



EAST TENNESSEE
KIDNEY FOUNDATION
VOLS for KIDNEYS
2018 GOLF CLASSIC

FACT SHEET

- WHAT:** The ***VOLS for KIDNEYS*** Golf Classic, is an event to raise funds for the East Tennessee Kidney Foundation™, (ETKF), a 100% LOCAL foundation dedicated to improving the lives of East Tennesseans suffering from kidney disease. This event has been a big hit in the community the past few years!
- WHY:** The ETKF is a unique foundation in that our ***mission is to serve LOCAL EAST TENNESSEANS*** suffering from kidney disease. All our efforts and fundraising events focus on the local community, and all contributions stay in East Tennessee. We provide financial and material assistance to indigent individuals in the forms of grants to cover a patient's dialysis transportation expenses, free dental work for patients whose last barrier to placement on the kidney transplant waiting list is dental clearance, free high-protein nutritional supplements, blankets, scarves, hats and gloves, and educational materials and referrals throughout the community.
- WHO:** Participants of the ***VOLS for KIDNEYS*** Golf Classic will play at the exclusive, private Cherokee Country Club golf course. High-profile VFL's (football & other sports) from the ***University of Tennessee*** will be on the golf course to socialize & take pictures with and tee off for registered golfers.
- WHEN:** **Monday, August 13, 2018**
Check-In 10am, Lunch 11am, Shotgun Start 12pm
- WHERE:** **Cherokee Country Club**, Lyons View Road, Knoxville, TN
- HOW:** Register online at www.etkidney.org, or by phone, 865-288-7351



EAST TENNESSEE
KIDNEY
FOUNDATION



@ETKidney

For questions or more information, please contact Katie Martin, Executive Director, at 865-209-8885 or katie@ETKidney.org.

Champion Presenting Sponsor (1 available)

\$25,000



- **Tag line to read “VOLs for Kidneys Golf Classic presented by *YOUR COMPANY*”**
- **Inclusion of tag line & company name or logo on all marketing materials**
- **Exclusive opportunity to be the Presenting Sponsor of 2019 VOLs for Kidneys Golf Classic** tournament, with “first right of refusal” benefits
- **Company name recognition during any radio/television PSA’s and interviews** that run prior to the VOLs for Kidneys Golf Classic
- **Company name recognition during any on-site radio broadcasts and/or tv footage/interviews**
- **Company logo on all course score cards** provided to each participating team
- **BONUS Advertising: one (1) live social media video** taken on-site during the event, featuring event and your company. **Company representative may speak on behalf of company in video;** video will be immediately posted on social media platforms Instagram, Facebook & Twitter

- **BONUS Advertising: one (1) full-page ad in VOLs for Kidneys event program / booklet**
- **Guaranteed at least five (5) social media “mentions” on Instagram, Facebook and Twitter,** tagging and thanking your company for being the presenting sponsor for this year’s Vols for Kidneys Golf Classic, leading up to the event.
- **BONUS Advertising: Guaranteed Social Media posts by ETKF can contain content-specific information** upon request
- **Largest company name/logo on VFL name tags** with lanyards worn by VFLs during the event
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- **One (1) seat at ETKF reception table** to welcome players/VFLs on behalf of your company
- **Opportunity to staff a VIP corporate booth/table** to display information and distribute promotional items, materials, etc. at the event, as well as your **company’s own banner/signage**
- **Opportunity to provide company branded bags & promotional items** for each player
- **Largest company logo on “Thank You to Our Sponsors” sign,** displayed outside for participants to read upon arrival; also displayed in dining area during afternoon appetizers & awards ceremony
- **Opportunity for company rep. to speak at beginning of event & during awards ceremony**
- Verbal recognition before tournament and during the awards ceremony

- **FREE REGISTRATION for three (3) corporate teams of four (4) players each** (12 players total)
 - **Full lunch** for all team members (11am), plus **unlimited snacks and beverages** on course
 - **Post-tournament light appetizers** for all team members

- **“Featured Corporate Sponsor”** page on ETKF website where we highlight your company and the positive impact you make on our local community; includes your logo, copy (to be provided by your company), photo(s) and website link; will be featured for at least one month (30 days)

- **Company logo displayed as an overall foundation sponsor on home page of ETKF website**
- Company name/logo (with hyperlink to your website) posted on Vols for Kidneys Golf Classic event page within ETKF website, thanking your company for sponsorship and supporting our community.
- Photo of sponsor signs on day of event to show your support / advertising in action
- Photo of teams on day of event to show your support (& fun!) in action
- Team photos posted on ETKF’s social media sites: Facebook, Instagram & Twitter - company can be tagged if social media handle is provided.

Touchdown - Greens Sponsor (multiple sponsorships available)

\$10,000

- Company signage to read “**VOLS for KIDNEYS Golf Classic, greens sponsored by Your Company**”
- **Sponsor signage displayed on the greens** near clubhouse, best visible to all participants in event
- **BONUS Advertising: one (1) picture post taken on-site during the event, featuring event and your company. Company representative may be quoted on behalf of company on post; picture(s) & text posted immediately to social media platforms Instagram, Facebook & Twitter**
- **BONUS Advertising: half (1/2) page ad in VOLS for Kidneys event program / booklet**
- **Guaranteed at least four (4) social media “mentions” on Instagram, Facebook and Twitter**, tagging and thanking your company for being a Touchdown sponsor for this year’s Vols for Kidneys Golf Classic, leading up to the event.
- **BONUS advertising: Guaranteed Social Media posts by ETKF can contain content-specific information** upon request
- **2nd largest company name/logo on VFL name tags** with lanyards that will be worn during the event
- Opportunity to staff a **VIP corporate booth/table** to display information and distribute promotional items, materials, etc. at the event, as well as your **company’s own banner/signage**
- Opportunity to include **corporate promotional items** in player goody bags, if desired
- **Opportunity for company representative to speak at the beginning of the event**
- **2nd largest company logo on “Thank You to Our Sponsors” sign**, displayed outside for participants to read upon arrival; will also be placed in dining area during afternoon appetizers & awards ceremony
- Verbal recognition before tournament and during the awards ceremony
- **FREE REGISTRATION for two (2) corporate teams** of four (4) players each (8 players total)
 - **Full lunch** for all team members (11am), plus **unlimited snacks and beverages** on course
 - **Post-tournament light appetizers** for all team members
- **“Featured Corporate Sponsor”** page on ETKF website where we highlight your company and the positive impact you make on our local community; includes your logo, copy (to be provided by your company), photo(s) and website link; will be featured for at least one month (30 days)
- **Company logo displayed as an overall foundation sponsor on home page of ETKF website**
- Company name/logo (with hyperlink to your website) posted on Vols for Kidneys Golf Classic event page within ETKF website, thanking your company for sponsorship and supporting our community.
- Photo of sponsor signs on day of event to show your support / advertising in action
- Photo of teams on day of event to show your support (& fun!) in action
- Team photos posted on ETKF’s social media sites: Facebook, Instagram & Twitter - company can be tagged if social media handle is provided.



Tailgate Hospitality Sponsor (multiple sponsorships available)

\$7,500

- Company signage to read “**VOLS for KIDNEYS Golf Classic, hospitality provided by Your Company,**”
- **Hospitality signage in dining area during both lunch and post-tournament appetizers** - approx. 10:30am until 5:30pm. - exposure to both golfers, volunteers, staff, etc. within the Cherokee Country Club golf clubhouse
- **Company name and/or logo included on small table-top tent cards** to be displayed on dining tables in the dining area indoors AND outdoor patio tables overlooking course (weather permitting)
- **Company signage at beverage & snack stations** located throughout the course, including beverage coolers & snacks set up underneath all VFL VIP tents

- **BONUS Advertising: one-quarter (1/4) page ad in VOLS for Kidneys event program / booklet**
- **Guaranteed at least three (3) social media “mentions” on Instagram, Facebook and Twitter,** tagging and thanking your company for being a Tailgate Hospitality sponsor for this year’s Vols for Kidneys Golf Classic, leading up to the event.
- **3rd largest company name/logo on VFL name tags** with lanyards that will be worn during the event

- **3rd largest company logo on “Thank You to Our Sponsors” sign,** displayed outside for participants to read upon arrival; will also be placed in dining area during afternoon appetizers & awards ceremony
- Opportunity to include **corporate promotional items** in player goody bags, if desired
- **Opportunity to display your company’s own corporate banner** at VOLS for Kidneys Golf Classic
- Verbal recognition before tournament and during awards ceremony

- **FREE REGISTRATION for two (2) corporate teams** of four (4) players to golf (8 players total)
 - **Full lunch** for all team members (11am), plus **unlimited snacks and beverages** on course
 - **Post-tournament light appetizers** for all team members

- **“Featured Corporate Sponsor”** page on ETKF website where we highlight your company and the positive impact you make on our local community; includes your logo, copy (to be provided by your company), photo(s) and website link; will be featured for at least one month (30 days)

- **Company logo displayed as an overall foundation sponsor on home page of ETKF website**
- Company name/logo (with hyperlink to your website) posted on Vols for Kidneys Golf Classic event page within ETKF website, thanking your company for sponsorship and supporting our community.
- Photo of sponsor signs on day of event to show your support / advertising in action
- Photo of teams on day of event to show your support (& fun!) in action
- Team photos posted on ETKF’s social media sites: Facebook, Instagram & Twitter - company can be tagged if social media handle is provided.



VIP Box Seats Sponsor (multiple sponsorships available)

\$5,000

- Sponsorship of **all “VIP VFL” tents**, where VFL’s will be stationed throughout the course; tents are professionally installed, heavy-duty, white top, 10’x10’ tents
- **Company signage on each tent to read “VOLS for Kidneys Golf Classic, VIP Hospitality Tents sponsored by Your Company”**
- **Company logo on “Thank You to Our Sponsors” sign**, displayed outside for participants to read upon arrival; will also be placed in dining area during afternoon appetizers & awards ceremony
- **Opportunity to display your company’s own corporate banner at VOLS for Kidneys Golf Classic**
- **Guaranteed at least two (2) social media “mentions” on Instagram, Facebook and Twitter**, tagging and thanking your company for being a Tailgate Hospitality sponsor for this year’s Vols for Kidneys Golf Classic, leading up to the event.
- **4th largest company name/logo on VFL name tags** with lanyards that will be worn during the event
- **4th largest company logo on “Thank You to Our Sponsors” sign**, displayed outside for participants to read upon arrival; will also be placed in dining area during afternoon appetizers & awards ceremony
- Opportunity to include **corporate promotional items** in player goody bags, if desired
- Verbal recognition before tournament
- **FREE REGISTRATION for one (1) corporate team** of four (4) players to golf
 - **Full lunch** for all team members (11am), plus **unlimited snacks and beverages** on course
 - **Post-tournament light appetizers** for all team members
- **“Featured Corporate Sponsor”** page on ETKF website where we highlight your company and the positive impact you make on our local community; includes your logo, copy (to be provided by your company), photo(s) and website link; will be featured for at least one month (30 days)
- **Company logo displayed as an overall foundation sponsor on home page of ETKF website**
- **Company name/logo (with hyperlink to your website)** posted on Vols for Kidneys Golf Classic event page within ETKF website, thanking your company for sponsorship and supporting our community.
- Photo of sponsor signs on day of event to show your support / advertising in action
- Photo of teams on day of event to show your support (& fun!) in action
- Team photos posted on ETKF’s social media sites: Facebook, Instagram & Twitter - company can be tagged if social media handle is provided.



Hail Mary - Golf Carts Sponsor (multiple available)

\$2,500

- Sponsorship of all **Golf Carts** used by all teams in tournament
 - **Company signage (8.5"x11" sign with company name/logo) on golf carts**, thanking your company for being a sponsor.
 - Option to add creative design for carts if company desires; however, extra design fees and/or design itself to be provided by company
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 - **Guaranteed at least one (1) social media "mention" on Instagram, Facebook and Twitter**, tagging and thanking your company for being a Hail Mary sponsor for this year's Vols for Kidneys Golf Classic, leading up to the event.
 - Opportunity to include corporate promotional items in player goody bags, if desired
 - Verbal recognition before tournament
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- **FREE REGISTRATION for one (1) corporate team of four (4) players to golf**
 - **Full lunch** for all team members (11am), plus **unlimited snacks and beverages** on course
 - **Post-tournament light appetizers** for all team members
 - **"Featured Corporate Sponsor"** page on ETKF website where we highlight your company and the positive impact you make on our local community; includes your logo, copy (to be provided by your company), photo(s) and website link; will be featured for at least one month (30 days)
 - **Company name/logo (with hyperlink to your website)** posted on Vols for Kidneys Golf Classic event page within ETKF website, thanking your company for sponsorship and supporting our community.
 - Photo of sponsor sign on day of event to show your support / advertising in action
 - Photo of team on day of event to show your support (& fun!) in action
 - Team photo posted on ETKF's social media sites: Facebook, Instagram & Twitter - company can be tagged if social media handle is provided.



Home Run - Putting Green Sponsor* (multiple available)

\$1750

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- Company signage by putting green (closer to reception area) to read “**Putting Green sponsored by YOUR COMPANY,**” visible to all golfers, VFL’s, course volunteers, employees
- Verbal recognition before tournament
- Company name/logo (with hyperlink to your website) posted on Vols for Kidneys Golf Classic event page within ETKF website, thanking your company for sponsorship and supporting our community.
- Photo of sponsor sign on day of event to show your support / advertising in action
- **FREE REGISTRATION for two (2) INDIVIDUALS** to golf.
 - **Full lunch** for all team members (11am), plus **unlimited snacks and beverages** on course
 - **Post-tournament light appetizers** for all team members
- Photo of team on day of event to show your support (& fun!) in action
- Team photo, labeled with team name, posted on ETKF’s social media sites: Facebook, Instagram & Twitter - company can be tagged if social media handle is provided.
- Opportunities for employees to volunteer at event
- Opportunity for your company to make a positive impact on a tight-knit community
- Opportunity to demonstrate your company’s community support and charitable giving
- ****SPECIAL OFFER: Upgrade to a full team for only \$500 more (Add two (2) players at \$250/person)!***

Final Four** - Corporate Team

\$1,200

- **FREE REGISTRATION for one (1) corporate team** of four (4) players to golf
 - **Full lunch** for all team members (11am), plus **unlimited snacks and beverages** on course
 - **Post-tournament light appetizers** for all team members
- Photo of team on day of event to show your support (& fun!) in action
- Team photo labeled with team name posted on ETKF’s social media sites: Facebook, Instagram & Twitter - company can be tagged if social media handle is provided
- Opportunities for employees to volunteer at event
- Opportunity for your company to make a positive impact on a tight-knit community
- Opportunity to demonstrate your company’s community support and charitable giving
- *****SPECIAL TEAM REGISTRATION OFFER: Add a SLAM DUNK sponsorship for 1/2 price!***

Final Four** - NON-Corporate Team

\$1,000

- **FREE REGISTRATION for one (1) personal team** of four (4) players to golf
 - **Full lunch** for all team members (11am), plus **unlimited snacks and beverages** on course
 - **Post-tournament light appetizers** for all team members
- Photo of team on day of event to show your support (& fun!) in action
- Team photo labeled with team name posted on ETKF’s social media sites: Facebook, Instagram & Twitter - company can be tagged if social media handle is provided
- Opportunities for employees to volunteer at event
- Opportunity for your company to make a positive impact on a tight-knit community
- Opportunity to demonstrate your company’s community support and charitable giving
- *****SPECIAL TEAM REGISTRATION OFFER: Add a SLAM DUNK sponsorship for 1/2 price!***

SLAM DUNK - Driving Range Sponsor*** (multiple available)

\$1,000

- **Company signage** on medium sign posted on driving range (or on pathway to driving range) to read **“VOLS for Kidneys Golf Classic, Driving Range sponsored by YOUR COMPANY”**
- Sponsor sign visible to all golfers, VFL's and course volunteers, employees, etc.
- Photo of sponsor sign on day of event to show your support / advertising in action
- Opportunities for employees to volunteer at event
- Opportunity for your company to make a positive impact on a tight-knit community
- Opportunity to demonstrate your company's community support and charitable giving

*****SPECIAL OFFER: Add a FINAL FOUR team of four (4) players to golf for only \$1,000!**

ACE - Reception Sponsor (multiple available)

\$500

- **Company signage on table top signs to read “VOLS for Kidneys Golf Classic, sponsored by YOUR COMPANY,”** placed at **both the check-in table and player goody bags table**
- Sponsor sign visible to all golfers, VFL's and course volunteers, employees, etc.
- Photo of sponsor sign on day of event to show your support / advertising in action
- Opportunities for employees to volunteer at event
- Opportunity for your company to make a positive impact on a tight-knit community
- Opportunity to demonstrate your company's community support and charitable giving

HOLE Sponsor**** (unlimited)

\$250

- **Company name and/or logo at one (1) tee box**
- Sponsor sign visible to all golfers, VFL's and course volunteers, employees, etc.
- Photo of sponsor sign on day of event to show your support / advertising in action
- Opportunities for employees to volunteer at event
- Opportunity for your company to make a positive impact on a tight-knit community
- Opportunity to demonstrate your company's community support and charitable giving

******BONUS SPECIAL! Purchase 2 hole sponsorships & get a 3rd hole sponsorship FREE! Purchase 3 hole sponsorships & get a 4th & 5th hole sponsorships FREE! (Free additional sponsorship(s) will not show on the online registration page, but will be confirmed via email after online registration has been processed. Register online at etkidney.org.)**

Silent Auction Contributions

High-quality gifts appreciated & tax-deductible.

Don't see a package you like? We can create any custom package to fit your preferences. Call Katie Martin at 865-209-8885 to arrange your personalized sponsorship package.



MARKETING STRATEGY

Thank you for sponsoring the ***VOLs for KIDNEYS*** Golf Classic! We are excited about your participation and are eager to help market your company's support of the East Tennessee Kidney Foundation (ETKF). We have several avenues with which to market this event to the community.

- Live radio broadcast on location at Cherokee Country Club to feature event & presenting sponsor
- Radio & print advertising campaigns promoting the tournament to all of East Tennessee. Title sponsor name(s) and logo(s) will be included in these promotions. Printed posters will be given to you as a sponsor to post at your office location(s), if desired. *This is highly encouraged as it shows your support of the local community.*
- Article about the tournament including reference to the title sponsor published in the popular community magazine, "*Everything Knoxville*," distributed to thousands of local readers.
- Inclusion on community event calendar on Visit Knoxville tourism website, as well as other online community event calendars
- Promotion of the golf classic through social media platforms including Instagram, Facebook & Twitter (@ETKidney), as well as ETKF website (www.ETKidney.org)
- Advertising for the tournament through electronic-marketing; electronic email invitations sent to entire ETKF database through our Constant Contact email distribution list, inclusion in the ETKF e-newsletter, and event posting on ETKF website (www.ETKidney.org), Facebook, Twitter and Instagram (@ETKidney)

