



## 15<sup>th</sup> Annual Atlanta Select Golf Invitational

### PATRONS PARTY

~~Date & Location TBD~~ **cancelled**

### GOLF TOURNAMENT

**11.9.2020 | Atlanta Athletic Club**

With each passing day, people are diagnosed and succumbing to cancer. Yet Atlanta Select convenes the support of individuals and corporations to raise more than **\$300,000** annually for the American Cancer Society. As we celebrate the event's 15<sup>th</sup> anniversary, it will be held at the Atlanta Athletic Club, which has two courses ranked within the top ten of Georgia by *Golf Digest*. Guests will compete in golf for prizes, bid on fantastic auction items, honor those who have fought cancer, and learn about prevention. This is an ideal opportunity to align with the American Cancer Society's lifesaving cause while gaining visibility amongst an audience of influential business and philanthropic leaders. Join us!

#### BOARD OF AMBASSADORS

**Todd Helms**, *Mueller Water Products* (CO-CHAIR)

**Gerry Leonard**, *Transit Technologies* (CO-CHAIR)

**Magali Axson**, *ADP, LLC*

**Lyssa Berlinguette**, *Fidelity Investments*

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

**Janet Franz**

**Blake Gober**, *Synovus*

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

**Brian Kelleher**, *EC Electric, Inc.*

**Mark Lerner**, *LernerRouille*

**Terrence McCrossan**, *Oversight Systems*

**Cleveland Robert**

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

**Dudley White**, *Fiserv*

#### FOR MORE INFO, CONTACT:

**Kiana Matthews**

American Cancer Society

404.949.6479 office

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





## AMERICAN CANCER SOCIETY

Approximately 1,700 people in the United States will die of cancer today alone! That's why the American Cancer Society's works tirelessly to save lives, celebrate lives, and lead the fight for a world without cancer. More specifically...

### WE ARE ACTIVISTS

- Contributed to a **27% drop in cancer death rates** in the US since 1991, translating into **2.6 million fewer cancer deaths**.
- In all 50 states, the District of Columbia, and federally, the volunteers and staff of our nonpartisan advocacy affiliate, ACS CAN, work to make cancer a top priority of public officials
- Nearly 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 nonprofit funder of cancer research, we have invested more than **\$4.9 billion** since 1946.
- **49 researchers** funded by the American Cancer Society went on to win the Nobel Prize.

### WE SERVE COMMUNITIES

- **More than 9 million free rides to treatment** provided for cancer patients since 2005 through *Road to Recovery*
- 6 million free nights of lodging through our Hope Lodge communities and hotel partners
- Helped deliver over 915,000 low-or-not-cost screening to those in need

### WE PROVIDE DIRECTION

- **The #1 trusted source for cancer information**, with over 100 million annual visits to cancer.org and our *Cancer Facts & Figures* report is one of the most widely cited cancer publications in the world.
- Answers and support available 24/7 through our live helpline, where we respond to **1.4 million inquiries** annually.



## 2020 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	PAR \$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							
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	■	■	■	■					
Company table on the tournament course to interact with golfers	■	■	■	■	■				
Opportunity to give a branded item or info for Patrons Party gift bags tournament attendees	■	■	■	■	■				
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 Patrons Party Opening Ceremony for nongolfer use	10	8	6	4	4	2	2	2	
Tournament golfers	16	12	10	8	4	4	2	1	
Pro shop gift cards (amount per golfer)	\$125	\$125	\$100	\$100	\$100	\$100	\$100	\$100	
Recognition on golf course signage	logo	logo	logo	logo	logo	name	name	name	name

### EARLY BIRDIE PACKAGE!

Make a written pledge by **July 31, 2020**  
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 Opening Ceremony tickets for nongolfers.



## 2020 ATLANTA SELECT UNDERWRITING OPPORTUNITIES

Atlanta Select 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>• Recognition on golf course signage</li> </ul>
<b>\$4,000   PATRONS PARTY CANCELLED</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>• Recognition on golf course signage</li> </ul>
<b>\$2,000   SIGNAGE SOLD</b>	
<p>Directional signs and recognition signs will be placed throughout the Atlanta Select venue and golf course.</p>	<ul style="list-style-type: none"> <li>• Logo placement on each sign</li> <li>• <del>Patrons Party</del> Opening Ceremony admission for eight</li> <li>• Recognition on golf course signage</li> </ul>
<b>\$750   HOPE LODGE DINNER CANCELLED</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. Atlanta Select board members will serve them dinner and hear their inspiring stories. (Date TBD)</p>	<ul style="list-style-type: none"> <li>• Logo placement on Hope Lodge dinner table centerpieces</li> <li>• <del>Patrons Party</del> Opening Ceremony admission for four</li> <li>• Recognition on golf course signage</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>• <del>Patrons Party</del> Opening Ceremony admission for four</li> <li>• Recognition on golf course signage</li> </ul>
<b>\$400   VOLUNTEER FOOD</b>	
<p>Volunteers help execute Atlanta Select according to plan and ensure that guests have a great experience. Complimentary food is provided as they work.</p>	<ul style="list-style-type: none"> <li>• <del>Patrons Party</del> Opening Ceremony admission for four</li> <li>• Recognition on golf course signage</li> </ul>





## 2020 ATLANTA SELECT PAYMENT & PLEDGE FORM

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

### SPONSORSHIPS

- \$50,000** Presenting
- \$25,000** Cure
- \$15,000** Major
- \$10,000** Premier
- \$7,500** Eagle
- \$5,500** Select
- \$3,000** Survivor
- \$1,500** One Golfer
- \$500** Par

### UNDERWRITING OPPORTUNITIES

- \$17,000** Golfer Gifts
- ~~**\$4,000**~~ Patrons Party
- ~~**\$2,000**~~ Signage
- ~~**\$750**~~ Hope Lodge Dinner
- \$650** Photography
- \$400** 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

- CHECK** \$\_\_\_\_\_ check made payable to the American Cancer Society enclosed.
- CREDIT CARD** Please visit [AtlantaSelect.org](http://AtlantaSelect.org) to pay online.
- PLEDGE** Please bill me/us later. **(All payments must be received by October 15, 2020.)**

**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 with payment to:**

American Cancer Society, 250 Williams Street, Ste 6000, Atlanta, GA 30303

**IMPORTANT!** Please include the following info in the check memo line: **Atlanta Select Key: 3BL7ZZ**

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

**Event sponsorships and underwriting contributions are subject to the "Terms and Conditions" available at [AtlantaSelect.org](http://AtlantaSelect.org) and incorporated herein by this reference.**

**AtlantaSelect.org**

*As of 8/6/2020 11:18 AM*