

The 2nd Annual
Phins on the Phairway



Monday, June 1, 2015

Red Wing Golf Course

Virginia Beach, Virginia

to benefit
The American Cancer Society's
Relay for Life

Sponsor Package

With your support, we can help the



Our Goal is for no one to hear the words
"You have cancer" ever again.



Walgreens

AT THE CORNER OF HAPPY & HEALTHY[®]



September 1, 2014



Dear Community Leader:

Today, 4,500 people in the United States alone will hear the words, 'you have cancer.' Perhaps a friend, family member, or even you have heard those words. The American Cancer Society is working tirelessly to finish the fight against cancer, creating a world with more birthdays. However, we can't do it alone.

Relay For Life is the American Cancer Society's signature fundraiser. Monies raised through Relay For Life help fund programs like Road to Recovery, Look Good Feel Better, and the Society's 24 hour hotline. The money is also used to fund groundbreaking cancer research—to date, 47 Nobel Prize winners have been funded by the Society. The Relay For Life of Virginia Beach is one of the best and brightest in the country. Every year, the event welcomes over 2,000 participants and raises nearly *half a million dollars* for the American Cancer Society.

We couldn't do this without the tireless dedication of our participants. In 2014 the Virginia Beach Relay For Life raised over \$350,000. On June 1, 2015, our Event Leadership team will come together to host the Second Annual Phins on the Phairway! Golf Tournament. This is sure to be one of largest and most profitable fundraisers that we have seen in our 20 years of Relay. Our staff is so excited to be a part of this event, and we hope that you will take the opportunity to be a part of it as well. This partnership will not only generate goodwill for your business throughout the community, but also will help us provide a quality experience for participants and finish the fight against cancer!

Thank you for taking the time to review this information. We hope to hear from you soon.

Sincerely,

A handwritten signature in blue ink that reads "Tiffany Beavers".

Tiffany Beavers
Specialist, Relay For Life
American Cancer Society, Inc.

If you, your family or co-workers should ever need information or support from the American Cancer Society, please visit www.cancer.org or call 1-800-227-2345 to speak with someone 24 hours a day, 7 days a week, 365 days a year.

stay well | get well | find cures | fight back | cancer.org | 1.800.227.2345

South Atlantic Division, Inc.

4416 Expressway Drive Virginia Beach, VA 23452
757.493.7940 / 1.800.294.4227 f) 757.493.9450



www.phinsgolf.com



The American Cancer Society - Relay for Life

Mission Statement

The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

**Who among us hasn't been touched by cancer in one way or another?
Well, let's do something about it!**

It was so much fun last year, we've decided to do it again! We invite you to come be a part of the Phun and Phestivities on Monday, June 1, 2015 at Red Wing Golf Course in Virginia Beach.

One of the first "beach lifestyle" themed golf tournaments in the area, we urge you to come play . . . attire of the day is your best hawaiian shirt. Tropical attire is encouraged.

We thank you in advance for your interest and sponsorship in the tournament. All profit from the event is being donated to The American Cancer Society / Relay for Life. Together we can help save lives.

If you have any questions, please don't hesitate to contact us. We look forward to hearing from you.

WHAT IS RELAY FOR LIFE?

Each year, more that four-million people in over 20 countries raise much-needed funds and awareness to save lives from cancer through the Relay for Life movement.

CELEBRATE

Those who have won their battle

REMEMBER

Those you've loved and lost

FIGHT BACK

Against this enemy



Be a part of the CURE!



Below are details of Sponsorship Opportunities available to your business to be a part of this PHUN event.

www.phinsgolf.com

BIG KAHUNA SPONSOR - \$3,000

Logo to appear on all Golf Tournament materials • Banner (sponsor supplied) to appear at tournament site • Three teams (up to 12 participants) • One Phun Package* per Participant • Marketing space at shelter • Company logo displayed on every golf cart • Listing and thank you in all tournament materials and promotions • Thank you award presented at tournament dinner • Time to speak at tournament dinner

DINNER SPONSOR - \$2,000

Banner (sponsor supplied) at tournament site • Two teams (up to 8 participants) • One Phun Package per Participant* • Company recognition on one tee box • Logo displayed on all tournament materials and promotions • Thank you presented at dinner.

LUNCH SPONSOR - \$1,000 **SOLD!**

Banner (sponsor supplied) at tournament site • One team (up to 4 participants) • One Phun Package per Participant* • Company recognition on one tee box • Logo displayed on all tournament materials and promotions • Thank you presented at dinner.

ROLLING TIKI CART SPONSOR - \$750

Company recognition on beverage/snack cart • One team (up to 4 participants) • Marketing space on one tee box • Recognition during awards dinner

CONTEST SPONSOR - \$650

One team (up to 4 participants) • Marketing space on one tee box • Company recognition at contest site • Recognition during awards dinner • Choose from one of the following contests: Putting contest, Closest to the Pin (4 available), Longest Drive (2 available)

GOLDEN PUKA SPONSOR (Hole Sponsor) - \$500

One team (up to 4 participants) • Marketing space on one tee box • Recognition during awards dinner

PRIZE SPONSOR (6 available) - \$250

Company recognition on one tee box • Recognition during awards dinner

PUKA SPONSOR (Hole Sponsor) - \$150

Company recognition on one tee box

OTHER OPPORTUNITIES AVAILABLE:

Donations for raffle prizes / silent auction (recognition will be appropriate for donation value)

* Phun Package includes: One free entry to Putting Contest, 4 mulligans and 4 raffle tickets.



SPONSORSHIP COMMITMENT

Phins on the Phairway Golph Tournament
to benefit

The American Cancer Society

Monday, June 1, 2015 • Red Wing Golf Course

www.phinsgolf.com



Please submit your commitment form and check (Payable to: Phins on the Phairway)

YES! We want to be involved. Sign us up!
(Please check the level of sponsorship you are requesting)

SPONSORSHIP

- BIG KAHUNA SPONSOR \$3,000**
- DINNER SPONSOR \$2,000**
- ~~**LUNCH SPONSOR \$1,000**~~ **SOLD!**
- ROLLING TIKI CART SPONSOR \$750**
- CONTEST SPONSOR \$500**

Please check contest you would like to sponsor (first come, first served): Putting Closest to the Pin Longest Drive -

Men Longest Drive - Women

- GOLDEN PUKA (Hole) SPONSOR \$500**
- PRIZE SPONSOR \$250**
- PUKA (Hole) SPONSOR \$150**
- OTHER (Please provide details of your donation below)**

CORPORATE CONTACT INFORMATION



Contact Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email Address _____

Signature _____

You can fax your commitment form to (757) 431-0992 or call one of our committee contacts listed below and we'll make arrangements to pick up your form and check at your convenience. Or, please mail your form and check to: Phins on the Phairway, C/O Shockley - 1133 Cresthaven Lane, Virginia Beach, VA 23464

Please make checks payable to "Phins on the Phairway"

Committee Contacts:

Marlon Johnson (757) 377-5087 ; Chuck Shockley (757) 286-2176