Coaches vs. Cancer Jim Maloney Golf Classic
September 23rd // Llanerch Country Club // www.phillycvcgolf.org

The Coaches vs. Cancer program is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches uniting basketball coaches, their teams, and local communities to make a difference in the fight against cancer.

The Golf Classic is hosted by the Philly 6 Coaches – Jay Wright (Villanova), Steve Donahue (UPenn), Zach Spiker (Drexel), Aaron McKie (Temple), Billy Lange (SJU), Ashley Howard (La Salle) – and brings together over 130 influential corporate and civic leaders from Philadelphia for a day of golf to fight cancer.

WHY SPONSOR

DEMOGRAPHIC senior leadership and executives of top Greater Philadelphia companies

- Private equity and investment firms
- Banks
- Health systems
- Engineering and manufacturing
- Sports teams
- Top alumni and leadership of the Philly 6 schools

MARKETING get your brand in front of thousands

- More than a one day event with social media opportunities to 1k+ followers
- Logo in e-blasts to 2k+ Coaches vs. Cancer supporters
- Branding on event website and collateral
- Onsite branding and giveaway opportunities
- Customizable packages to meet your needs

NETWORKING connect with the Coaches vs. Cancer network

- Over fifteen years of Coaches vs. Cancer in Philadelphia building partnerships with top Greater Philadelphia businesses and executives
- Over 8,000 people have participated in a Coaches vs. Cancer event
- A unique opportunity to steward your clients, your staff, or meet new clients and market your brand in a casual setting
The American Cancer Society fights every cancer, every day in every community by helping people stay well, helping those touched by cancer get well, by finding cures, and by mobilizing millions of Americans to fight back. It is estimated that more than 1.7 million new cases of cancer will be diagnosed in the United States in 2019. More than 600,000 US residents are expected to die of cancer—that’s more than 1,600 people a day. With your help as a sponsor, the American Cancer Society is committed to changing these devastating odds by attacking cancer from every angle.

The American Cancer Society’s impact in Philadelphia 2018:

- 2,113 patients served with transportation to and from cancer treatment, 33,123 rides provided, saving patients over $1.3 million
- More than 1,500 patients and caregivers stayed at the Philadelphia Hope lodge, 20,150 free nights provided, saving patients over $3.8 million
- 46 research grants totaling $30 million in PA, with 30 grants totaling $17.3 million in Philly
- Over the past 16 years, Coaches vs. Cancer of Philadelphia has raised over $16 million to help eradicate this disease.

Your sponsorship helps fund these critical programs in Philadelphia.

PARTNER WITH A TRusted ORGANIZATION

ONE IN THREE
Say they are more likely to purchase a product if it’s partnered with the ACS brand.*

THE ACS CONTINUES TO BE A HIGHLY TRUSTED SOURCE FOR CANCER INFORMATION, WITH 96 PERCENT AIDED BRAND AWARENESS AMONG CONSUMERS.*

HELP SAVE LIVES, AND SHOW YOUR COMMUNITY HOW YOU PROVIDE EMPLOYEES AND CUSTOMERS:
- A quality team-building experience
- A platform for volunteerism and philanthropy
- A commitment to their well-being

BENEFITS CAN INCLUDE:
- Generating a more positive corporate image
- Improving customer loyalty
- Increasing sales potential

*American Cancer Society Corporate Partnerships survey: September 2013

*American Cancer Society Market Research: 2016 Brand Tracker
SPONSORSHIP OPPORTUNITIES

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PRESENTED BY The HSSG Wealth Management Group at Morgan Stanley

PLATINUM SPONSOR $10,000
▪ Exclusive sponsor of a Jim Maloney Golf Classic on-course contest, driving range, or putting green
▪ Logo on all event collateral (invitation, day-of signage), website, and e-blast to golfers
▪ Two tee signs personalized with logo or message of your choice
▪ Foursome photos with the coaches
▪ Two foursomes*

GOLD SPONSOR $5,000
▪ Logo on all event collateral (invitation, day-of signage), website and e-blast to golfers
▪ One tee sign personalized with logo or message of your choice
▪ Foursome photo on course
▪ One foursome*

FOURSOME* $2,750
▪ Text recognition on website
▪ One tee sign personalized with logo or message of your choice
▪ Foursome photo on course

WOMEN’S GOLF CLINIC $250
▪ Instructions and personal assessment from golf professional teaching full swing, putting, short game
▪ Includes admission to cocktail hour and reception

ALA GOLF CART
▪ Includes recognition on website and logo on banner displayed at designated area

COCKTAIL HR & RECEPTION $4,000
▪ Plus 4 tix to reception, logo on tables and high tops

LUNCH SPONSOR $2,000
▪ Plus logo on tables

GOLF CART SPONSOR $2,000
▪ Plus company logo on each golf cart

ON COURSE SNACK SPONSOR $1,500

TOURNAMENT AWARDS SPONSOR $1,500
▪ Plus verbal recognition during awards ceremony

PUTTING GREEN SPONSOR $1,000

DRIVING RANGE SPONSOR $1,000

TEE SIGN $500

RECEPTION TICKET ONLY $125

*Foursome includes gift from Under Armour, golf carts, lunch, cocktail hour and reception

Sponsorship packages can be customized to meet your monetary and marketing needs

CONTACT Dianna Dalton, 215.985.5362 or dianna.dalton@cancer.org, for information or to purchase
SPONSORSHIP FORM

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☐ PLATINUM SPONSOR $10,000
☐ GOLD SPONSOR $5,000
☐ FOURSOME $2,750
☐ COCKTAIL HR & RECEPTION $4,000
☐ LUNCH SPONSOR $2,000
☐ GOLF CART SPONSOR $2,000
☐ ON COURSE SNACK SPONSOR $1,500
☐ TOURNAMENT AWARDS SPONSOR $1,500
☐ PUTTING GREEN SPONSOR $1,000
☐ DRIVING RANGE SPONSOR $1,000
☐ WOMEN’S GOLF CLINIC $250

TOTAL PURCHASE: $_____________

TEE SIGN $500
Number of tee signs: ______________
Email tee sign text and/or logo in high res to: Dianna Dalton at dianna.dalton@cancer.org

RECEPTION TICKET ONLY $125
Number of tickets: ______________
Guest names:

_________________________________________
_________________________________________

DONATION ONLY: ______________

MAIL TO
American Cancer Society
Attn: CVC Golf
1818 Market St., Suite 2820
Philadelphia PA 19103

Visit www.phillycvcgolf.org to purchase online
or call Dianna Dalton at 215.985.5362

Name
Company

Phone
Email

Address

City
State
Zip