

AMERICAN CANCER SOCIETY

◆ ◆ CAPITAL ◆ ◆
GOLF
INVITATIONAL

GUEST OF HONOR

Nikki B

*SOCIAL MEDIA CORRESPONDENT
GOLF CHANNEL*

2020 SURVIVOR OF THE YEAR

Drisha Leggitt

*CHIEF MARKETING OFFICER
ANPAC BIO-MEDICAL SCIENCE COMPANY*

SCHEDULE OF EVENTS

FALL TEE OFF

NOVEMBER 13, 2019

URBAN ROOTS

1322 V St, Sacramento, CA 95818

CAPITAL INVITATIONAL DINNER

MAY 28, 2020

TBD

CAPITAL INVITATIONAL
GOLF TOURNAMENT

JUNE 1, 2020

GRANITE BAY GOLF CLUB

9600 Golf Club Dr, Granite Bay, CA 95746

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The Capital Invitational promises to be fun and uplifting as we raise money to help the American Cancer Society save lives, celebrate lives, and lead the fight for a world without cancer.

This year, nearly 1.7 million Americans will hear the words, “You have cancer.” It is likely that a cancer diagnosis has affected most of us in one way or another. Whether it is a loved one, friend, colleague, or we’ve heard these words ourselves.

Today we have an enormous opportunity to end cancer, and the pain and suffering it causes. Thanks to the progress we’re making together against cancer, mortality rates from the disease have fallen 25 percent since 1991. That’s more than 2.1 million lives saved from cancer that would have otherwise been lost.


Nationwide, we have raised over \$77M (net) for the mission of the American Cancer Society fighting cancer from the fairway. While we’re making great progress, it’s going to take all of us, working together, to beat this disease. Together, we’re making sure more people have the chance to live a healthy life, get appropriate cancer screening, and receive high-quality treatment and support. Your investment in the American Cancer Society means we’re able to provide support to everyone impacted by cancer, in every community, from research to education, prevention to diagnosis, and treatment to recovery.

Join us and take a swing at cancer. Your support makes an incredible difference! Can't wait to see you there!

Lynsay Allen
Tournament Chair
Chicago Title


Aaron Arak
Tournament Chair
Sacramento Kings

How your financial support impacts our mission




- 79% Mission Program Services
- 21% Supporting Services

1.5 MILLION volunteers – plus staff – driving mission across the globe




Our volunteer leadership model features Area Boards – empowering leaders at a local level

WE BUILD COMPASSIONATE COMMUNITIES Uniting compassionate volunteers and connecting patients to the care they need




89,000 CALIFORNIA VOLUNTEERS
GAVE THEIR TIME AND TALENT

helping the American Cancer Society to deliver its mission of saving lives, celebrating lives, and leading the fight for a world without cancer



63,000 RIDES
GIVEN TO CALIFORNIANS SO THEY COULD GET TO THEIR POTENTIALLY LIFE-SAVING CANCER TREATMENTS

through the Road To Recovery® program



10,600 NIGHTS
OF FREE OR REDUCED-COST LODGING FOR CALIFORNIANS TRAVELING FOR TREATMENT

including 2,600 at Hope Lodge® communities and 8,000 through our Hotel Partners Program

Cancer information, answers, and hope. Available every minute of every day. **800-227-2345**

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NIKKI B

SOCIAL MEDIA CORRESPONDENT
GOLF CHANNEL

Nikki B is a Sacramento native currently working as a Social Media Correspondent for Golf Channel, and Ambassador for Adidas Golf, California Family Fitness and 3 Strands Shop. She is also a member of the Emerging Leaders of The First Tee of Greater Sacramento.

Nikki played golf at Sacramento State, where she was also a member of the Student Athlete Advisory Committee and Host of Go Green Army TV. Upon graduation, she created Nikki B Golf where she reviews anything and everything golf including products, travel, fashion, and fitness. In February 2018, Nikki won Golf Channel's first season of Shotmakers, a Topgolf based competition, with her partner, Brad Barnes. Nikki's close ties to cancer have her very excited to be involved in next year's Capital Invitational as the Guest of Honor.

"My Grandma Jo was my absolute best friend growing up, and although she wasn't a golfer, she enjoyed watching golf with my dad (her son-in-law) on the weekends. The summer she lost her battle with colon cancer is, ironically, the summer I started playing golf. Even though she never played, I know she's enjoying watching every step and swing I make on the golf course."

– Nikki B.

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DRISHA LEGGITT

CHIEF MARKETING OFFICER
ANPAC BIO-MEDICAL SCIENCE COMPANY

Drisha Leggitt is an internationally recognized marketing and public relations professional who has led marketing and PR nationally and internationally for major technology companies, including Anpac Bio, Hewlett-Packard, Agilent Technologies, LCS Technologies, and Nicolas Garden.

A Stage IV cancer survivor, (in remission over 25 years), Ms. Leggitt is passionate about early disease screening, detection, technology, and research.

Among Leggitt's professional results to date include:

- Named 2018, "Woman of the Year"
– *Leukemia & Lymphoma Society GSC*
- Named 2016, "Woman Who Means Business"
– *The Business Journal*
- Selected Inaugural "Top Women in PR" Worldwide
– *PR News Magazine*
- "Business Volunteer of the Year"
– *Arts & Business Council*
- "Inaugural "Influencer of the Year"
– *Public Relations Society of America (PRSA) CCC*
- "Public Relations Professional of the Year"
– *Sacramento Public Relations Association (SPRA)*
- Two International "Gold Quill" Awards of Excellence
– *International Association of Business Communicators (IABC)*
- "Presidents Community Volunteer Award"
– *Presented by President George W. Bush & Points of Light Foundation*
- Six International "Clarion" Communication Awards of Excellence
– *Association for Women in Communications*
- Five National PRSA "Silver" & "Bronze Anvil" Awards
– *PRSA*
- The "Corporate Citizenship Associate Award"
– *Council of State Governments*
- Inaugural, International "Excellence in Public Relations Award"
– *Rotary International*
- Two "Platinum PR" & One "Nonprofit Excellence" Awards
– *PR News Magazine*
- Led/Earned Four "Guinness World Records"
– *Guinness Book of World Records*
- Over 200 PRSA "Influence", SPRA "Cappie"
& IABC "Crystal" Awards of Excellence

Ms. Leggitt has a Master of Arts Degree in Human Resources and Organizational Development from the University of San Francisco; a Bachelor of Arts Degree from California State University, Chico in Communications; and received post-graduate certifications from the University of Indiana, University of California, Davis, and Boston College.

WHY BECOME A CORPORATE PARTNER?

Positioning yourself as a partner of the American Cancer Society – the largest and most respected voluntary health organization in the United States – will bolster your company’s reputation and demonstrate your commitment to serving your community.

Approximately 1.7 million new cancer cases are expected to be diagnosed in the United States this year. More than 600,000 will die of the disease. That’s about 1,650 people a day. You can help us move one step closer to a world without cancer by celebrating with us at the 15th Annual Capital Invitational.

- The American Cancer Society is a highly trusted source for cancer information, having played a part in nearly every major cancer breakthrough in the last century.
- 74 percent of consumers are likely to support a sponsor associated with a charity like the American Cancer Society.
- Our brand helps to clearly identify our organization, set it apart from other organizations, and ultimately create relationships with our communities.
- Americans believe cancer is the single most important health problem they face.
- The American Cancer Society has 96 percent aided brand awareness among consumers.*

*American Cancer Society Market Research: 2016 Brand Tracker

WHO ATTENDS

200+ guests
 Corporate sponsors
 Business owners
 Philanthropic leaders

SPONSORSHIP OPPORTUNITIES

Presenting	\$25,000
Associate	\$20,000
Premier	\$15,000
Golf	\$1,500+
Dinner	\$5,000

Presenting Sponsor \$25,000

- Speaking opportunity at event dinner and golf awards reception
 - 16 player spots
 - 2 tables of ten(10) for golf dinner with VIP table
- Customizable marketing item of your choice with company logo or name given to each player.
- Exclusive sponsor for premier lunch, shootout, cocktail reception, or awards ceremony
- Full-page recognition in the event program
- Gold sponsorship of the *12th Annual Hope Gala*, table of 10
- Media package

Associate Sponsor \$20,000

- Speaking opportunity at event dinner and golf awards reception
- 12 player spots
- 16 dinner event tickets with VIP table
- Customizable marketing item of your choice with company logo or name given to each player.
- Full-page recognition in the event program
- Media package

Premier Sponsor \$15,000

- 8 player spots
- 1 table of ten(10) for golf dinner with VIP table
- Customizable underwriting item
- Full-page recognition in the event program
- Media package

Ace Plus Sponsor \$10,000

- 4 player spots
- 1 table of ten (10) for the golf dinner with VIP table
- Media package
- Customizable underwriting item

Ace Sponsor \$7,500

- 4 player spots
- 6 dinner event tickets with VIP table
- Media package
- Customizable underwriting item

Double Eagle Sponsor \$6,000

- 4 player spots
- 4 dinner event tickets
- Media package

Eagle Sponsor \$3,000

- 2 player spots
- 2 dinner event tickets
- Media package

Birdie Sponsor \$1,500

- 1 player spot
- 2 dinner event tickets
- Media package

Media Package

Sponsor name or logo on 1000+ marketing materials during event season including:

- Tee off invite, player tickets & Dinner invites (as long as received by print deadline)
- Displayed on event website
- Displayed on the Power Point presentation shown at the Tee off, event dinner, and awards reception
- On event banner
- Recognition in all press releases, public service announcements, and social media package

◆ ◆ UNDERWRITING SPONSORSHIP ◆ ◆

\$5,000 Sponsorships

Awards Reception
Custom Duffle Bags
*Flags **weintraub tobin***
Tee-off Reception

Benefits Included

- Two dinner event tickets
- Company logo or name listed on event website
- Half-page ad in event program
- Verbal recognition at sponsored event or logo on sponsored item
- Media package

\$3,000 Sponsorships

Ball Markers
Caddie Bibs
Golf Carts
Golf Gloves
Golf Towels
Mission for ACS
Photos
Player Hats
Volunteer T-shirts
Water Ball Insurance

Benefits Included

- Company name or logo on sponsored item
- Two dinner event tickets
- Company logo or name listed on event website
- Listing in event program
- Media package

\$1,500 Sponsorships

Breakfast
On Course Hole
On Course Ball Launcher/
Million Dollar Shoot Out
Valet

Benefits Included

- Company name/ logo recognition
 - In print materials, where applicable*
 - On event website & Facebook Page
 - On event banner
- Listing in event program

Dinner Sponsorships

\$10,000 Premier Dinner Sponsor

\$5,000 Silver Dinner Sponsor

SPONSORSHIP LEVELS

- | | | | |
|--|--|---|--|
| <input type="checkbox"/> Presenting Sponsor \$25,000 | <input type="checkbox"/> Awards Reception \$5,000 | <input type="checkbox"/> Golf Towels \$3,000 | <input type="checkbox"/> Valet \$1,500 |
| <input type="checkbox"/> Associate Sponsor \$20,000 | <input type="checkbox"/> Flags \$5,000 | <input type="checkbox"/> Mission for ACS \$3,000 | <input type="checkbox"/> Premier Dinner Sponsor \$10,000 |
| <input type="checkbox"/> Platinum Sponsor \$15,000 | <input type="checkbox"/> Tee-off Reception \$5,000 | <input type="checkbox"/> Photo \$3,000 | <input type="checkbox"/> Silver Dinner Sponsor \$5,000 |
| <input type="checkbox"/> Ace \$7,500 | <input type="checkbox"/> Ball Markers \$3,000 | <input type="checkbox"/> Player Hats \$3,000 | <input type="checkbox"/> Centerpieces \$3,000 |
| <input type="checkbox"/> Double Eagle \$6,000 | <input type="checkbox"/> Caddie Bibs \$3,000 | <input type="checkbox"/> Volunteer T-shirts \$3,000 | <input type="checkbox"/> Departure Gift \$3,000 |
| <input type="checkbox"/> Eagle \$3,000 | <input type="checkbox"/> Custom Duffel Bag \$5,000 | <input type="checkbox"/> Water Ball Insurance \$3,000 | <input type="checkbox"/> Event Program \$3,000 |
| <input type="checkbox"/> Birdie \$1,500 | <input type="checkbox"/> Golf Carts \$3,000 | <input type="checkbox"/> Breakfast \$1,500 | <input type="checkbox"/> Table \$1,000 |
| | <input type="checkbox"/> Golf Gloves \$3,000 | <input type="checkbox"/> On Course Hole \$1,500 | <input type="checkbox"/> Ticket \$150 |

SPONSOR INFORMATION

Select a category: Corporate Individual Foundation

Please print your company name legibly and exactly how you want it to appear in all event materials.

Name: _____ Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

I would like my name/company to appear in event materials: Yes No

I have a company Facebook/Twitter: Yes No

Name of Facebook page/Twitter handle: _____

ARTWORK *Please provide your company logo electronically in .JPG or .EPS file formats (Adobe Illustrator CS or higher, PC compatible, with outlined fonts) as both grayscale and color versions.*

PAYMENT INFORMATION

My check is enclosed, made payable to the *American Cancer Society*.

Please charge my credit card American Express MasterCard VISA Discover

Card number: _____ Exp. date: _____

Name (as it appears on the card): _____

Billing address (if different from above): _____ Signature: _____

SUBMIT COMPLETED FORM TO JENNA MARTIN UPON COMMITMENT.

Jenna Martin
 1545 River Park Drive, Suite 100
 Sacramento, CA 95815
 jenna.martin@cancer.org
 916.561.2933
 Fax: 916.564.4977

Thank you for supporting the mission of the American Cancer Society.
 The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us online at cancer.org and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345. Tax ID#: 13-1788491. Estimated fair market value of each player is \$450 and dinner ticket is \$100. Per IRS regulations, the tax deduction is limited to the excess of the payment over the fair market value.