



18th Annual Golf for the Bear

*Wherever kids are fighting cancer, THE BEAR IS THERE.
Partnership Opportunities*



GOLF, SUN, FUN and Bear Necessities Pediatric Cancer Foundation ...a great way to make a difference!

What is Bear Necessities Pediatric Cancer Foundation (BNPCFI)?

The foundation is named in memory of Barrett "Bear" Krupa, who died after a courageous five and a half year battle with Wilms Tumor, a pediatric cancer. Prior to his death on January 9, 1993, Barrett "Bear" Krupa and his mother discussed and planned the formation of BNPCFI. During his long stay in the hospital, Bear expressed more concern for the other brave, young patients than he did for himself. He and his mother saw firsthand the many hidden needs of both patients and family members. Simple things like having games to play would go a long way to lightening the heavy burden the children face. Likewise, support for basic family needs such as transportation and parking on the many visits to the hospital remove undue stresses on an already overwhelming situation. **Bear Necessities Pediatric Cancer Foundation is a national organization whose mission is to eliminate pediatric cancer and to provide hope and support to those who are touched by it.**



**PLEASE JOIN US!
Seven Bridges Golf Club, Woodridge, IL
Tuesday, June 21, 2011**



18th Annual Golf for the Bear

Wherever kids are fighting cancer, THE BEAR IS THERE.

WHAT: Bear Necessities Pediatric Cancer Foundation's **Golf for the Bear**

WHERE: Seven Bridges Golf Club, Woodridge, IL

WHEN: Tuesday, June 21, 2011 (*shotgun start at noon*)

PARTICIPATION: Foursome (\$1,100) / Individual golfer (\$275)

Please visit www.bearnecessities.org to purchase tickets.

EVENT SCHEDULE:

- **Check-in:** 10:30am
- **Cocktails:** 5pm
- **Lunch:** 11am
- **Dinner & Awards Ceremony:** 6pm
- **Shotgun start:** 12pm

What is Golf for the Bear?

Golf for the Bear is Bear Necessities' long-standing summer tradition. Come together to help "drive out" cancer by lending your passion and generosity to raise much needed funds, while having fun!

***Highlights include:** food, drinks, raffle, contests (*i.e., Outdrive the Survivor*), gift bags, awards, and MUCH MORE!

The event is designed to bring friends and business associates together for a truly memorable day of golf for a great cause. Your support will allow us to continue to fight for these children by finding a cure, providing psychosocial programs and meeting their immediate and desperate needs through our three major programs:

Bear Discoveries: national childhood cancer research (*to help find a cure*)

Bear Empowerment: support services (*to support other pediatric cancer organizations & facilities*)

Bear Hugs: customized experiences for children battling cancer and financial support for their families (*to touch the lives of kids and families*)

Sponsorship support of Golf for the Bear helps companies meet their corporate philanthropic goals while providing critical funding for our three unique arms of support.

Did you know...?

- Cancer is the #1 disease killer in children under the age of 15.
- 1 in every 330 Americans develops cancer before the age of 20.
- Every school day, 46 children (2 classrooms full of students) will be diagnosed with cancer.
- Only 3% of all cancer research dollars are directed at pediatric cancer.

PARTNERSHIP OPPORTUNITIES AT A GLANCE:

<u>Sponsorships</u>	<u>Underwriting/In-Kind Needs</u>
\$10,000 Masters Sponsor	Auction Items / prizes
\$5,000 Shirt Sponsor	\$2,000 Dinner for 200 guests
\$3,000 Cart Sponsor	\$1,000 Lunch for 200 guests
\$2,500 Turnaround Sponsor	\$1,000 Beer, wine, soda for 200 guests
\$1,500 Golf Ball Sponsor	
\$1,000 Golf Bag Sponsor	
\$300 Birdie Level Hole Sponsor	
\$100 Bogey Level Hole Sponsor	

2011 Golf for the Bear Sponsorship Form

Please return this form to Bear Necessities by Friday, June 3rd



Sponsorship:

- ___ \$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 |

Other opportunities to support:

___ I would like to donate an **item for the silent auction / golfer awards**
Description: _____
Value: \$ _____

___ I would like to contribute **product for golfer gift bags** (plan for 200 golfers)
Description: _____
Value: \$ _____

___ I would like to reserve ___ foursome(s) for the golf outing at \$1,100/foursome

___ I would like to reserve ___ ticket(s) for the golf outing at \$275/ticket

___ I would like to make a **tax-deductible donation** of: \$ _____

Contribution information:

Company Name/Individual: _____

Contact/Title: _____

Address: _____

Phone: _____ Email: _____

___ Enclosed is a check made payable to Bear Necessities PCFI

___ Please charge \$ _____ to my (circle one) Visa / MasterCard

Card Number: _____ Exp. Date: _____ Security #: _____

Cardholder's Signature: _____



THANK YOU FOR YOUR GENEROUS SUPPORT!

Please fax or mail this completed form by Friday, June 3rd to:

Bear Necessities Pediatric Cancer Foundation | Attn: Barbara Khalouf
55 W. Wacker Drive, Suite 1100 | Chicago, IL 60601
Fax: 312.214.7797 | Phone: 312.214.1200 x32
Email: barbara@bearnecessities.org



Partnership Opportunities

Participate as a sponsor of the 2011 Golf for the Bear and help raise much needed funds to **eliminate pediatric cancer and to provide hope and support to those who are touched by it.** For more information, please contact Barbara Khalouf, Director of Development at barbara@bearnecessities.org / 312.214.1200 x32.

Masters Sponsor \$10,000	Shirt Sponsor \$5,000	Cart Sponsor \$3,000	Turnaround Sponsor \$2,500	Golf Ball Sponsor \$1,500	Golf Bag Sponsor \$1,000	Hole Sponsor \$300 Birdie Level <i>*One sponsor per hole*</i>	Hole Sponsor \$100 Bogey Level <i>*More than one sponsor per hole*</i>
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Corporate Exposure

Partnership exclusivity	√	√	√	√	√		
Company representative named as Honorary Co-Chair	√						
Representative signals shotgun start	√						

Event Participation/Recognition

Includes one foursome of golf	√						
Includes two rounds of golf		√					
Signage at event (banner to be provided by Sponsor)	√	√	√	√			
Signage at one hole	√			√		√	√
Company logo on event golf shirt (approximately 200)		√					
Company recognition on golf carts (approximately 80)			√				
Opportunity to brand Turnaround Hole #9 <ul style="list-style-type: none"> On-site presence including but not limited to: design your own hole contest, DJ, food, tent, etc. provided by sponsor 				√			
Company recognition on golf balls included in gift bags (approximately 200)							
Company recognition on bag tags distributed to event participants (approximately 200)							
Donor recognition signage at event	√	√	√	√	√	√	√

Promotional and Sampling Opportunities

Goody bag (approximately 200) – provided by sponsor	√						
Goody bag insert (approximately 200) – provided by sponsor	√	√	√	√	√	√	√

Print and Email Recognition

Honorary Co-Chair listed in Day of Event Program (approximately 200)	√						
Day of Event Program (approximately 200) <ul style="list-style-type: none"> Prominent logo placement on cover 	√						
<ul style="list-style-type: none"> Logo on cover 		√	√	√	√	√	√
<ul style="list-style-type: none"> Listing on inside of program 	√	√	√	√	√	√	√
Golf for the Bear email campaign (minimum 7,600)	√	√	√	√	√		



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Website and Social Media Recognition

Bear Necessities' Golf for the Bear Event Page <ul style="list-style-type: none"> • Logo and hyperlink • Exposure from April 2011 – June 2011 	√	√	√	√			
Bear Necessities' Golf for the Bear Registration Page <ul style="list-style-type: none"> • Logo and hyperlink • Exposure from April 2011 – June 2011 	√	√					
Partnership Announcement on Bear Necessities' Twitter & Facebook Accounts <ul style="list-style-type: none"> • Thank you and hyperlink to company website • Five times (April 2011 – June 2011) • Three times (April 2011 – June 2011) 	√	√	√	√			
Day of Event Status Updates via Bear Necessities' Twitter & Facebook Accounts <ul style="list-style-type: none"> • Photo Update • Text Update 	√	√	√	√	√	√	

Benefit deadlines vary.

Underwriting/In-Kind Needs

It is our goal to underwrite event expenses through both cash and in-kind contributions. This ensures that more money is directed toward our mission to eliminate pediatric cancer and to provide hope and support to those who are touched by it.

Opportunities

- Auction items / prizes
- Dinner (\$2,000 / 200 guests)
- Lunch (\$1,000 / 200 guests)
- Beer, wine, soda (\$1,000 / 200 guests)