

COACHES VS. CANCER®
SPONSORSHIP OPPORTUNITIES

DENVER HOPE INVITATIONAL



June 11, 2018

The Country Club at Castle Pines
6400 Country Club Drive
Castle Rock, CO 80108



COACHES VS. CANCER

DENVER HOPE INVITATIONAL

Welcome to the 2018 Coaches vs. Cancer Hope Invitational! Sponsors and participants will enjoy a great day of golf at the Country Club at Castle Pines while raising funds to help the American Cancer Society save lives from cancer.

The Hope Invitational promises outstanding player amenities, great service and dining, and an opportunity to connect and network with community and business leaders in a casual setting. It also offers various sponsorship levels, each offering valued benefits, along with association with this premier golf event.

For the first time this year, we invite you to join us as we team up with Air Force Coach Pilipovich and University of Colorado Coach Boyle. The Coaches vs. Cancer program is the nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. Today, more than 500 Division I, II and III college coaches, along with high school and other youth league coaches across the country are involved in the program, having raised more than \$100 million to support the American Cancer Society's mission to save lives, celebrate lives and lead the fight for a world without cancer.

Together with our many community partners and coaches, we save lives. Now more than ever, we need and appreciate your support in one of the greatest causes of our time.

SPONSORSHIP OPPORTUNITIES

\$50,000 | PRESENTING SPONSOR

Become the presenting sponsor for the inaugural Coaches vs. Cancer Hope Invitational. (Only 1 available.)

- Company name and logo recognition on all event collateral and media pieces as "Presenting Sponsor of The CVC Hope Invitational"
- Golf amenities for three (3) foursomes include green fees, premium gift package, lunch and awards reception
- One Colorado Golf Club cottage package (one night, one round of golf for 4, with flexibility in date used)
- Logo on a premium golf shoe bag for each player
- A complimentary American Cancer Society Workplace Solutions Assessment where no-cost employee programs can be customized to fit your specific needs and have a positive impact on your company's bottom line
- Full-page advertisement inside and logo on front and back covers of event program
- Exclusive signage on holes one and eighteen as Presenting Sponsor
- Opportunity to join the CVC Hope Invitational Executive Committee
- Supporter recognition on the 2018 event website

\$20,000 | WELCOME GIFT SHOP EXPERIENCE SPONSOR

Sponsor the Gift Shop Experience. Your company logo or name branded on 100 gift cards or sleeves that will be given to each player. (Only 1 available.)

- Two (2) foursomes
- Complimentary practice round for two (2) foursomes
- Speaking opportunity at the day of golf
- Prominent "Welcome" signage at the day of golf
- Logo or name on 100 gift cards or sleeves
- Logo on premium golf item for each player
- Full-page ad in the program
- Logo or name recognition in invitation, program and 2018 event website
- Exclusive signage on one hole





COACHES VS. CANCER

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SPONSORSHIP OPPORTUNITIES

\$15,000 | 19TH HOLE RECEPTION SPONSOR

Sponsor the afternoon dining for the event. (Only 1 available.)

- One (1) foursome
- Scoreboard sponsor
- On-stage presentation to "Welcome" guests at 19th Hole Reception
- Prominent "Welcome" signage at 19th Hole Reception
- "19th Hole Reception sponsored by (your company)" on related materials
- Logo or name recognition in invitation, program and 2018 event website
- Exclusive signage on one hole

\$10,000 | EAGLE SPONSOR

- One (1) foursome
- Opportunity to sponsor one of the following:
 - Caddie bib (1 available) – company logo on all caddie bibs
 - Players Cup Sponsor (1 available)
 - Charity Long Drive Sponsor (1 available)
- Half-page ad in program
- Exclusive signage on one hole
- Logo or name recognition in invitation, program and 2018 event website

\$7,500 | BIRDIE SPONSOR

- One (1) foursome
- Opportunity to sponsor one of the following:
 - Foursome photography (1 available)
 - Hole-in-one (1 available)
 - Beverage stations (1 available) with exclusive signage at two locations
 - Drive/Practice Range Sponsor (1 available)
- Half-page ad in program
- Logo or name recognition in program and 2018 event website
- Exclusive signage on one hole

\$5,000 | PAR SPONSOR

- One (1) foursome
- Logo or name recognition in program and 2018 event website

\$1,250 | AMBASSADOR OF HOPE SPONSOR

(For individual players only)

- One (1) player round of golf
- Name recognition in program



Coach Dave Pilipovich Air Force Academy



History with Coaches vs. Cancer

- Hosts Annual Pink Out Game at Air Force Academy
- Participates Annually in Coach Kruger's Las Vegas Golf event
- Coach Pilipovich lost his father to myelodysplastic syndrome, a rare form of blood cancer, in 2017
- Coach Pilipovich lost his mother-in-law to multiple myeloma in 2017

Financial Impact/YTD Giving

- Participation in 2017 Denver Market Area Golf Tournament raising \$41,500 Net
- 2017 Men Against Breast Cancer Game resulted in a donation of \$4,511 with Coach Pilipovich & Kelly donating \$1 personally for each attendee
- Personal Donation of \$2,500 towards Coaches vs Cancer
- Coach Pilipovich's wife, Kelly, is a Road to Recovery Driver

2018 Engagement opportunities

- Targeted as New Coaches vs Cancer Council Member
- Kelly Pilipovich targeted for the Coaches vs Cancer Wives Council
- Committed to participate rebranded Denver Coaches vs Cancer Golf Tournament
- Personal and Corporate Referrals for the rebranded Denver Coaches vs Cancer Golf Tournament
- Coach referral and succession planning with a focus on the West Coast
- Renewal of the Men Against Breast Cancer Game
- Renewal of Personal Giving to American Cancer Society
- Renewed participation in the Coach Kruger's Las Vegas Golf Event

Coaching History

2012-present Air Force Academy

Social:

@davepilipovich

Coach Tad Boyle University of Colorado

Issue Summary



History with Coaches vs. Cancer

- Participated in Suits And Sneakers Week auction
- Attended Lobby Day in 2012
- Past support of CvC Golf/Gala weekend hosted by Coach Mark Few in Spokane, WA
- Participated in 2017 CvC Denver Golf Tournament

Financial Impact/YTD Giving

- Participated in 2017 CvC Denver Golf Tournament raising \$41,500

2018 Asks/Engagement Opportunities

- Committed to participate in rebranded CvC Denver Golf Tournament
- Personal and corporate referrals for the CvC Denver Golf Tournament
- Personal gift to American Cancer Society-funded research at the University of Colorado
- Coach referral and succession planning with a focus on the West Coast
- Participation in Suits And Sneakers Week Auction
- Participation in 3-Point Challenge
- CvC Council member

Coaching History

- 2010-present University of Colorado Head Coach
- 2006-2010 Northern Colorado Head Coach

Social

Twitter:

- Tad Boyle - [@CoachTadBoyle](https://twitter.com/CoachTadBoyle)
- Colorado Men's Basketball - [@CUBuffsMBB](https://twitter.com/CUBuffsMBB)

AMERICAN CANCER SOCIETY PARTNERSHIP AGREEMENT

TOGETHER, WE CAN FINISH THE FIGHT.

A partnership with the American Cancer Society represents the unique opportunity to reach a wide cross-section of individuals.

Company/donor name: _____

Contact: _____ Phone: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Email: _____

Company Logo

Camera-ready art enclosed Logo on disk enclosed Other: _____

*Use of company logo and logo colors cannot be guaranteed on all event materials.

Presenting and Welcome Sponsors

One full-page acknowledgement:

- No bleeds
- Width: 5 in.
- Height: 8 in.

19th Hole Reception, Eagle and Birdie Sponsors

One half-page acknowledgement:

- No bleeds
- Width: 5 in.
- Height: 3.875 in.

2018 HOPE INVITATIONAL COMMITMENT LEVELS

- \$50,000 – Presenting
 - \$20,000 – Welcome Gift Shop Experience
 - \$15,000 – Players 19th Hole Reception
 - \$10,000 – Eagle
 - \$ 7,500 – Birdie
 - \$ 5,000 - Par
 - \$ 1,250 – Ambassador of Hope
- Check enclosed in the amount of \$ _____ payable to the American Cancer Society.
- Please charge my credit card in the amount of \$ _____.
- Visa MasterCard American Express Discover

Cardholder name: _____

Billing address (if different from above): _____

Card number: _____ Exp. date: _____

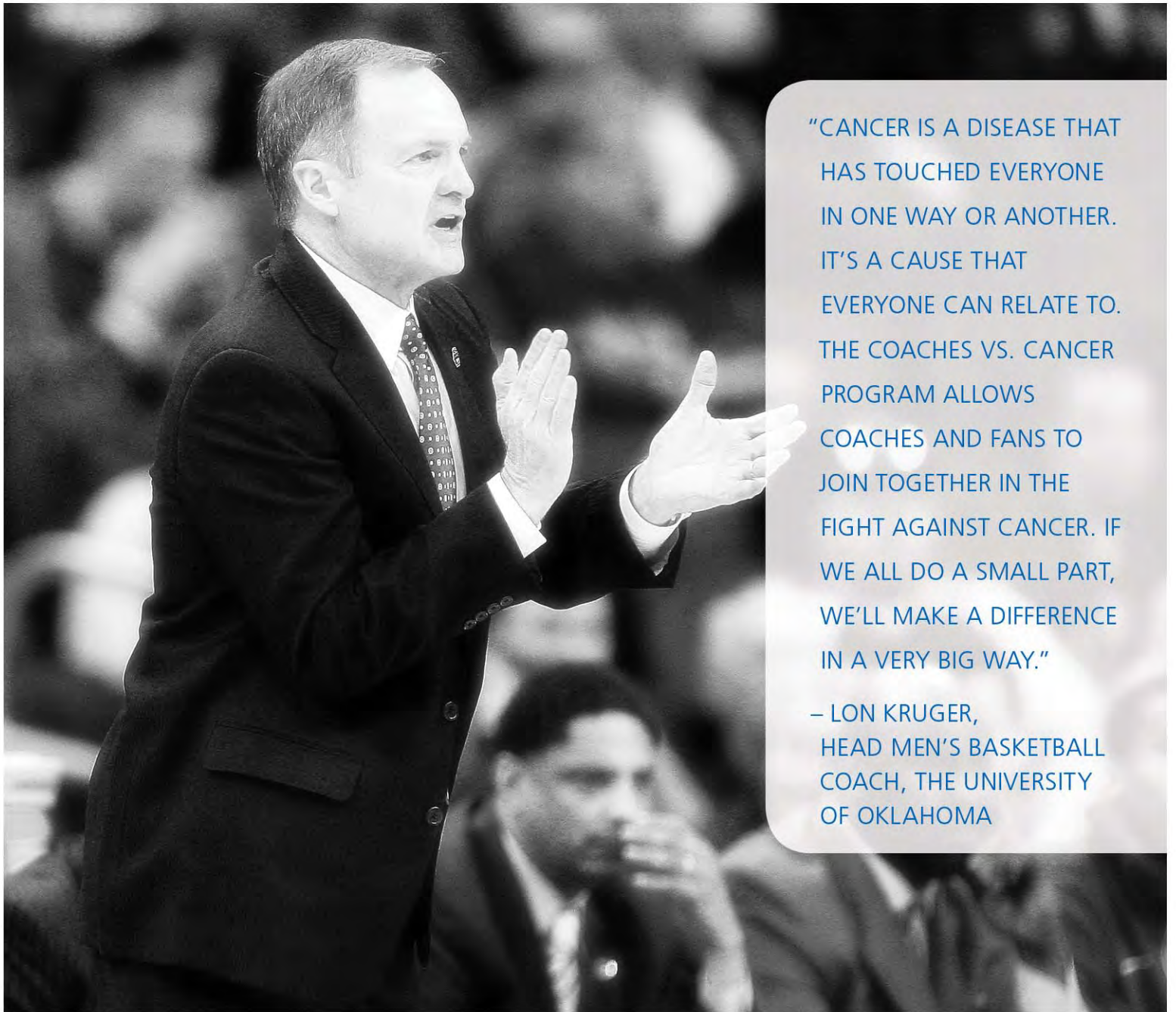
Signature: _____ Date: _____

Please send completed form and payment to:

American Cancer Society
10065 E. Harvard Avenue, Suite 400
Denver, CO 80231

For questions or additional information, please contact Megan Bowers at 720.524.5442.





"CANCER IS A DISEASE THAT HAS TOUCHED EVERYONE IN ONE WAY OR ANOTHER. IT'S A CAUSE THAT EVERYONE CAN RELATE TO. THE COACHES VS. CANCER PROGRAM ALLOWS COACHES AND FANS TO JOIN TOGETHER IN THE FIGHT AGAINST CANCER. IF WE ALL DO A SMALL PART, WE'LL MAKE A DIFFERENCE IN A VERY BIG WAY."

– LON KRUGER,
HEAD MEN'S BASKETBALL
COACH, THE UNIVERSITY
OF OKLAHOMA

For more information contact Megan Bowers
Megan.Bowers@cancer.org or 720-524-5442.



COACHESVSCANCER.ORG | 1.800.227.2345

