



2nd Annual Golf Madness 2018 SPONSORSHIP PACKET

GOLF MADNESS

TAKE A SWING AND A SHOT AT CANCER



BENEFITING

**CHILDREN'S
CANCER CENTER**

helping children & families cope.

PRESENTED BY

CALE





ABOUT THE CCC

Helping Children and Families Cope

The Children's Cancer Center is a non-profit organization dedicated to serving children who have cancer or chronic blood disorders and their families by giving them the emotional, financial, and educational support they need to cope with life-threatening illnesses.

With 24 programs and services currently helping over 1,000 families, support is offered to all members of the family and is available throughout every step of their difficult journey – from diagnosis and treatment, to survivorship... and sadly, too often, bereavement.

While other organizations are committed to finding a cure tomorrow, the CCC is committed to helping families cope today. They are dedicated solely to being there for each family through this devastating experience. One day at a time.



Kids need more than medicine to be well



ABOUT GOLF MADNESS

Created for men and women who enjoy sports, professional social networking, and supporting a noble cause, GOLF MADNESS is destined to be one of the fastest-growing charity events in Tampa Bay.

Featuring a best-in-class sports venue that combines competition with entertainment, GOLF MADNESS will be a highly successful fundraising platform that offers sponsors a unique opportunity to place their business in front of an ideal but hard to reach demographic of actively engaged associates: Affluent, established sports enthusiasts.

The Children's Cancer Center respectfully asks that you consider joining us on this exciting journey as an active supporter and be part of helping to make this a successful event.

2017 Highlights: 175 people attended the 1st Annual Golf Madness event and together, raised about \$50,000 to help support the children and families of the CCC



EVENT DETAILS AND ATTENDEE PROFILE

Date: Friday, March 23rd, 2018

Time: 2:00 – 6:00 PM

Location: Topgolf Tampa
10690 Palm River Rd, Tampa, FL 33619



Ticket Price: \$150 per person which will include 4 hours of unlimited Topgolf play, food, and drinks

Event Attire: Support your favorite college team and if you're bold enough, wear some crazy golf pants for the chance to win some great prizes

Target Demographic: GOLF MADNESS attracts educated, business-savvy individuals from Tampa and the surrounding Bay Area.

- Majority of the attendees will be philanthropic-minded men and women between the ages of 25-60, ranging from CEO's to young professionals who define the key decision makers within our community




EVENT PHOTOS





Your Sponsorship Helps Change Lives by supporting the CCC's 24 Programs

 Oncology Family
Connection Groups

 S.O.A.R. (Surviving Oncology
and Re-adjusting)


 Sickle Cell Family
Connection Groups


 Teen Group Program

 S.A.I.L. (Students Achieving
Through Interactive Learning)

 Individual & Family Counseling

 Love Bundles

 Holiday Adoption

 Bereavement

 White Hat Fund

 Big Buddy

 Outreach

 Scholarships


 Fueling Families


 Ticket Bank

 Family Fun Events

 Moms'/Dads'
Appreciation Days

 Parents' Night Out

 FLIGHT Camp Fun &
Laughter In Groups
Hoping Together

 Kite Camp Hematology &
Flight Camp Oncology

KEY  Oncology Families  Hematology Families  All Families



Sponsorship Opportunities

Sponsor Level

Details

\$15,000

Presenting Sponsor

Exclusive Opportunity

SOLD: Cale

- Highest level of recognition and brand exposure. The event will be promoted as "GOLF MADNESS, presented by Your Company"
- Opportunity to address the audience the day of the event
- Logo will be included on all marketing materials (save-the-date cards, invitations, and brochures), e-blasts, and social media posts pre- and post-event | BONUS: Your company logo will be featured in one premium Topgolf bay space
- Opportunity to provide marketing materials to include in the Swag Bags
- Ability to contribute items toward the Silent Auction and Men's Locker
- Presenting Sponsor will receive a complimentary, premium placed golf bay (6 tickets)

\$7,500

Step & Repeat / Photo Backdrop Sponsor

Exclusive Opportunity

- Visual branding opportunity at the entrance of the event.
- As attendees arrive, they will be greeted by Bay Ladies where they'll have the opportunity to be photographed in front of a step and repeat banner prominently displaying your logo
- Opportunity to provide marketing materials to include in the Swag Bags
- Ability to contribute items toward the Silent Auction and Men's Locker
- Step & Repeat Sponsor will receive 4 complimentary tickets

\$5,000

Golf Bay Sponsor

3 Opportunities Available

- Logo will be solely featured on large magnets across 10 Topgolf bays and on an 8.5x11" table top brochure.
- Opportunity to provide marketing materials to include in the Swag Bags
- Ability to contribute items toward the Silent Auction and Men's Locker
- Each Golf Bay Sponsor will receive 2 complimentary tickets

\$3,000

Swag Bag Sponsor

Exclusive Opportunity

SOLD: Aflac

- Logo will be displayed on customized, re-usable bags and distributed to all attendees of the event.
- Opportunity to provide marketing materials to include in the Swag Bags
- Ability to contribute items toward the Silent Auction and Men's Locker
- Swag Bag Sponsor will receive 2 complimentary tickets



Sponsorship Opportunities

Sponsor Level

Details

\$2,500

Men's Locker Sponsor

Exclusive Opportunity

- Attendees at GOLF MADNESS will be able to purchase tickets for their chance to win the ultimate sports package including: golf foursomes, course memberships, gift cards, signed memorabilia, tickets to the Valspar championship and Toby Keith concert, and more!
- Opportunity to provide marketing materials to include in the Swag Bags
- Ability to contribute items toward the Silent Auction and Men's Locker
- Men's Locker Sponsor will receive 2 complimentary tickets

\$2,500

Sunscreen Sponsor

Exclusive Opportunity

- Your company logo will be featured on sunscreen packets or mini sunscreen bottles which will be distributed in all of the swag bags to the attendees.
- Opportunity to provide marketing materials to include in the Swag Bags
- Ability to contribute items toward the Silent Auction and Men's Locker
- Sunscreen Sponsor will receive 2 complimentary tickets

\$2,000

Bay Ladies

T-Shirt Sponsor

Exclusive Opportunity

- GOLF MADNESS lady volunteers provide excellent promotional opportunity for your business! Your company logo will be featured on the T-shirts worn by our Bay Ladies.
- Your business will receive constant attention and brand recognition from the hundreds of affluent businessmen participants at this event. What better way to deliver a smart impression of your business brand to decision-making men than on the shirt of our charming bay ladies
- Opportunity to provide marketing materials to include in the Swag Bags
- Ability to contribute items toward the Silent Auction and Men's Locker
- Bay Ladies T-Shirt Sponsor will receive 1 complimentary ticket

\$2,000

Water Bottle Sponsor

Exclusive Opportunity

- After playing golf, watching basketball, eating, drinking, and chatting with professional colleagues, the attendees of GOLF MADNESS will leave with a thirst-quenching delight in their goodie bag featuring your logo.
- Opportunity to provide marketing materials to include in the Swag Bags
- Ability to contribute items toward the Silent Auction and Men's Locker
- Water Bottle Sponsor will receive 1 complimentary ticket



Sponsorship Opportunities

Sponsor Level

Details

\$2,000

Coaster Sponsor

Exclusive Opportunity

- Your company logo will be featured on fun-shaped coasters that are in-line with your company's brand and they'll be at the bar and in the golf bays for the attendees to use and/or take home.
- Opportunity to provide marketing materials to include in the Swag Bags
- Ability to contribute items toward the Silent Auction and Men's Locker
- Step & Repeat Sponsor will receive 1 complimentary ticket

\$1,500

Signature Drink Sponsor

Exclusive Opportunity

- The Signature Drink Sponsor will have the opportunity to create and name a customized cocktail for the attendees at Golf Madness to enjoy. Signage with the company's logo will be featured in the bar area, as well as on the drink menu for the event which will be promoted by the Topgolf servers. In addition, the company's logo will be featured on a stir stick that the bartender will use when making the signature cocktail.
- Opportunity to provide marketing materials to include in the Swag Bags
- Ability to contribute items toward the Silent Auction and Men's Locker

\$1,500

Chapstick Sponsor

Exclusive Opportunity

- Logo will be featured on lip balm which will be distributed in all of the swag bags to the attendees.
- Opportunity to provide marketing materials to include in the Swag Bags
- Ability to contribute items toward the Silent Auction and Men's Locker

\$1,500

Napkin Sponsor

3 Opportunities Available

- Your company logo will be featured on all of the beverage napkins used for drinks and at the bar at GOLF MADNESS.
- Opportunity to provide marketing materials to include in the Swag Bags
- Ability to contribute items toward the Silent Auction and Men's Locker



Sponsorship Opportunities

Sponsor Level	Details
<p>\$1,500 Koozie Sponsor <i>Exclusive Opportunity</i></p>	<ul style="list-style-type: none">• Logo will be featured on koozies which will be distributed in all of the swag bags to the attendees.• Opportunity to provide marketing materials to include in the Swag Bags• Ability to contribute items toward the Silent Auction and Men's Locker
<p>\$1,500 Golf Tee Sponsor <i>Exclusive Opportunity</i></p>	<ul style="list-style-type: none">• Logo will be featured on golf tees which will be distributed in all of the swag bags to the attendees.• Opportunity to provide marketing materials to include in the Swag Bags• Ability to contribute items toward the Silent Auction and Men's Locker
<p>\$1,000 Best Outfit Sponsor <i>Exclusive Opportunity</i></p>	<ul style="list-style-type: none">• Attendees at GOLF MADNESS will be encouraged to wear and support their favorite college team and be bold in their choice of crazy golf/basketball attire for their chance to win the best outfit competition. Fun Prize TBD for the winner.• Opportunity to provide marketing materials to include in the Swag Bags• Ability to contribute items toward the Silent Auction and Men's Locker
<p>\$1,000 EmpowerMINT Sponsor <i>Exclusive Opportunity</i></p>	<ul style="list-style-type: none">• Logo will be featured on the container of breath mints which will be distributed in all of the swag bags to the attendees.• Opportunity to provide marketing materials to include in the Swag Bags• Ability to contribute items toward the Silent Auction and Men's Locker
<p>\$ <u>TBD</u> CUSTOM SPONSOR OPPORTUNITY</p>	<ul style="list-style-type: none">• Online Exposure: This sponsorship includes exposure on the Children's Cancer website event page, as well as in social media posts before and after the event.• Brand Awareness: Your logo and brand will be reinforced and promoted in social media posts and in images that will be displayed on the CCC website post-event to remind guests about their wonderful experience.• Contributed Item(s): You may provide items of value to attendees which will be included in our men's locker giveaway or as a part of our silent auction and your logo will be featured with the item(s) contributed.

Please contact Julien Borbon for additional details at
jborbon@childrenscancercenter.org



2018 Golf Madness SPONSORSHIP COMMITMENT FORM

Please select from the following:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Presenting Sponsor [SOLD] | <input type="checkbox"/> Signature Drink |
| <input type="checkbox"/> Step & Repeat | <input type="checkbox"/> Chapstick |
| <input type="checkbox"/> Golf Bag | <input type="checkbox"/> Napkin |
| <input checked="" type="checkbox"/> Swag Bag [SOLD] | <input type="checkbox"/> Koozie |
| <input type="checkbox"/> Men's Locker | <input type="checkbox"/> Golf Tees |
| <input type="checkbox"/> Sunscreen | <input type="checkbox"/> Best Outfit |
| <input type="checkbox"/> Bay Ladies T-Shirts | <input type="checkbox"/> EmpowerMINT |
| <input type="checkbox"/> Water Bottle | <input type="checkbox"/> Custom Sponsor: _____ |
| <input type="checkbox"/> Coaster | <input type="checkbox"/> IN-KIND DONOR (See form on Page 13) |

Total Sponsorship Amount Due: _____

COMPANY: _____

CONTACT NAME: _____

CONTACT EMAIL: _____

CONTACT ADDRESS: _____

CONTACT TEL: _____

EXPECTED PAYMENT DATE: _____

CCC SIGNATURE: _____ Date: _____

SPONSOR SIGNATURE: _____ Date: _____

By signing below, the Company named in this sponsorship commitment form acknowledges the terms set forth in the sponsorship packet and agrees to comply with all rules, regulations and policies of Children's Cancer Center. The Company also agrees pay the sponsorship in full prior to the event.

Internal Use Only

OM: _____

SEC: _____

Filed: _____



2018 Golf Madness SPONSOR PAYMENT Options and Info

Easy Payment Options:

(1) Pay by Check:

Please make check payable to the Children's Cancer Center
In the memo, please indicate 2017 Golf Madness
and mail to:

Children's Cancer Center Golf Madness
c/o Brittany Rudolph
4901 West Cypress St.
Tampa FL 33607

(2) Pay by Credit Card:

Fill out the info below or call 813-367-5437 ext 2 to give
Brittany Rudolph your CC info directly.

Name as appears on card: _____

Card Number: _____

Expiration Date: _____

CVV Security Code: _____

Billing Address: _____

Please charge the 2.2%-3.5% cc transaction fee on my cc:
__YES __NO

Internal Use Only

OM: _____

SEC: _____

Filed: _____



2018 Golf Madness IN-KIND DONATION FORM

Item/Product

Estimated Amount

Donated By

Contact Name

Address

City

State

Zip

Phone

Email

**Drop Off /Pick Up
Instructions**