



# 11.4.2019

## ATLANTA ATHLETIC CLUB

1930 Bobby Jones Drive, Johns Creek, GA 30097

PRESENTED BY



Each year, the American Cancer Society hosts a variety of events to leverage public support in advancing its mission to save lives, celebrate lives, and lead the fight for a world without cancer. One premier event is the Atlanta Select Golf Invitational, which provides an ideal opportunity to align with a life-saving cause while gaining visibility among an audience of greatly influential business and philanthropic leaders. This event annually raises more than a quarter of a million dollars, convenes the support of local and national corporations, and offers a top-notch experience to all who attend.

The 14<sup>th</sup> annual Atlanta Select will feature two main events: an exclusive Patrons Party and a tournament at the Atlanta Athletic Club. This exceptional venue has two 18-hole courses ranked within the top ten of Georgia by *Golf Digest*! In addition to competing in golf for prizes, guests will bid on fantastic auction items, celebrate cancer survivors, honor those who have succumbed to the disease, and learn about cancer prevention. There's no better reason to tee up, so join us!

### BOARD OF AMBASSADORS

**Gerry Leonard**, *Fiserv, Inc.* (CHAIR)

**Lyssa Berlinguette**, *Fidelity Investments*

**Debra Bradley**, *Coldwell Banker Atlanta*

**Lori Brooks**, *The Siegfried Group*

**Christy Brown**, *Kwontum.io*

**Ngozi Eze**, *ADP, LLC*

**Cheryl Ferrante**, *NSC Global*

**Janet Franz**

**Gary Gross**, *AppVision*

**Michael Harbin**, *AT&T Services, Inc.*

**Todd Helms**, *Synovus*

**John Hutto**, *The IT Effectiveness Group*

**Jeff Johnson**, *Kwontum.io*

**Brian Kelleher**, *EC Electric*

**Terrence McCrossan**, *Oversight Systems*

**Adam Powell**, *CBRE*

**Christina Roll**, *Chubb Insurance*

**Stephen Siegner**, *O.C. Tanner*

### FOR MORE INFO, CONTACT:

**Kiana Matthews**

Sr. Development Manager,

Distinguished Events

404.949.6479 office

[Kiana.Matthews@cancer.org](mailto:Kiana.Matthews@cancer.org)





Attacking from every angle.™

**The American Cancer Society's (ACS) mission is to save lives, celebrate lives, and lead the fight for a world without cancer.** We do this through four primary ways:

**WE DELIVER BREAKTHROUGHS** investing in innovative research to develop game-changing approaches. This includes extramural research grants, cancer prevention studies, ACS journals and publications, a behavioral research center, and research venture fund. The American Cancer Society is the largest non-governmental source of cancer research funding in the United States. Through the years, 47 ACS-funded scientists have won the Nobel Prize. Today, ACS is funding **\$410,152,249** in research grants across the country!

**WE PROVIDE DIRECTION** as a passionate ally, empowering people with information and answers. Throughout the cancer journey, ACS provides a circle of care that offers patients comprehensive information, daily help, and emotional support. This mainly includes our work through the National Cancer Information Center, Patient Navigation Program, cancer.org, cancer screening guidelines, health professional and patient education.

**WE ARE ACTIVISTS** convening relentless partners for awareness and impact. More specifically, this refers to ACS CAN (Cancer Action Network), cancer control roundtables, Coaches vs. Cancer, CEO's Against Cancer, and corporate partnerships. ACS promotes effective cancer policies and legislation at the federal, state, and local levels. Current advocacy efforts include creating a smoke-free environment in Atlanta's Hartsfield-Jackson Airport and increasing the tax on tobacco products.

**WE BUILD COMMUNITIES** united to fight cancer with access to treatment and compassion. This is accomplished through services like the Hope Lodge, Road to Recovery, CHANGE Grants, Relay for Life, Making Strides, galas and golf events. ACS partners with community groups, schools, faith organizations, corporations and more to bring practical, cancer-fighting information to people nationwide.

**Cancer death rates have declined in the U.S. by 23% since 1991 but we can't stop there! About 609,640 Americans are expected to die of cancer in 2018, which equals about 1,670 people per day. We are committed to improving these devastating odds!**



**11.4.2019**

**ATLANTA ATHLETIC CLUB**

1930 Bobby Jones Drive, Johns Creek, GA 30097

The American Cancer Society is thrilled to host the next Atlanta Select Golf Invitational at one of the most elite golf destinations in Georgia: the Atlanta Athletic Club! Most notable about this storied venue are the following attributes:

**THE COURSES**

The Atlanta Athletic Club has two 18-hole courses: Highlands and Riverside. They have been ranked fourth and ninth, respectively, on *Golf Digest's* 2017-2018 list of “The Best Golf Courses in Georgia.”

**PAST TOURNAMENTS**

The Atlanta Athletic Club has been the venue for many prestigious tournaments over the years, including the 1981, 2001, and 2011 PGA Championships plus the 1976 U.S. Open. In fact, it is the only golf club in Georgia to ever host these major events!

**BOBBY JONES**

The Atlanta Athletic Club was Bobby Jones’s home club. He grew up playing golf at the East Lake location and became the world’s most famous amateur golfer. Jones served as president of the Atlanta Athletic Club and was an active member until his death in 1971.



# 2019 ATLANTA SELECT GIVING LEVELS & BENEFITS

	PRESENTING \$50,000	CURE \$25,000	MAJOR \$15,000	PREMIER \$10,000	EAGLE \$7,500	SELECT \$5,500	SURVIVOR \$3,000	INDIV GOLFER \$1,500	ONE-SIGN HOLE \$500
Category exclusivity at this level and industry exclusivity for all levels (Pledge must be made before any other industry sponsor.)	■								
Opportunity to expand sponsorship package according to your company's priorities and ACS's resources.	■								
Opportunity to address the audience during the tournament's Opening Ceremony	■								
Opportunity to address the audience during the Post-Golf Reception	■	■							
Spotlight of a company executive in an e-blast	1	1							
<b>NEW!</b> Clinic with a golf pro prior to tournament's shotgun start	■	■	■						
Recognition on tournament golf carts and drink cart	logo	logo	logo						
Recognition in social media posts	2	2	1	1					
Fixed position logo on tournament leaderboard	■	■	■	■					
Opportunity to attend Atlanta Select's inspirational Hope Lodge dinner on January 23, 2019	■	■	■	■					
<b>NEW!</b> Company table on the tournament course to interact with golfers	■	■	■	■	■				
Opportunity to give a branded item or info for Patrons Party gift bags	■	■	■	■	■				
Recognition during the tournament's Opening Ceremony	plaque	plaque	plaque	plaque	name				
Recognition in all e-blasts, on AtlantaSelect.org, and on indoor signs	logo	logo	logo	logo	name	name	name		
Tickets to the exclusive Patrons Party	10	8	6	4	4	2	2	2	
Tournament golfers	16	12	10	8	4	4	2	1	
Pro shop gift cards ( <i>amount per golfer</i> )	\$125	\$125	\$100	\$100	\$100	\$100	\$100	\$100	
Logo recognition on tournament hole signs	2 contest + 2 reg holes	2 contest holes	2 contest holes	2 reg holes	2 reg holes	1 reg holes	2 reg holes		1 reg holes

## EARLY BIRDIE PACKAGE!

Make a written pledge by **March 31, 2019**  
at the \$5,500 level or above to get each of  
the following:

1. Your choice of which course your  
foursome(s) will play: Highlands or  
Riverside.
2. A caddie for your foursome.
3. Two extra Patrons Party tickets.



**11.4.2019**

**ATLANTA ATHLETIC CLUB**

Minimizing expenses is a critical part of responsible stewardship. Therefore, the Atlanta Select Golf Invitational offers underwriting opportunities to reduce event costs and allot more money to American Cancer Society programs and services. Underwriting is an especially great way to support Atlanta Select if you are unable to attend the tournament. Check out the opportunities below!

<b>\$17,000   GOLFER GIFTS</b>	<b>Underwriter Benefits</b>
<p>No elite golf tournament is complete without top-notch player gifts! At Atlanta Select, all 200 golfers will receive a \$100 or more gift certificate to spend in a pop-up pro shop by a well-known brand.</p>	<ul style="list-style-type: none"> <li>• Opportunity to expand this benefits package according to your company’s priorities and ACS’s resources</li> <li>• Opportunity to help choose the brand of the Atlanta Select pop-up pro shop</li> <li>• Logo on pop-up pro shop signage</li> <li>• Four hole signs</li> </ul>
<b>\$3,000   PATRONS PARTY</b>	
<p>The Atlanta Select Patrons Party will be held 4-6 weeks prior to the tournament. This complimentary event will convene supporters for a fabulous evening of wine, hors d’oeuvres, auction excitement, and a special presentation on the American Cancer Society’s work.</p>	<ul style="list-style-type: none"> <li>• Logo placement on Patrons Party signage, centerpieces, and gift bags</li> <li>• Patrons Party admission for 12</li> <li>• A hole-sign at the golf tournament</li> </ul>
<b>\$2,000   “I PLAY FORE” GIFTS</b>	
<p>Those who donate \$250 or more to the American Cancer Society through Atlanta Select will get a thank you gift that can be branded with your company’s logo!</p>	<ul style="list-style-type: none"> <li>• Logo placement on donor appreciation gifts</li> <li>• Patrons Party admission for eight</li> <li>• A hole-sign at the golf tournament</li> </ul>
<b>\$750   HOPE LODGE DINNER SOLD!</b>	
<p>American Cancer Society Hope Lodges are a free place to stay for cancer patients and their caregivers allowing them to reside close to treatment. On <b>January 23, 2019</b> Atlanta Select board members will serve them dinner and hear their inspiring stories.</p>	<ul style="list-style-type: none"> <li>• Logo placement on Hope Lodge dinner table centerpieces</li> <li>• Patrons Party admission for four</li> <li>• A hole-sign at the golf tournament</li> </ul>
<b>\$650   PHOTOGRAPHY</b>	
<p>The Atlanta Select photographer captures memories throughout the tournament day and golf course.</p>	<ul style="list-style-type: none"> <li>• Patrons Party admission for four</li> <li>• A hole-sign at the golf tournament</li> </ul>
<b>\$600   VOLUNTEER FOOD</b>	
<p>Volunteers provide necessary assistance to execute Atlanta Select according to plan and ensure that each guest has a great experience. Complimentary food is provided as they work.</p>	<ul style="list-style-type: none"> <li>• Patrons Party admission for four</li> <li>• A hole-sign at the golf tournament</li> </ul>



**11.4.2019**

**ATLANTA ATHLETIC CLUB**

PRESENTED BY



**Yes! I/We will support Atlanta Select at the following level:**

**SPONSORSHIPS**

- \$25,000** Cure
- \$15,000** Major
- \$10,000** Premier
- \$7,500** Eagle
- \$5,500** Select
- \$3,000** Survivor
- \$1,500** One Golfer
- \$500** One-sign Hole

**UNDERWRITING OPPORTUNITIES**

- \$17,000** Golfer Gifts
- \$2,500** Patrons Party
- \$2,000** "I Play Fore" Gifts
- \$750** Hope Lodge Dinner
- \$650** Photography
- \$600** Volunteer Food

**GENERAL DONATION**

\$ \_\_\_\_\_

**MATCHING INFO**

Company Name  
\_\_\_\_\_

Matching Amount  
\$ \_\_\_\_\_

**DONOR INFORMATION**

**Donor Name:**

*As it should be published.* \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Secondary Contact:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**PAY METHOD**

- CREDIT CARD** Please visit [AtlantaSelect.org](http://AtlantaSelect.org) to pay online.
- CHECK** \$ \_\_\_\_\_ check made payable to the American Cancer Society enclosed.
- PLEDGE** Please bill me/us later. *(All payments must be received by October 15, 2019.)*

**Signature\*** \_\_\_\_\_ **Date** \_\_\_\_\_

*\*This signature is your commitment to contribute at the level specified above.*

**THANK YOU FOR SUPPORTING THE AMERICAN CANCER SOCIETY!**

**Please return completed form to:**

Attn: Kiana Matthews | Atlanta Select  
 American Cancer Society, 250 Williams Street, Quad 4A, Atlanta, GA 30303  
 404.949.6479 | [Kiana.Matthews@cancer.org](mailto:Kiana.Matthews@cancer.org)