

**15<sup>th</sup> ANNUAL AMERICAN CANCER SOCIETY**



# **WASHINGTON INVITATIONAL**

**MONDAY, JULY 23 | BROADMOOR GOLF CLUB | SEATTLE**

## **SPONSORSHIP OPPORTUNITIES**





# • TOGETHER •

## **WE ATTACK CANCER FROM EVERY ANGLE.**

Cancer is a worthy opponent. It has a formidable nature, a resourceful manner, and a destructive appetite. But cancer will never have what we have...humanity. Humanity made up of courage, determination, innovation, and generosity.

When you become a part of our events, you commit to helping patients and caregivers with treatment programs, lifesaving research, medical studies, and vital one-on-one support and information.

**Together**, our corporate partners and the American Cancer Society share a strong presence in our communities and are vital to those we serve. This proposal aims to align your community philanthropic interests with the mission of the Society in order to help free our families, friends, and neighbors from the pain and suffering of cancer.

**It's simple.**

**When you take part, you save lives.**

**WASHINGTON INVITATIONAL**







## JOIN US.

The Washington Invitational is a premium, first-class entertainment and networking golf event. Puget Sound area business, healthcare, and community leaders will join the American Cancer Society for leadership and corporate outreach opportunities at one of the most prestigious golf venues in the Northwest – Broadmoor Golf Club.

This unique event is a celebration of the advances made in cancer treatment and prevention programs and an opportunity to raise needed funds for the mission of the American Cancer Society.

### DATE AND LOCATION

Monday, July 23, 2018  
Broadmoor Golf Club | Seattle

### EVENT CHAIRS

Marc Galvagno, Air Van Moving  
Mike Miller, North Coast Electric

*Be a part of something big.  
Celebrate 15 years of the  
Washington Invitational  
Golf Tournament making a  
difference in the lives of those  
touched by cancer.*

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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 us and will enjoy a positive return in marketing value and impact on your organization, all while helping us achieve our crucial mission.



**NET REVENUE**  
SINCE 2011:  
**\$68,003,507**

2018:  
**64**  
EVENTS



We are currently funding more than \$390 million in **CANCER RESEARCH GRANTS** and have invested more than \$4.6 billion on cancer research since 1946.



We responded to more than 1.4 million requests from people looking for **INFORMATION, HELP, AND SUPPORT** via phone, online chats, and social media posts in 2016.



We provided nearly 335,000 **RIDES TO TREATMENT** via our Road To Recovery® program in 2016.



We provided more than 456,000 **NIGHTS OF FREE LODGING** via our Hope Lodge® program in 2016, and 518,000 total nights via our Hope Lodge communities, hotel partners, and other programs.



We bring together **2 MILLION VOLUNTEERS** to help save lives from cancer.



We have **90% BRAND RECOGNITION\***, making us a preferred charity partner.

\*ACS Brand Tracker Q1-17 Report.

# SPONSORSHIP OVERVIEW

	Presenting \$25,000	Gold \$15,000	Silver \$10,000	Foursome \$6,000	Double \$4,000	Single \$2,000
<b>Golf and event amenities for</b>	16	8	4	4	2	1
<b>Speaking opportunity available</b>	●					
<b>Video vignette opportunity</b>	60 sec					
<b>Sponsor mention on all earned media</b>	●					
<b>Verbal recognition during program</b>	●	●	●			
<b>Logo on holes</b>	2	1	1			
<b>Logo on carts</b>	All (64)	4	2	2		
<b>Logo on social media table tents</b>	Large	Small	Small			
<b>Logo on save the date &amp; invitation</b>	Large	Medium	Medium			
<b>Logo on event slideshow &amp; sponsor board</b>	Large	Medium	Medium	Name	Name	Name
<b>Logo on website</b>	Large	Medium	Medium	Small	Small	Name
<b>Program Recognition</b>	Cover & 1 Page Ad	1 Page	1/2 Page	Name	Name	Name
<b>Social media highlight</b>	●	●	●			

# UNDERWRITING OVERVIEW

	Ace \$3,500	Hole \$2,500	Hospitality \$1,000
<b>Logo on premier area of choice or item (if applicable)</b>	●		
<b>Logo on hole and hole activity</b>		●	
<b>Company name on slideshow and sponsor board</b>	●	●	●
<b>Logo on website</b>	Small	Small	Small
<b>Program Recognition</b>	Name	Name	Name





# PRESENTING SPONSOR

# \$25,000

## HOSPITALITY

- Golf amenities for four foursomes in the tournament, including luncheon and reception (16 guests total)
- Premium gift shopping experience for all golfers
- Snacks and beverages preloaded on carts
- Valet parking and concierge equipment load-in
- Concierge service for event registration and communication

## EVENT PRESENCE

- Exclusive presenting naming rights
- Speaking opportunities at Washington Invitational Golf Tournament
- Prominent signage at Washington Invitational as Presenting Sponsor
- Company logo displayed on all golf carts
- Exclusive signage on two holes
- Opportunity to play 60-second vignette during program, provided by company
- Two-page color ad in the Event Program, provided by company (must be received prior to print deadline)
- Premium logo placement on event collateral
  - Registration
  - Podium
  - Program front cover
  - Slide show and projection screens
  - Informational signage throughout event
  - Sponsor appreciation displays
  - Social media table tents on all tables

## BRAND ALIGNMENT

- Rights to promote sponsorship in company materials (Society to provide images)
- Included as presenting sponsor in all PR opportunities
- Large logo on all promotional materials prior to tournament
  - Save the Date (if sponsorship confirmed prior to print deadline)
  - Invitation (if sponsorship confirmed prior to print deadline)
  - 2018 and 2019 Sponsorship Packet
- Large logo on the official event website homepage and social media pages

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## GOLD SPONSOR

**\$15,000**

### HOSPITALITY

- Golf amenities for two foursomes in the tournament, including luncheon and reception (8 guests total)
- Premium gift shopping experience for all golfers
- Valet parking and concierge equipment load-in
- Concierge service for event registration and communication

### EVENT PRESENCE

- Prominent signage at Washington Invitational as Silver Sponsor
- Exclusive signage on one hole
- Verbal recognition during the event
- Full page color ad in the Event Program, provided by company (must be received prior to print deadline)
- Logo displayed on 4 golf carts
- Medium logo placement on event collateral
  - Slide show and projection screens
  - Sponsor appreciation displays
  - Social media table tents on all tables

### BRAND ALIGNMENT

- Rights to promote sponsorship in company materials (Society to provide images)
- Included as sponsor in all PR opportunities
- Medium logo on all promotional materials prior to the tournament
  - Save the Date (if sponsorship confirmed prior to print deadline)
  - Invitation (if sponsorship confirmed prior to print deadline)
  - 2018 and 2019 Sponsorship Packet
- Medium logo on the official website sponsor section

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## SILVER SPONSOR

**\$10,000**

### HOSPITALITY

- Golf amenities for one foursome in the tournament, including luncheon and reception (4 guests total)
- Premium gift shopping experience for all golfers
- Valet parking and concierge equipment load-in
- Concierge service for event registration and communication

### EVENT PRESENCE

- Prominent signage at Washington Invitational as Bronze Sponsor
- Exclusive signage on one hole
- Verbal recognition during the event
- Half page color ad in the Event Program, provided by company (must be received prior to print deadline)
- Logo displayed on 2 golf carts
- Medium logo placement on event collateral
  - Slide show and projection screens
  - Sponsor appreciation displays
  - Social media table tents on all tables

### BRAND ALIGNMENT

- Rights to promote sponsorship in company materials (Society to provide images)
- Medium logo on all promotional materials prior to the tournament
  - Save the Date (if sponsorship confirmed prior to print deadline)
  - Invitation (if sponsorship confirmed prior to print deadline)
  - 2018 and 2019 Sponsorship Packet
- Medium logo on the official website sponsor section

## FOURSOME SPONSOR

**\$6,000**

### HOSPITALITY

- Golf amenities for one foursome in the tournament, including luncheon and reception (4 guests total)
- Premium gift shopping experience for all golfers
- Valet parking and concierge equipment load-in
- Concierge service for event registration and communication

### EVENT PRESENCE

- Company name placement on event collateral
- Logo displayed on 2 golf carts
  - Event program (if sponsorship confirmed prior to print deadline)
  - Slide show and projection screens
  - Sponsor appreciation displays

### BRAND ALIGNMENT

- Rights to promote sponsorship in company materials (society to provide images)
- Small logo on the official event website sponsor section

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## DOUBLE SPONSOR

**\$4,000**

### HOSPITALITY

- Golf amenities for one double in the tournament, including luncheon and reception (2 guests total)
- Premium gift shopping experience for all golfers
- Valet parking and concierge equipment load-in
- Concierge service for event registration and communication

### EVENT PRESENCE

- Company name placement on event collateral
  - Event program (if sponsorship confirmed prior to print deadline)
  - Slide show and projection screens
  - Sponsor appreciation displays

### BRAND ALIGNMENT

- Rights to promote sponsorship in company materials (Society to provide images)
- Small logo on the official event website sponsor section

## SINGLE SPONSOR

**\$2,000**

### HOSPITALITY

- Golf amenities for a single player in the tournament, including luncheon and reception (1 guest total)
- Premium gift shopping experience
- Valet parking and concierge equipment load-in
- Concierge service for event registration and communication

### EVENT PRESENCE

- Company name placement on event collateral
  - Event program (if sponsorship confirmed prior to print deadline)
  - Slide show and projection screens
  - Sponsor appreciation displays

### BRAND ALIGNMENT

- Rights to promote sponsorship in company materials (Society to provide images)
- Company name on the official event website sponsor section

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# UNDERWRITING OPPORTUNITIES

## **ACE SPONSOR - \$3,500**

- Company name featured in Washington Invitational collateral including tournament brochure, newsletters, day-of-event program, and sponsor acknowledgment board
- Logo located at the sponsored area of choice or on item sponsored (if applicable)
  - Bloody Mary Bar
  - Happy Hour Reception
  - Putting Challenge
  - Gift Salon
- Recognition on the 2018 website (logo and link to your company website)

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

- Logo displayed on sign at tee box or near putting green of one of the golf holes
- Opportunity to staff hole with a game (i.e. wine toss, tasting, etc.), pending committee approval
- Company name on newsletters, day-of-event program, and sponsor acknowledgment board
- Recognition on the 2018 website (logo and link to your company website)

## **HOSPITALITY SPONSOR - \$1,000**

- Company name featured in Washington Invitational collateral including day-of-event program and sponsor acknowledgment board
- Recognition on the 2018 website (logo and link to your company website)

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## A TRUSTED PARTNER



Highly trusted source  
of cancer information\*



Most highly valued  
nonprofit brand\*\*



Most relevant to  
consumer\*\*



Best brand image\*\*



More than **9 in 10** people  
recognize **our brand**\*



**1 in 2** consider the Society to be  
**the leader** in the fight against cancer\*\*

- Every year, the Society answers more than 800,000 requests via phone, email, or online chat. More than 61 million visit cancer.org annually for up-to-date information about cancer in general, or about a diagnosis they or a loved one has received.

- 2013 American Cancer Society blinded consumer Brand Tracking study.

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## CEOS AGAINST CANCER WASHINGTON CHAPTER

### CHAIR

**TIM LIEB** | Regence Blue Shield

### CHAPTER MEMBERS

**DAVE CAPLE** | Aboda  
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**DR. FRED APPELBAUM** | Seattle Cancer Care Alliance  
**MARCUS SMITH** | Talking Rain  
**STEVEN COOPER** | TrueBlue  
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**DR. GARY KAPLAN** | Virginia Mason Medical Center  
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**FREEING THE WORLD FROM THE PAIN  
AND SUFFERING OF CANCER.**



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