

***WILLIAM T. WHITE, JR.***  
★ M E M O R I A L ★  
**GOLF**  
T O U R N A M E N T

**SPONSORSHIP AND UNDERWRITING  
OPPORTUNITIES**



July 10, 2017

Conway Farms Golf Club, Lake Forest, IL

## ABOUT THE WILLIAM T. WHITE, JR. MEMORIAL GOLF TOURNAMENT

The American Cancer Society's 37<sup>th</sup> annual William T. White, Jr. Memorial Golf Tournament will be held on Monday, **July 10, 2017** at the prestigious **Conway Farms Golf Club in Lake Forest**. In addition to hosting the 2017 BMW Championship, Conway Farms is ranked #10 on Golf Digest's Top Illinois Golf Courses and #187 on Golf Digest's America's Second 100 Greatest Golf Courses.

Golf includes caddies, access to driving range and putting green, lunch, extended cocktail reception with heavy hors d'oeuvres, player gift and opportunity to bid on our silent auction and participate in our raffle.

We anticipate that we will sell out and have a full course of golfers, so don't delay signing-up your foursome.

### History

In 1981, William T. White, Jr. initiated a golf tournament to bring friends and interested people from the community together to raise funds to support the American Cancer Society. In recognition of his generosity, the tournament is now named in his honor after his death from leukemia in 1993. Now, 36 years later, William T. White, Jr.'s son, William "Bill" T. White, III serves as the event's co-chair. Since the event's inception, it has raised over \$2 million to fund research and the many support services that the American Cancer Society provides.

### Executive Committee

Michael Brown	Julie Stracks
Debra Cohen	Bill White
Bill Kelley	Susan White
Russ Larsen	

### Your Support

Cancer is a leading health concern among Americans. Each year, more than 1.6 million people in the United States are newly diagnosed with cancer, and more than 580,000 Americans die of the disease. By supporting the William T. White, Jr. Memorial Golf Tournament, you are helping to find cures for cancer and reduce the burden that this disease has on our community. People will see and know your company as an organization committed to the well-being of your customers and your employees.

For additional information  
please contact:

American Cancer Society  
Attn: Heidi Long  
225 N. Michigan Ave., Suite 1200  
Chicago, IL 60601

O: (312) 960-2304  
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W: [www.acswtwgolf.org](http://www.acswtwgolf.org)





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## ABOUT THE AMERICAN CANCER SOCIETY

**History & Mission** Founded in 1913, the American Cancer Society is the nation's largest community based voluntary health organization and has played a role in virtually every groundbreaking cancer advance realized. With volunteers as its backbone, the Society tackles all cancers on all fronts to eliminate cancer as a major health problem.

**Recent Accomplishments** The American Cancer Society's Patient Navigation Services continues to expand with new centers at health care facilities throughout Illinois. In just six years we have created a statewide support network serving an estimated 35,000 cancer patients and families yearly. Thanks to the vision and generosity of our donors, all services are free. All told, our cancer-fighting efforts since the 1990s have helped save nearly 350 lives per day.

**Research** The Society is the largest non-governmental source of cancer research funding in the United States. Through the years, 47 American Cancer Society funded scientists have won the Nobel Prize. Today, 76 active American Cancer Society research grants worth \$28 million are in progress in Illinois at institutions such as the University of Chicago, Northwestern University and Loyola University Medical Center.

**Education** We reach out to millions in Illinois each year with good news that most cancer can be prevented by making healthy choices every day. We partner with cities, towns, community groups, schools, faith organizations, corporations and others to bring practical, cancer fighting information to people nationwide.

**Advocacy** American Cancer Society advocates and grassroots volunteers give cancer a voice and face by promoting effective cancer policies and legislation at the federal, state and local levels. Current advocacy efforts include increasing federal funding for cancer research, the regulation of tobacco products by the FDA, and locally, the protection of the historic Smoke-Free Illinois law.

**Patient Services** Every day, more than 100 Illinois residents reach out for help by calling our 24/7 cancer support line. Nationwide, we answer 1.1 million calls each year. From the moment of diagnosis throughout the cancer journey, the Society provides a circle of care that offers patients comprehensive information, day-to-day help and emotional support so they can make informed decisions for the highest quality of life possible. In addition to the Society's many free programs and services, we maintain a database of available community resources to help patients through their cancer journey.

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## SPONSORSHIP LEVELS AND BENEFITS

### Presenting Sponsor: \$25,000

- Exclusive opportunity to host the William T. White, Jr. Memorial Golf Tournament presented by your company (*Commitment must be made by December 1, 2016*)
- Four (4) foursomes
  - Contest Package for each player (Contest Package Value: \$50)
  - Caddies and access to driving range and putting green
  - Lunch and extended Cocktail Reception with heavy hors d'oeuvres
  - Player Gift for each player
- Your corporate logo will have prominent position on the WTW Save the Date (*Commitment must be made by December 1, 2016*)
- Your corporate logo will be displayed on the front cover of the WTW invitation (*Commitment must be made by February 1, 2017*)
- Your corporate logo will be displayed on front cover of event program book (*Commitment must be made by June 1, 2017*)
- Your corporate logo prominently displayed on four (4) hole signs on the course
- Your corporate logo will have prominent positioning on day of event signage
- Opportunity to distribute a promotional item with corporate logo via player gifts (Item must be approved by ACS and sample supplied by 6/5/17. Items must be delivered to the American Cancer Society office by 7/5/17)

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**July 10, 2017**

**Conway Farms Golf Club, Lake Forest, IL**

## **SPONSORSHIP LEVELS AND BENEFITS CONTINUED**

### **Major Sponsor: \$15,000**

- Three (3) foursomes
  - Contest Package for each player (Contest Package Value: \$50)
  - Caddies and access to driving range and putting green
  - Lunch and extended Cocktail Reception with heavy hors d'oeuvres
  - Player Gift for each player
- Your corporate logo prominently displayed on three (3) hole signs on the course
- Your corporate logo will have prominent positioning on day of event signage
- Your corporate logo will be displayed in event program book
- Opportunity to distribute a promotional item with corporate logo via player gifts (Item must be approved by ACS and sample supplied by 6/5/17. Items must be delivered to the American Cancer Society office by 7/5/17)

### **Master Sponsor: \$10,000**

- Two (2) foursomes
  - Contest Package for each player (Contest Package Value: \$50)
  - Caddies and access to driving range and putting green
  - Lunch and extended Cocktail Reception with heavy hors d'oeuvres
  - Player Gift for each player
- Your corporate logo prominently displayed on two (2) hole signs on the course
- Your corporate logo will have prominent positioning on day of event signage
- Your corporate logo will be displayed in event program book
- Opportunity to distribute a promotional item with corporate logo via player gifts (Item must be approved by ACS and sample supplied by 6/5/17. Items must be delivered to the American Cancer Society office by 7/5/17)

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## **SPONSORSHIP LEVELS AND BENEFITS CONTINUED**

### **Premier Sponsor: \$5,000**

- One (1) foursome
  - Contest Package for each player (Contest Package Value: \$50)
  - Caddies and access to driving range and putting green
  - Lunch and extended Cocktail Reception with heavy hors d'oeuvres
  - Player Gift for each player
- Your corporate logo prominently displayed on two (2) hole signs on the course
- Your corporate logo will have prominent positioning on day of event signage
- Your corporate logo will be displayed in event program book
- Opportunity to distribute a promotional item with corporate logo via player gifts (Item must be approved by ACS and sample supplied by 6/5/17. Items must be delivered to the American Cancer Society office by 7/5/17)

### **Foursome Sponsor: \$3,500**

- One (1) foursome, including:
  - Contest Package for each player (Contest Package Value: \$50)
  - Caddies and access to driving range and putting green
  - Lunch and extended Cocktail Reception with heavy hors d'oeuvres
  - Player Gift for each player
- Your corporate name will be displayed in event program book

### **Halfway House Sponsor: \$1,500**

- Your corporate logo will have prominent positioning on day of event signage
- Your corporate logo will be displayed in event program book

### **Hole Sponsor: \$500**

- Your corporate logo and/or participant name will have prominent positioning on day of event signage

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## PLAYER OPTIONS

- Three Players: \$2,550
- Two Players: \$1,700
- One Player: \$850

Contest Packages are not included.

Golf includes caddies, access to driving range and putting green, lunch, extended cocktail reception with heavy hors d'oeuvres, player gift and opportunity to bid on our silent auction and participate in our raffle.

## UNDERWRITING OPPORTUNITIES

Underwriters are dedicated to maintaining a sustainable event for the American Cancer Society by covering the expenses of essential elements. By committing to underwriting a specific portion of the event, underwriters will receive name recognition on the event website and in the program book. Additional recognition benefits are listed below. Underwriting commitments do not include individual spots, foursomes, or other taxable benefits for the William T. White, Jr. Memorial Golf Tournament.

Underwriting Opportunity	Amount	Additional Benefits
Player Gifts	\$5,000	Additional event day signage with your company logo by Player Gifts
Printing (Invitation and Program Book)	\$5,000	
Awards	\$5,000	Opportunity to include a note to all award winners
Event Day Signage	\$2,500	
Graphic Design	\$2,000	
Raffle	\$1,500	
Photographer	\$1,500	
Volunteer Shirts	\$1,000	Opportunity to include your logo on volunteer shirt
Volunteer Food and Beverage	\$1,000	Additional event signage with your company logo in the Volunteer Room

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## YOUR SUPPORT HELPS SAVE LIVES

Through your sponsorship, you are making the greatest impact in the fight against cancer. The American Cancer Society fights for every life threatened by every type of cancer in every community. The work we do impacts everyone regardless of where the funds are raised. Here's how the society puts your dollars to work:

### **Your sponsorship can help us find cancer's causes and cures through groundbreaking research.**

As the largest, private, nonprofit funder of cancer research, the American Cancer Society has played a role in nearly every cancer breakthrough in recent history. Since the early 1990s we've contributed to a 20 percent decline in US cancer death rates, meaning we've helped save more than 1.3 million lives. We fill a unique need with our research, funding cutting-edge investigators whose new ideas may otherwise be passed by. Our track record of funding 47 Nobel Prize winners early in their careers demonstrates our ability to identify the best and brightest ideas.

### **Your sponsorship helps discover new ways to prevent cancer or find it at its earliest, most treatable stage and helps people take steps to stay healthy.**

Nearly half of all cancer deaths could be prevented if people did what we know works: avoid tobacco, maintain a healthy weight through diet and exercise, and get recommended cancer screenings. We spread the word in communities across the country and fight for local, state, and federal policies that help keep people healthy.

Your sponsorship allows us to do the most to help people with cancer today. We're here 24 hours a day, seven days a week, 365 days a year, to help people with cancer and their families through every step of the cancer experience. We provide reliable information about cancer and treatment options, and free services like transportation to and from cancer treatment or a free place to stay while receiving treatment away from home.

### **Your sponsorship helps fight cancer as much through public policy as in the laboratory.**

Through our nonpartisan advocacy affiliate, the American Cancer Society Cancer Action Network<sup>SM</sup> (ACS CAN), we work with lawmakers everywhere to make this world a healthier place to live, and we rally around the globe to join our fight.

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# COMMITMENT FORM

## Contact Information: (Please print)

Corporation (as listed on all print): \_\_\_\_\_  
Contact Name (as listed on all print): \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Email: \_\_\_\_\_  
Work Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
Assistant's Name: \_\_\_\_\_ Assistant's Phone: \_\_\_\_\_  
Assistant's Email: \_\_\_\_\_

## Sponsorship Selection: (Check all that apply below)

\$25,000 Presenting Sponsor       \$3,500 Foursome Sponsor  
 \$15,000 Major Sponsor       \$1,500 Half Way House Sponsor  
 \$10,000 Master Sponsor       \$500 Hole Sponsor  
 \$5,000 Premier Sponsor

## Player Selection:

\$2,550 Three Players  
 \$1,700 Two Players  
 \$850 One Player

## Underwriting Selection: (Check all that apply below)

\$5,000 Player Gifts       \$1,500 Raffle  
 \$5,000 Printing       \$1,500 Photographer  
 \$5,000 Awards       \$1,000 Volunteer Shirts  
 \$2,500 Event Day Signage       \$1,000 Volunteer Food and Beverages  
 \$2,000 Graphic Design

## Credit Card Payment: (See additional payment options below)

American Express     MasterCard     Visa     Discover

Total amount to be charged on credit card \$ \_\_\_\_\_

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

## Additional Payment Options:

Please invoice me     Check enclosed (payable to the American Cancer Society)     I will pay via credit card by calling (312) 960-2304 or visiting the website [www.acswtgolf.org](http://www.acswtgolf.org)

**Please Return Form to:** American Cancer Society, Inc., 225 N. Michigan Ave. Suite 1200, Chicago, IL 60601  
Heidi Long | Direct: (312) 960-2304 | Fax: (312) 279-7225 | Email: [heidi.long@cancer.org](mailto:heidi.long@cancer.org)

*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 call the Society at 1-800-227-2345 or visit [cancer.org](http://cancer.org) and click on the "privacy" link at the bottom of the page.*