

American Cancer Society's
HEARTLAND CLASSIC INVITATIONAL

Night Golf Event

August 19, 2019
University Club of Milwaukee



About the Heartland Classic Invitational

The American Cancer Society's first-ever Heartland Classic Invitational **Night Golf Event** will be held on Monday, August 19, 2019, at the University Club of Milwaukee Country Club in Milwaukee, WI.

ATTENDEES

Over 120 golfers are expected to attend this exclusive, one-of-a-kind event. Enjoy a fun and challenging evening of golf along with delicious hors d'oeuvres, cocktails, silent auction, and a post-round awards reception. You will not want to miss the only night golf event in Milwaukee, supporting the only organization that is attacking cancer from every angle.

YOUR SUPPORT

We believe no one should die of cancer because they cannot get the quality care they need. We are working to increase screening and reduce cancer risk for under-served communities by boosting our investment in our transportation and lodging programs to help patients receive treatment and support. **That's why part of the funds raised during this special event will be dedicated to removing barriers to care for cancer patients right here in Wisconsin.**

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: \$15,000

Automatic entry to win a private golf clinic with a PGA pro golfer!

Participant Benefits

- * Three (3) foursomes for Night Golf (inc. green fees, golf carts, and club amenities)
- * Cocktail & hors d'oeuvres reception and post-event awards reception
- * Player gift for each player
- * Opportunity to have a representative from your company speak at awards reception
- * Opportunity for a representative from your company to serve on the Heartland Classic Invitational Night Golf Executive Committee

Marketing Benefits

- * Your corporate logo:
 - Will have a prominent position on the Heartland Classic Night Golf marketing materials and event items
 - Displayed on the front cover of the event program book
 - Prime real estate for event signage on course and in clubhouse
 - Displayed on the Heartland Classic Invitational website and social media
 - Verbal recognition as a Presenting Sponsor during the program and post-event awards reception
 - Opportunity to distribute a promotional item with corporate logo via player gifts (item must be approved by ACS)



Partnership Opportunities

Major Sponsor: \$10,000

**** Early Bird Special - \$7,500 before April 1st! ****

PLUS Automatic entry to win a private golf clinic with a PGA pro golfer!

Participant Benefits

- * Two (2) foursomes for Night Golf (inc. green fees, golf carts, and club amenities)
- * Cocktail & hors d'oeuvres reception and post-event awards reception
- * Player gift for each player
- * Opportunity for a representative from your company to serve on the Heartland Classic Invitational Night Golf Executive Committee

Marketing Benefits

- * Your corporate logo:
 - Will have a prominent position on the Heartland Classic Night Golf marketing materials
 - Displayed in the event program book
 - Displayed on event signage on course and in clubhouse
 - Displayed on the Heartland Classic Invitational website and social media
 - Verbal recognition as a Presenting Sponsor during the program and post-event awards reception
 - Opportunity to distribute a promotional item with corporate logo via player gifts (item must be approved by ACS)

Premier Sponsor: \$5,000

Automatic entry to win a private golf clinic with a PGA pro golfer!

Participant Benefits

- * One (1) foursome for Night Golf
- * Cocktail & hors d'oeuvres reception and post-event awards reception
- * Player gift for each player
- * Opportunity for a representative from your company to serve on the Heartland Classic Invitational Night Golf Executive Committee

Marketing Benefits

- * Your corporate logo:
 - Displayed in the event program book
 - Displayed on event signage on course and in clubhouse
 - Displayed on the Heartland Classic Invitational website and social media

Partnership Opportunities

Classic Sponsor: \$2,500

Participant Benefits

- * One (1) foursomes for Night Golf
- * Cocktail & hors d'oeuvres reception and post-event awards reception
- * Player gift for each player

Marketing Benefits

- * Your corporate logo:
 - Displayed in the event program book
 - Displayed on event signage on course and in clubhouse
 - Displayed on the Heartland Classic Invitational website and social media

Hole Sponsor: \$100

Marketing Benefits

- * Your corporate logo:
 - Displayed in the event program book
 - Displayed on event signage on course and in clubhouse



Exclusive Sponsorship Opportunities

If you and your company would like to own a specific aspect of the Heartland Classic Invitational, these exclusive sponsorship opportunities could be the perfect option for you!

Exclusive Sponsor - \$7,500

Includes two (2) foursomes and logo/name recognition on event signage, program book, event website, and social media. Plus automatic entry to win a private golf clinic with a PGA pro golfer!

Player Gift Sponsor

Logo/name on player gift bags and opportunity to include special items or company logo on player gift items.

Golf Cart Sponsor

Logo/name on custom signage in each golf cart

Exclusive Sponsor - \$5,000

Includes one (1) foursome and logo/name recognition on event signage, program book, event website, and social media

Mobile Bidding Sponsor

Logo/name on every participant's mobile device via our mobile bidding website and on signage on silent auction table

Exclusive Sponsor - \$2,500

Includes logo/name recognition on event signage, program book, event website, and social media (does not include foursome)

Cocktail Reception

Logo/name on reception signage, cocktail napkins, and verbal recognition during reception

Photography & Videography

Logo/name in photography area and on post-event photography & sizzle reel collection



Attacking from every angle.™

Today, almost 1,700 people in the US will die of cancer. That adds up to more than 600,000 Americans dying of cancer this year alone. That's why, with our 1.5 million volunteers, we are taking action.

The mission of the American Cancer Society is to save lives, celebrate lives, and lead the fight for a world without cancer.

WE ARE ACTIVISTS

- Contributed to a **27% drop in cancer death rates since 1991 in the US**, translating into **2.6 million fewer cancer deaths**
- **In all 50 states and at the federal level, ACS CAN**, our nonpartisan advocacy affiliate, has staff and a volunteer network that works to make cancer a top priority for public officials
- Advocated for and secured a **\$9 billion increase at the National Institutes of Health and a \$1 billion increase at the National Cancer Institute** since 2015 to support cancer research and prevention
- **60% of the US population is covered by smoke-free laws**, including 25 states that require 100% smoke-free workplaces in large part because of ACS CAN's advocacy efforts

WE ARE A LEADER IN TRANSFORMATIONAL CANCER BREAKTHROUGHS

- As the **largest private, not-for-profit funder of cancer research**, we have invested more than **\$4.8 billion** since 1946
- **47 researchers** funded by ACS went on to win the **Nobel Prize**
- **Confirmed the link between cancer and smoking** and the link between **obesity and death from breast, colorectal, liver, uterine, and other cancers**
- We have played a role in **most of the cancer research breakthroughs in recent history**

WE SERVE COMMUNITIES

- **8.5 million free rides to treatment** provided for cancer patients since 2005 through **Road To Recovery**
- **4 million free nights** of lodging through our **Hope Lodge communities**
- Helped deliver over **800,000 low- or no-cost cancer screenings** in underserved communities

WE PROVIDE DIRECTION

- **We are the #1 trusted source for cancer information** with over 100 million visits to cancer.org annually and **our annual Cancer Facts & Figures report** is the most widely cited cancer publication in the world
- Answers and support available **24/7** through our live helpline, where we respond to **1.3 million calls** annually
- Working to **eliminate HPV-related cancers in the US by 2026** and ensure **80% of adults** aged 45+ are screened for colorectal cancer

[cancer.org](https://www.cancer.org) | 1.800.227.2345

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*Light up the night in support of the
American Cancer Society!*

For additional information contact:

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heartlandclassic.org

