



CANCER SUPPORT
COMMUNITY
CENTRAL OHIO

Charity Golf CLASSIC

MAY 20, 2024

Sponsorship Opportunities

Hosted By:



Presented By:



Community Partners



Official Media Partners



A message from our Honorary Chairman

Join Us for a Cause: 2024 Charity Golf Classic

Dear Supporters,

I hope this message finds you well. As the Honorary Chair for the Charity Golf Classic, I am excited to extend a heartfelt invitation to you.

Our golf classic, scheduled for Monday, May 20, 2024, is not just a day on the greens—it's an opportunity to make a lasting impact. Your participation directly contributes to raising essential dollars supporting programs and services at no cost to those who need them most.

By joining us, you are not just playing golf; you are investing in a community where vital resources and support are accessible to all, regardless of circumstance. Let's come together for a day of golf with a purpose. Your involvement makes a difference.

Best regards,

Mike McCoy, Executive Vice President & Chief Financial Officer
Bob Evans Farms
Honorary Chair
2024 Charity Golf Classic



Charity Golf Classic | May 20, 2024

The Charity Golf Classic began when a Cancer Support Community Central Ohio board member and his fraternity brothers established a premier golf tournament to benefit Cancer Support Community so that no one would have to face cancer alone. The current outing carries on this rich tradition of a first-class charity golf event with proceeds benefitting Cancer Support Community Central Ohio.

The Classic will be held at The Medallion Club in Westerville on May 20, 2024, and will provide a full day of fun on the course. Activities include a premium golf item for each participant, an awards dinner, a silent auction, and much more.

Charity Golf Classic Schedule

8:30 AM - 10:30 AM: Registration

9:00 AM - 10:45 AM: Putting Green and Driving Range Open

10:45 AM: Boxed Lunch

11:00 AM: Shotgun Start

5:00 PM: Dinner and Live Auction

Other Features:

Recognition video of the Charity Golf Classic sponsors and volunteers

Silent Auction

Hole in One Contest

Awards for First Place Team Championship and Second Place Team

For inquiries, or to secure a sponsorship, please contact:

Abby Vannoy

Events Coordinator

avannoy@cancersupportohio.org

614-884 HOPE (4673)




The Opportunity

Your company's contribution will help thousands of central Ohioans affected by cancer find strength, support, and education through Cancer Support Community Central Ohio. All our programs and services are provided at no cost. So, without a doubt, your generosity will improve and change lives.

Your sponsorship investment includes outstanding benefits that are described on the next page. In addition, our generous media partners provide a platform to promote the Charity Golf Classic and raise visibility of our corporate sponsors.

MEDIA PARTNERS

 NBC4 promotes the Charity Golf Classic by producing and airing 30-second and 15-second commercials in prime-time spots over a three-week flight. Sponsors at the \$5,000 level and above will have their logos featured in these commercials. Your brand will be broadcasted to more than 34,000 households per day!



iHeart Media is the radio sponsor of the Charity Golf Classic, and they promote the outing on seven different radio stations in central Ohio and streamed on iHeartradio. This occurs through live deejay mentions that occur across all day-parts.



One of the most exciting benefits we offer to sponsors at the \$5,000 level is digital billboard advertising, which is provided by Lamar Advertising. Through their displays located in highly visible and heavily trafficked locations, your company's logo will be featured on billboards that will receive at least one million impressions.



Your company's logo will be included in print advertising in CityScene Magazine, which has a circulation of 30,000 and targets households with income of \$100,000 and home values of \$450,000+.

Client & Colleague Entertainment

The Charity Golf Classic is designed to be an environment that is perfect for entertaining your most valuable clients, prospective customers, and colleagues, while making a difference in the lives of thousands of people affected by cancer.

Charity Golf Classic

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Honorary Chairman

Mike McCoy, Executive VP & CFO
Bob Evans Farms

Planning Committee Leadership

Michael Murphy, Co-Chairman
Chairman, Murphy Development Company
Chris Avondet, Co-Chairman
VP & Territory Manager, Lamar Advertising

Dear Supporter:

As co-chairmen of the Charity Golf Classic committee, we extend a warm invitation to you to join us at central Ohio's premier golf event. The Charity Golf Classic, a cornerstone among Cancer Support Community Central Ohio's fundraisers, is a sold-out affair hosting 180 golfers at The Medallion Club's meticulously groomed 27-hole golf course for a great day of golf for a great cause.

In central Ohio, a reality unfolds each day as at least 22 individuals hear the words "you have cancer," marking the beginning of a challenging journey that reverberates through their entire network of family and friends. The prevalence of cancer underscores the vital role Cancer Support Community plays in ensuring that no one faces this journey alone.

With your invaluable support, those affected by cancer—patients, survivors, caregivers, family members, friends, and co-workers—can access a wide array of evidence-based support, education, and resources at Cancer Support Community, all provided at no cost.

We sincerely thank you in advance for your support, knowing that together, we can make a meaningful impact. We eagerly anticipate your presence on May 20, ready to create lasting memories while championing a cause close to our hearts.

Best regards,

Chris Avondet
Co-Chairman, Charity Golf Classic Committee
VP & Territory Manager, Lamar Advertising

Michael Murphy
Co-Chairman, Charity Golf Classic Committee
Chairman, Murphy Development Company

Sponsorship Levels and Benefits

Listed below are the benefits associated with each sponsorship level. Event and Course Sponsors can choose to sponsor a specific event component to enhance their sponsorship, as outlined on the following page.

Sponsorship Level:	Presenting	Title	Eagle	Birdie	Event & Course	Hole & Foursome
Your Investment:	\$20,000	\$12,500	\$8,500	\$6,000	\$4,000-\$5,000	\$2,500
Media	1 Available	3 Available	3 Available	3 Available	7 Available	7 Available
Representative featured in :30 and :15 television commercial spots	●					
Verbal recognition in :30 and :15 television commercial spots	●					
Logo visible on digital billboards	●	●	●	●		
Logo visible in television spots on NBC4	●	●	●	●		
Logo visible in CityScene Magazine print ad	●	●	●	●		
Event Marketing & PR						
Logo visible on all event materials	Featured	Prominent				
Logo with link included in email blasts promoting event	Featured	Prominent	Prominent	Highlighted		
Company message promoted on social media channels	5	4	2	1		
Visibility at the Event						
Logo visible on 16' banner at Club entrance	Featured	Prominent	Highlighted	Highlighted		
Opportunity to display company banner (sponsor provided)	●	●	●	●		
Exclusive Networking Opportunities: Reserved Driving Range Spot	●					
Logo visible on digital hole sign	2	2	1	1	1	1
Opportunity to provide remarks at shot gun start	●					
On-Course event or course activity (details page 5)					●	
Logo on course flags	●	●	●			
Opportunity to include promotional items in golfer/volunteer bags	●	●	●	●	●	
Logo included in Charity Golf Classic printed program	Featured	Prominent	Prominent	Prominent	Highlighted	Name
Verbal recognition of sponsorship at awards dinner	●	●	●	●	●	
Opportunity to present featured awards at dinner	●					
Golf foursomes	2	2	1	1	1	1
Ongoing Visibility						
Logo featured in bi-monthly newsletter (6 issues annually)	6	6	4	4	1	
Logo displayed for one year on CancerSupportOhio.org	●	●	●	●	●	

Additional Opportunity: Foursome (\$2,000)

Sponsorship foursomes will take priority over individual and additional foursomes.

Event & Course Sponsorship Options

These packages are offered on a first-come basis in 2024. These sponsorships are \$4,000. Premium Options are \$5,000 and listed at the bottom. Secure your spot early!

In addition to the benefits described here, sponsors will receive all of the Event & Course sponsor benefits listed on the previous page.

Mulligan Sponsor—Your company logo will be displayed on signage where golfers will be able to purchase a mulligan, and will be featured on the mulligan ticket.

Gift Card Tree Sponsor—Signs featuring your company logo will be placed at the Gift Card Tree, where golfers pay \$20 to select an envelope with a gift card valued at \$20 or more. All envelopes also will display your company logo.

Scorecard Sponsor—Your company's logo will be featured on the scorecards placed in each cart and the leaderboard that will be updated during the dinner in the clubhouse.

Dinner Sponsor—Your company logo will be featured at the Awards Dinner and displayed on signs that welcome golfers to the dinner. You can also choose to have promotional materials for each of the 180 golfers on each dinner table.

Driving Range Sponsor—Your company will receive signage and a banner opportunity near the driving range. You can also choose to host a fun skills contest prior to the start of the event, offering a chance to award your products or services.

Putting Green Sponsor—Signage bearing your company's logo will be prominently featured near the putting green prior to the event. You can set up a display on the putting green to distribute your company information.

Hole-In-One Sponsor—This exclusive sponsorship will feature signage with your company name and logo on the selected golf holes. Your company also will have the opportunity to feature up to two cars at the event— one at the hole-in-one and another placed in a highly visible location.

Grand Raffle Sponsor—The raffle will feature exciting items, including an exclusive golf outing, valuable sports memorabilia and a large high definition television! Your company name and logo will be featured on signage at the raffle station and on all materials promoting the raffle.

Golf Cart Sponsor—We'll feature your logo on signs prominently affixed to each golf cart. That's a good 4 hours that your company will be top-of-mind for our 180 golfers.

Tribute Flag Sponsor—Your company will be prominently featured at our Tribute Flag table, where golfers will create a flag for their golf cart in honor or in memory of someone impacted by cancer.

Premium Gift Sponsor—Every golfer will receive a sought-after golf-related item as our "thank you" for their support. Your logo will be featured on a high-quality item that will be a stand-out for your company.

Silent Auction Sponsor—Your company's logo will be featured on table top signage and on our online auction site describing each of the auction packages, and on a flier in each golf cart.

Live Auction Sponsor—Your company's logo will be featured on signage at the awards dinner, in the slideshow presentation, and on prize certificates.

Lunch Sponsor—We will feature your company logo prominently on signage where the box lunches are available for each golfer. Sponsor can provide labels with your logo to be affixed to the top of each lunch.

Beverage Cart Sponsor—Signs featuring your company logo will be placed on the beverage carts that circulate around the course throughout the event.

PREMIUM EVENT & COURSE SPONSORSHIP \$5,000

Volunteer Sponsor (\$5,000) - Your company can help us support, reward, and thank our event volunteers. Your logo will prominently adorn the volunteer t-shirts, volunteer check-in area, and volunteer giveaway bags.

Golf Ball Sponsor (\$5,000) - Your company logo will be placed on a sleeve of golf balls given to 180 golfers along with featured signage near the golf carts.

Pink Ball 50-50 Contest Sponsor (\$5,000) - Your company logo will be featured on the pink balls and on signage where they are sold. Opportunity to draw and announce the winner of the contest at the dinner presentation.

ADDITIONAL OPPORTUNITY: \$500 HOLE SPONSOR
Includes recognition in the Charity Golf Classic printed program and one digital tee-hole sponsor sign