



Bear Necessities
PEDIATRIC CANCER FOUNDATION

bearnecessities.org

A Unique Partnership Opportunity

18th Annual Golf for the Bear

Wherever kids are fighting cancer, THE BEAR IS THERE.



PLEASE JOIN US!

Seven Bridges Golf Club, Woodridge, IL

Tuesday, June 21, 2011

Our mission: To eliminate pediatric cancer and provide hope and support to those who are touched by it.

Bear Necessities is a unique partner!

Wherever kids are fighting cancer, THE BEAR IS THERE.

- Only Illinois pediatric cancer organization with programs covering all 3 arms of support:
 - **Bear Hugs** that touch the lives of kids and families (customized experiences for children battling cancer and financial support for their families)
 - **Bear Discoveries** to help find a cure (national childhood cancer research)
 - **Bear Empowerment** to support other pediatric cancer organizations & facilities (support service grants)
- Awarded **Best in America** by Independent Charities of America.
- Since inception, **over 80% of money goes directly to the cause.** That means more than 80 cents of each dollar donated goes to programs and services.
- Well established and sustainable organization of **19 years.**

Nonprofits have a high failure rate: only one-third survive beyond five years.

Stan Madden,
Director of the Center for Nonprofit Studies at the
Hankamer School of Business at Baylor University



What is Golf for the Bear?

Wherever kids are fighting cancer, THE BEAR IS THERE.

It's Bear Necessities long-standing summer tradition...

- Golf, sun and fun!
 - food, drinks, raffle, contests (*i.e.*, *Outdrive the Survivor*), gift bags, awards, and MUCH MORE!
- One of our four signature events
 - Δ Golf for the Bear Δ Team Bear
 - Δ Bear Tie Ball Δ Run for the Bear
- Brings friends and business associates together for a truly memorable day
- Raises much needed funds to help eliminate pediatric cancer and to provide hope and support to those who are touched by it
- Provides an amazing opportunity for companies to meet their corporate philanthropic goals, while having fun
- Participation: Foursome (\$1,100) / Individual Golfer (\$275) – please visit www.bearnecessities.org to purchase tickets



PARTNERSHIP OPPORTUNITIES AT A GLANCE:

\$10,000 – Masters Sponsor
\$5,000 – Shirt Sponsor
\$3,000 – Cart Sponsor
\$2,500 – Turnaround Sponsor
\$1,500 – Golf Ball Sponsor
\$1,000 – Golf Bag Sponsor
\$300 – Birdie Level Hole Sponsor
\$100 – Bogey Level Hole Sponsor

UNDERWRITING/IN-KIND NEEDS:

Auction items / prizes
\$2,000 – Dinner for 200 guests
\$1,000 – Lunch for 200 guests
\$1,000 – beer, wine, soda for 200 guests

Bear Necessities delivers joy and hope to kids, gives families support & funds critical research

Wherever kids are fighting cancer, THE BEAR IS THERE.

*About 400 children are diagnosed each year
right here in the Chicagoland area.*

*The causes of most childhood cancers are
unknown and currently cannot be prevented...*

*Childhood Cancer not only affects the
child but everyone who loves them.*

- This year, Bear Necessities plans to provide hope and joy to **325** children and their families through the Bear Hugs Program.
- Over the past 19 years, Bear Necessities has fulfilled more than **3,750** Bear Hugs
- Since inception, Bear Necessities has funded over **\$2 million** dollars in research grants to **36** institutions across the nation.
- Since inception, Bear Necessities has funded almost **\$1.5 million dollars** in information and support service grants for programs or projects at over **100** organizations & institutions across the U.S.
- Last year, more than **11,500** individuals were directly supported through these programs and projects.

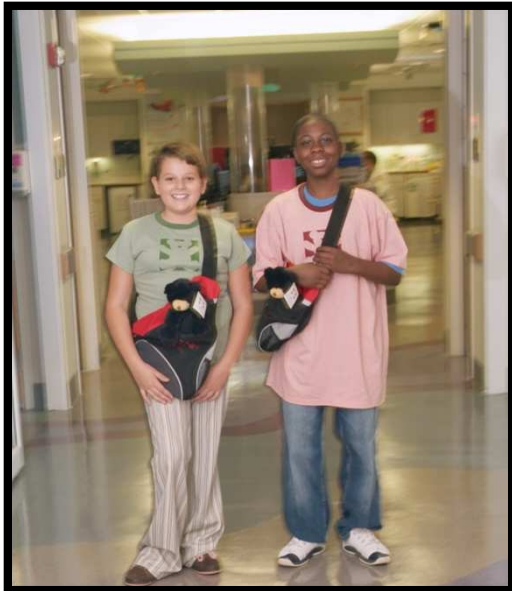


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Partnership with Bear Necessities is a WIN-WIN

Year-round opportunities are available!
Wherever kids are fighting cancer, THE BEAR IS THERE.



Experiential On Site Marketing - Events

- Signage
- Product Distribution
- Bear Necessities Donor Interaction
- Database Growth Opportunities

Digital Marketing

- Website Integration – Hyperlink
- Social Media Integration
- e-Blasts

Multi-level Communications

- Public Service Announcements (radio/TV/print)
- Press Releases
- Press Conferences
- e-News (*digital newsletter*)

83% of Americans have a more positive image of companies who support a cause they care about.

-Cohn/Roper Research



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TOGETHER...

let's bring joy and hope to sick children and their families and eliminate pediatric cancer.



Barrett "Bear" Krupa
1984-1993

THANK YOU
and see you on the golf course!

Bear Necessities Pediatric Cancer Foundation | www.bearnecessities.org
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