



Sponsorship Opportunities

NOVEMBER 1, 2021 | AVILA GOLF AND COUNTRY CLUB

WWW.TAMPAGOLFCLASSIC.ORG



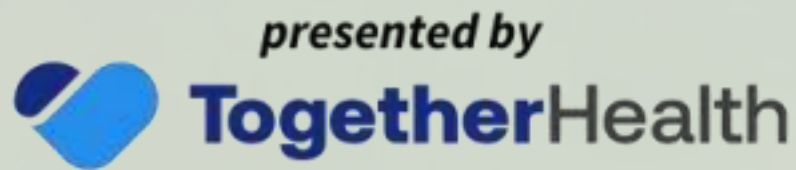
Presented By



TogetherHealth

Working Together in the Fight

Against Cancer!



THE IMPACT OF YOUR PARTICIPATION & INVESTMENT

Join the American Cancer Society November 1 at our Tampa Golf Classic to raise critical funds for the Richard M. Schulze Family Foundation Hope Lodge - Tampa. The Hope Lodge network provides free, temporary lodging for people with cancer who must receive treatment away from home, reducing financial strain and making treatment more accessible.

IN 2019, THE HOPE LODGE IN TAMPA



provided
12,885 nights



for **516** patients
and caregivers



reducing their financial
burden by **\$1.2 million.**



2021 Event Chair and Executive Board of Ambassadors

Todd Russell, Chair	RSM
Thomas Blake	Morgan Stanley
Paul Caspers	Edward Jones
Patrick DuFour	ARA Newmark
Brian Hanrahan	AON
Alex Milan	Global Safety Management
Matt Piotrowicz	Northern Technologies Group, Inc.
Julie Reynolds	Northwestern Mutual
Justin Wilson	908 Group
Michael Zachary	Disability Rights Florida
Glenn Zito	Avila Golf and Country Club



2021 Event Details

3rd Annual Tampa Golf Classic

Celebrity Tournament

November 1, 2021

10:30 a.m. Registration

12:30 p.m. Shotgun

Cocktails and Awards immediately following

Avila Golf and Country Club

943 Guisando De Avila, Tampa FL 33613

ACS Contact: Debbie Leon, Senior Development Manager

407.927.9190 | Debbie.Leon@cancer.org

Sponsorship Amenities



Tampa Golf Classic Classic 2021 Amenities	Presenting \$20,000	Champion \$15,000	Major \$10,000	Tour \$5,000	Foursome \$3,500	Underwriting Opportunities <small>(no amenities, 100% tax deductible)</small>
Level Exclusivity	X					1-Hole Sign \$500
Opportunity to Speak at Opening Ceremony	X	X				Caddie \$2,000
Recognition During Opening Ceremony	Plaque	Plaque	Plaque			Driving Range \$2,500
Recognition on Collateral	Logo	Logo	Logo	Logo	Name	Golf Cart \$3,000
Recognition on Day of Signage	Logo	Logo	Logo	Logo	Name	I Play Fore \$3,500
Recognition on Course Hole Signs	4	4	2	1	0	VIP Party \$4,000
Individual Participants for Golf Tournament	12	8	8	4	4	Cocktail Reception \$4,000
Recognition on Website & Social Media	Logo	Logo	Logo	Logo	Name	Superticket \$5,000

Presenting Sponsor \$20,000

Exclusivity Benefit:

- Only one Presenting Sponsor available to host the Tampa Golf Classic presented by 'Your Company'

Participant Benefits:

- Twelve (12) individual participants for golf tournament
 - Forecaddie for each foursome and access to driving range and putting green
 - Twelve (12) premium player gifts
- Opportunity to have a representative from your company speak at either the opening ceremony or the VIP Party
- Opportunity to have a representative join the 2021 Executive Board of Ambassadors for the Tampa Golf Classic
- Opportunity to influence the evening program fundraising restriction (i.e. Hope Lodge, Road to Recovery, Research, Pediatrics, etc.)

Marketing Benefits:

- Your corporate logo prominently displayed as presenting sponsor in Tampa Golf Classic collateral, if committed by May 31
- Your corporate logo prominently displayed as presenting sponsor on (4) hole signs, day of event signage and tournament leaderboard
- Opportunity to distribute an American Cancer Society approved and Tampa Golf Classic co-branded promotional item(s) with corporate logo via player gifts
- Your corporate logo prominently featured on all event collateral, website and social media
- Company highlighted in all press releases as presenting sponsor
- Mention by Master of Ceremonies as presenting sponsor during tournament welcome and post tournament reception
- Sponsor recognition plaque

Champion Sponsor \$15,000

Participant Benefits:

- Eight (8) individual participants for golf tournament
 - Forecaddie for each foursome and access to driving range and putting green
 - Eight (8) premium player gifts
- Opportunity to have a representative from your company speak at either the opening ceremony or the VIP Celebrity Pairing Reception
- Opportunity to have a representative join the 2021 Executive Board of Ambassadors for the Tampa Golf Classic

Marketing Benefits:

- Your corporate logo prominently displayed on four (4) hole signs
- Your corporate logo displayed on day of event signage
- Opportunity to brand with your company logo one of the following*:
 - VIP Party
 - Registration
 - Player gifts

**Branding opportunities based on availability.*

- Opportunity to distribute an American Cancer Society approved and Tampa Golf Classic co-branded promotional item with corporate logo via player gifts
- Your corporate logo prominently featured on all event collateral, website and social media
- Mention by Master of Ceremonies as Major Sponsor during post tournament reception
- Sponsor recognition plaque

Major Sponsor \$10,000

Participant Benefits:

- Eight (8) individual participants for golf tournament
 - Access to driving range and putting green
 - Eight (8) premium player gifts
- Opportunity to have a representative join the 2021 Executive Board of Ambassadors for the Tampa Golf Classic

Marketing Benefits:

- Your corporate logo prominently displayed on two (2) hole signs
- Your corporate logo displayed on day of event signage
- Opportunity to brand with your company logo one of the following*:
 - Driving Range
 - Beverage Cart

**Branding opportunities based on availability*

- Opportunity to distribute an American Cancer Society approved and Tampa Golf Classic co-branded promotional item with corporate logo via player gifts
- Your corporate logo prominently featured on all event collateral, website and social media
- Mention by Master of Ceremonies as Major Sponsor during post tournament reception
- Sponsor recognition plaque

Tour Sponsor \$5,000

Participant Benefits:

- Four (4) individual participants for golf tournament
 - Access to driving range and putting green
 - Four (4) premium player gifts
- Opportunity to have a representative join the 2019 Executive Board of Ambassadors for the Tampa Golf Classic

Marketing Benefits:

- Your corporate logo prominently displayed on one (1) hole sign
- Your corporate logo displayed on day of event signage
- Opportunity to distribute an American Cancer Society approved and Tampa Golf Classic co-branded promotional item with corporate logo via player gifts
- Your corporate logo prominently featured on all event collateral, website and social media



Foursome Sponsor \$3,500

Participant Benefits:

- Four (4) individual participants for golf tournament
 - Access to driving range and putting green
 - Four (4) premium player gifts

Marketing Benefits:

- Your corporate name featured on event website and social media

I Play Fore A Cure \$3,500

The American Cancer Society's Tampa Golf Classic wants to celebrate **pediatric cancer** survivors that are giving a voice to other children currently fighting cancer by inviting them to play a round of golf.

We have created a unique opportunity for "Corporate Heroes" that want to celebrate with us by buying a Foursome to bring **2 survivors and their guests to enjoy a day of golf** and fun activities.

Our "**I Play For A Cure**" **Foursome** provides "Corporate Hero" recognition and other marketing benefits, while directly impacting the mission and celebrating pediatric cancer survivors.

"I Play For A Cure" is a **\$3,500 sponsorship** that will cover:

- The cost of the Foursome to bring two pediatric cancer survivors and their father/mother or guest to our tournament
- Access to driving range and putting green
- Four Premium Player Gifts for the 4 participants
- Your corporate name featured on event website, social media and other collateral and material
- Special recognition as our "Corporate Hero"
- 4 invitations to our VIP Party
- The \$3,500 will be considered a full donation, with no Fair Market Value associated to it



Attacking from every angle.™

Underwriting Opportunities

1-Hole Underwriter \$500

Marketing Benefits:

- Your corporate logo prominently displayed on one (1) hole sign

Caddie Underwriter \$2,000

Marketing Benefits:

- Your corporate logo prominently displayed on day of event signage, and featured on event collateral, website and our social media

VIP Beverage Cart Underwriter \$3,000

Marketing Benefits:

- Your corporate logo prominently displayed on VIP Beverage cart, and featured on event collateral, website and social media

Golf Cart Underwriter \$3,000

Marketing Benefits:

- Your corporate logo prominently displayed on all player carts, and featured on event collateral, website and social media

Cocktail Reception Underwriter \$4,000

Marketing Benefits:

- Your corporate logo prominently displayed as 'Cocktail Reception Sponsor' and featured on event collateral, website and social media

VIP Party Underwriter \$4,000

Marketing Benefits:

- Your corporate logo prominently displayed at VIP Party and featured on event collateral, website and social media

Superticket Underwriter \$5,000

Marketing Benefits:

- Your corporate logo prominently displayed branding the superticket wristbands (contest package) and featured on event collateral, website and social media

American Cancer Society

Terms and Conditions - Event Sponsorship and Underwriting

1. Sponsorship Commitment. Sponsor has made a financial contribution (the "Payment") as a sponsor and/or underwriter of the ACS event (the "Event") identified on an sponsor commitment form, sponsorship package, pledge form, ACS website or similar agreement (each, a "Sponsorship Commitment"). ACS will have unrestricted use of the Payment. Any goods or services contributed by Sponsor or promotional activities conducted by Sponsor in connection with Event are provided as charitable contribution to ACS and without consideration.

2. Sponsorship Acknowledgements. ACS will provide the public recognition and acknowledgment applicable to Sponsor's support level as set forth in the Sponsorship Commitment (the "Sponsorship Acknowledgments"). Acknowledgement of Sponsor's sponsorship, while identifying Sponsor, will not endorse Sponsor's products or services or contain any qualitative or comparative language or price information with respect to Sponsor's products or services. Sponsorship Acknowledgments are not being provided as consideration of the Payment and the value of such acknowledgments will not exceed 2% of the Payment value. ACS will arrange and bear all costs and expenses related to Sponsor Acknowledgements.

3. Sponsorship Benefits. ACS will provide the additional sponsorship benefits (such as Event admission, food and beverage, entertainment, VIP seating, etc.) applicable to Sponsor's support level as set forth in the Sponsorship Commitment ("Benefits"). ACS will arrange and bear all costs and expenses related to Benefits.

4. Tax Treatment. The American Cancer Society is a qualified public charity under Section 501(c)(3) of the Internal Revenue Code (the "Code"). Sponsor's Payment is a qualified sponsorship payment under Section 513(i) of the Code and nonrefundable. To the extent that Sponsor's Payment exceeds the fair market value of all goods, services and other return benefits received by Sponsor, it is considered a charitable donation to ACS and tax deductible to the extent permitted by law. ACS will provide Sponsor with documentation of the fair market value of all return benefits received in connection with the Event.. In no event will the value of return benefits exceed the Payment. The return benefits are not intended to be available as a regularly occurring sale or an offer of advertising. Sponsor is responsible for consulting with its own tax advisor regarding the deductibility and treatment of its Payment, including contributed goods, for its own tax purposes. Contributed services are not tax deductible.

5. Use of Names and Logos. Sponsor grants to ACS the free, limited, non-exclusive, nontransferable, nonassignable, revocable right and license to use the Sponsor's name and logo provided by Sponsor solely for the purpose of providing the Sponsorship Acknowledgments, Benefits and otherwise fulfilling its obligations under these Terms and Conditions. Sponsor has the right to publicly announce and promote its sponsorship of the Event using the ACS name as follows: "[Sponsor] is [or was] a proud Sponsor of the [Event]" or in similar language approved in advance by ACS. In any online announcement, a link to www.cancer.org will be provided. Any use of the ACS logo or any use of the ACS name other than the language set forth above, requires the prior written review and approval of ACS. In no event shall Sponsor use ACS's name or logo in connection with the sale of a product or service. Upon request, Sponsor will provide ACS with copies of any Sponsor materials that use the ACS name or logo. All use of the ACS name or logo inures to the benefit of ACS. All Sponsor's right to use the ACS name and/or logo will terminate one (1) year after the Event, or earlier upon ACS's written notice of termination. Both parties further agree not to use each other's intellectual property in any way that would imply endorsement of one's self or demean, defame, embarrass, diminish or cause any harm to the other.



Attacking from every angle.™

American Cancer Society

Terms and Conditions - Event Sponsorship and Underwriting

6. Sponsorship Scope. Unless otherwise expressly identified on the Sponsorship Commitment, Sponsor will be a non-exclusive sponsor of the Event and ACS reserves the right to have other sponsors. Sponsor acknowledges that all Sponsorship Acknowledgements and Benefits provided by ACS relate only to the identified Event, and not similar ACS events held in other locations.

7. Tobacco Affiliations. "Tobacco Company" means any company that manufactures tobacco products and is commonly considered to be part of the tobacco industry, including subsidiaries and parent companies, and companies under common control with such company, as well as philanthropic foundations and other organizations closely linked with the tobacco industry. Sponsor represents and warrants that it (i) is not a Tobacco Company; (ii) does not own 5% or more of a Tobacco Company; and (iii) is not 5% or more owned by a Tobacco Company. Sponsor will adhere to ACS's no smoking policy when on ACS premises and the Event location.

8. Force Majeure. Neither Sponsor nor ACS will be deemed to be in default of any provision of this Agreement, or for failures in performance, resulting from acts of God, fire, flood, communicable disease outbreak, epidemic, public health emergency, natural catastrophe, severe weather, war, terrorism, labor dispute, governmental regulation or act, or similar events beyond the party's reasonable control, including any quarantine, travel warning or restriction or other action of government agencies or commercial entities intended to control, mitigate or otherwise address the foregoing (a "Force Majeure Event").

9. Discretionary Authority. Sponsor understands that the Event is being conducted, and Sponsor's Payment will be utilized, in furtherance of ACS's charitable mission. Sponsor acknowledges that ACS shall retain full discretion and control over the Event, including planning, schedule and operations. ACS reserves the right to reschedule or cancel the Event for any Force Majeure Event or any other reason it deems necessary or advisable, including without limitation logistical complications, public health concerns, severe weather forecast or other circumstances potentially affecting Event operations, attendance or success. In such cases, ACS will make reasonable efforts to provide Sponsorship Acknowledgements and Benefits at a rescheduled or comparable event within a reasonable time with Sponsor's approval.

10. Applicable Law, Jurisdiction, and Special Damages. These Terms and Conditions will be governed by the laws of the state of Georgia. The state and federal courts located in Fulton County, Georgia will have exclusive jurisdiction over all claims brought under this Agreement. Neither party will be liable for any indirect, special or consequential damages. This limitation of liability will not limit either party's gross negligence or willful misconduct.

11. Miscellaneous. If any provision of these Terms and Conditions of Sponsorship are held invalid or unenforceable in any circumstances by a court of competent jurisdiction, the remainder of these Terms and Conditions, and the application of such provision in any other circumstances, will not be affected thereby. The remedies specified herein are cumulative and in addition to any remedies available at law or in equity. Waiver of a breach of any provision of these Terms and Conditions does not constitute a waiver of any other breach of the same provision or any other provision of these Terms and Conditions. All Sections of these Terms and Conditions that by their nature are intended to survive expiration or termination will so survive. These Terms and Conditions, together with the Sponsorship Commitment, constitutes the entire agreement between the parties with respect to its subject matter, and supersedes all other communications between the parties with respect to such subject matter. In the event of a conflict between these Terms and Conditions and the Sponsorship Commitment, these Terms and Conditions will control. Nothing in this Agreement shall be construed to create a partnership or joint venture between the parties and neither party shall have the right to bind the other to any contracts, agreements, or other obligations without the express, written consent of an authorized representative of such party. These Terms and Conditions, and the rights granted hereunder, may not be assigned by either party without the



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