track record of having funded 47 Nobel Prize winners demonstrates our ability to identify the best and brightest ideas.



YOUR SPONSORSHIP HELPS DISCOVER NEW WAYS TO PREVENT CANCER OR FIND IT AT ITS EARLIEST, MOST TREATABLE STAGE AND HELPS PEOPLE TAKE STEPS TO STAY HEALTHY.

A substantial proportion of cancers 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 advocate for local, state, and federal policies that help keep everyone healthy.

2017 HEARTLAND CLASSIC INVITATIONAL COMMITMENT FORM



We need your help.

Imagine ending the pain and suffering of cancer in our own lifetime, and passing on a world free from cancer to future generations. We need everyone to pitch in to make that happen. Your sponsorship could give the American Cancer Society the momentum to fund the next big cancer research breakthrough, provide crucial support to people facing cancer, or educate our communities about ways to prevent the disease. Please join us in our lifesaving efforts!

CONTACT INFORMATION: (Please print)

Corporation (as listed in all print): _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Email: _____

Work Phone: _____ Cell Phone: _____

Company name: _____

Assistant's Name: _____ Assistant's Phone _____

City: _____ State: _____ ZIP: _____

Assistant's Email: _____

SPONSORSHIP SELECTION:

_____ \$50,000 Presenting Sponsor

_____ \$20,000 Major Sponsor

_____ \$10,000 Premier Sponsor

_____ \$7,500 Eagle Sponsor

_____ \$5,000 Classic Sponsor

_____ \$2,500 Hole Sponsor

UNDERWRITING SELECTION: (Check all that apply below)

_____ \$20,000 Liquor / Beer

_____ \$15,000 Player Gifts

_____ \$10,000 Wine

_____ \$10,000 Other Beverage

_____ \$7,500 Mobile Bidding

_____ \$5,000 Printing

_____ \$5,000 Videographer

_____ \$2,500 Event Day Signage

_____ \$2,000 Volunteer Polos

_____ \$2,000 Day Of Transportation

_____ \$1,500 Photographer

CREDIT CARD PAYMENT: (See additional payment options below)

_____ American Express _____ MasterCard _____ Visa _____ Discover _____

Total amount to be charged on credit card \$ _____

Name (as it appears on the card): _____

Card number: _____ Exp. date: _____

Signature: _____

ADDITIONAL PAYMENT OPTIONS:

_____ Please invoice me

_____ Check enclosed (payable to the American Cancer Society)

_____ I will pay via credit card by calling 262.523.5507

Please Return Form to: American Cancer Society, Inc.

N19 W24350 Riverwood Drive, Waukesha, WI 53188

Or email to kelsey.chapman@cancer.org and marieanna.wild@cancer.org

Questions?

Kelsey Chapman, kelsey.chapman@cancer.org, 262.523.5507

Marieanna Wild, marieanna.wild@cancer.org, 608.662.7543

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 and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.



cancer.org | 1.800.227.2345

FOR ADDITIONAL INFORMATION CONTACT:
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