

INVESTMENT & UNDERWRITING OPPORTUNITIES



**21ST ANNUAL GUS MACHADO
GOLF CLASSIC**



MONDAY, NOVEMBER 1, 2021

INDIAN CREEK COUNTRY CLUB
INDIAN CREEK VILLAGE, FL 33154



21ST ANNUAL GUS MACHADO GOLF CLASSIC



American Cancer Society **DISTINGUISHED GOLF EVENT**

YOUR SUPPORT

Help us save lives by supporting one of our Distinguished Golf Events, the Gus Machado Golf Classic. As a supporter, you are making an investment in our crucial mission and will enjoy a positive return on marketing value and impact on your organization.

The American Cancer Society is on a mission to free the world from cancer. For more than 100 years, we have helped lead an evolution in the way the world prevents, detects, treats, and thinks about cancer. As the nation's preeminent cancer-fighting organization, we fund and conduct research, share expert information, support people with cancer, spread the word about prevention, and through our advocacy affiliate, ACS CAN, advocate for public policy change. We are committed to ensuring that ALL people have a fair and just opportunity to prevent, find, treat, and survive cancer – regardless of income, race and ethnicity, sexual orientation, gender identity, disability status, or where they live. Thanks in large part to our decades of work, a cancer diagnosis does not come without hope, and the cancer journey is not one that is traveled alone.

The American Cancer Society is working every day to advance research, deliver lifesaving programs and services, and ensure continued public discussion about the important issues in cancer. We have contributed to great progress in the fight against cancer. Our work has helped lead to a 31% decline in the US cancer death rate from 1991 to 2018, resulting in 3.2 million fewer deaths during that time.

INDIAN CREEK COUNTRY CLUB, INDIAN CREEK VILLAGE

The American Cancer Society's Gus Machado Golf Classic will be held on Monday, November 1, 2021 at the beautiful and exclusive members only Indian Creek Country Club. Known as a highly exclusive South Florida club, this course was built by William Flynn in 1928 and is located on an exclusive island, off Florida mainland near Miami Beach. This unique island was man-made in the early 1900s when they were dredging Biscayne Bay for expansion. Indian Creek is one of the most exclusive private clubs in the nation.

The safety of participants, volunteers, cancer survivors, and staff is always our top priority. We regularly assess potential for in-person events and strictly adhere to all federal and local health department guidance including event size. Thank you for your partnership in this endeavor.



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American Cancer Society

MISSION STATEMENT

The American Cancer Society's mission is to save lives, celebrate lives, and lead the fight for a world without cancer.

Despite the incredibly challenging start of the decade, we are still seeing progress being made in the fight against cancer. As the nation's preeminent cancer-fighting organization, the American Cancer Society (ACS) is committed to moving us even closer to a world without cancer by continuing to build on this progress. In 2019, we set a nationwide goal to reduce the cancer death rate from the 2015 level by an additional 40% by 2035, which could lead to approximately 1.3 million fewer cancer deaths between 2020 and 2035. We are working to achieve this goal through targeted efforts that include investments in research, improving equitable access to care, urging people to resume cancer screening, and working to reduce long-standing disparities in cancer prevention, diagnosis, and treatment outcomes.

Our mission delivery efforts are focused on the critical areas of Research, Education, Advocacy, and Service. These four areas serve as our messaging pillars, the foundation of how we speak to what we do, so we can make our biggest impact on cancer yet.

Research: We launch innovative, high-impact research to find more – and better – treatments, uncover factors that may cause cancer, and improve the quality of life for people facing cancer.

Education: We provide the latest, evidence-based cancer information, share how making healthy lifestyle choices like eating right, staying active, and avoiding alcohol and tobacco can help reduce cancer risk, and develop screening guidelines that can help detect certain cancers early. We work with health care providers, health systems, and public health organizations to reduce barriers to screening and increase screening and vaccination rates.

Advocacy: We fight cancer in city hall, the statehouse, and in Congress to demand change from our elected officials to build healthier communities, create safer workplaces, and provide greater, more equitable access to quality medical care.

Service: We help people find answers and resources, whether they want to understand their diagnosis and treatment options, how to cope with side effects, or find transportation or a place to stay when treatment is far from home.

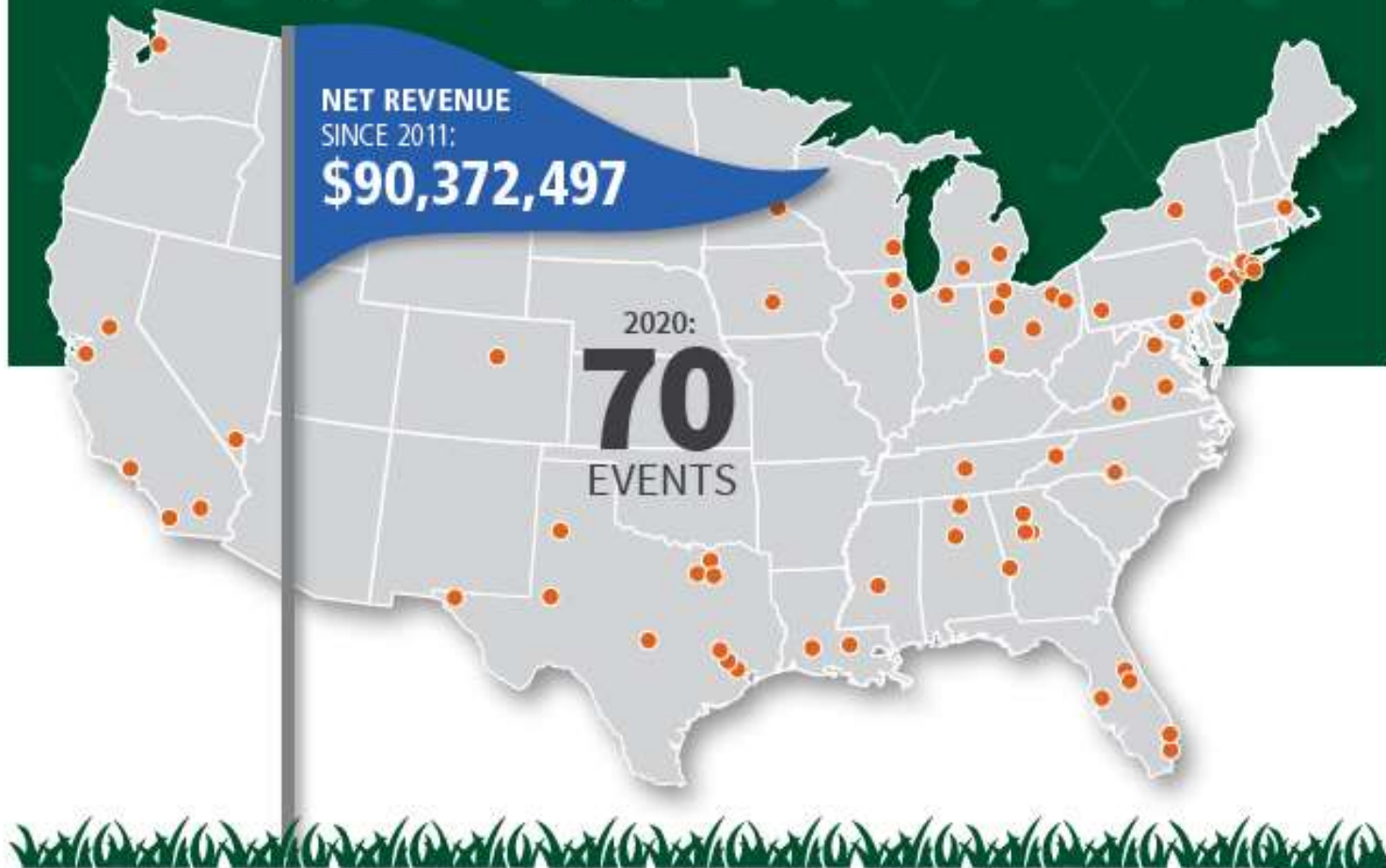




GOLF TO SAVE LIVES

Help us save lives from cancer by supporting one of our **DISTINGUISHED GOLF EVENTS**. At these high-profile tournaments, avid players and enthusiasts receive noteworthy player gifts and awards, day-long hospitality, a cocktail reception, and awards dinner.

As a supporter, you are making an investment in the American Cancer Society and will enjoy a positive return in marketing value and impact on your organization, all while helping us achieve our crucial mission.



We are currently funding more than \$417 million in **CANCER RESEARCH GRANTS*** and have invested more than \$4.9 billion in cancer research since 1946.

*As of August 2019



We responded to 1.42 million requests from people looking for **INFORMATION, HELP, AND SUPPORT** via phone and online chats in 2018.



We provided **nearly 480,000 RIDES TO TREATMENT** via our Road To Recovery® and other transportation programs in 2018.



We provided **more than 477,000 NIGHTS OF FREE LODGING** in 2018 through our Hope Lodge® program and nearly 543,000 total nights via our Hope Lodge communities, hotel partners, and other programs.



We bring together **1.5 MILLION VOLUNTEERS** to help save lives from cancer.



We have **89% BRAND RECOGNITION***, making us a preferred charity partner.

*2019 ACS Brand Tracker Study

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**TOGETHER WE CAN
SAVE LIVES, CELEBRATE LIVES, &
LEAD THE FIGHT FOR A WORLD WITHOUT CANCER!**



SCHEDULE OF ACTIVITIES

10:00 am – 11:30 pm	Registration
10:15 am – 11:45 pm	Lunch Buffet
12:30 pm	Shotgun
5:00 pm - 6:00 pm	Awards Reception

ADDITIONAL INFORMATION PLEASE CONTACT:

Millie Delgado

786-753-6199

mildred.delgado@cancer.org

9500 South Dadeland Boulevard | Suite 710 | Miami, Florida 33156



21ST ANNUAL GUS MACHADO GOLF CLASSIC



GUS MACHADO GOLF CLASSIC MONDAY, NOVEMBER 1, 2021 INDIAN CREEK COUNTRY CLUB

PARTNERSHIP LEVELS				
PARTNERSHIP BENEFITS	PRESENTING PARTNER \$25,000	MAJOR PARTNER \$15,000	MASTER PARTNER \$10,000	SUPPORTER FOURSOME \$5,000
Invest Exclusivity Only (1) Available	✓			
American Cancer Society Gus Machado Golf Classic "Presented by" (company name)	✓			
Two (2) custom activations to market your organization to hundreds of influential Miami based stakeholders and decision makers.	✓			
Golfer registrations	16	12	8	4
Premium gift per player	✓	✓	✓	✓
Logo recognition on digital collateral	✓	✓	✓	✓
Logo recognition on event website	✓	✓	✓	✓
Recognition on social media platform	✓	✓	✓	✓
Lunch and on-course hospitality per player	✓	✓	✓	✓
Logo recognition on day of signage	✓	✓	✓	
Logo recognition on tournament hole signs	4	2	1	
Opportunity to distribute an ACS approved company promotional item(s) with player gifts	✓			
Invitation to Cocktail & Award Reception	✓	✓	✓	✓
Recognition by Master of Ceremony	✓	✓		
Speaking opportunity at reception	✓			

FOR ADDITIONAL INFORMATION PLEASE CONTACT:

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21ST ANNUAL GUS MACHADO GOLF CLASSIC

STATION SPONSOR OPPORTUNITIES **\$2,500**

Imagine your brand prominently displayed among the golfers and hotel guest. As a Hole Station Sponsor, your company will be featured at one of four Gus Machado Golf Classic Hole Station Sponsor along the golf course.

PARTNERSHIP BENEFITS

- Company logo exclusively featured at one of four Hole Station along the golf course
- Opportunity to distribute an ACS approved company promotional item(s)
- Logo recognition on event website
- Logo recognition on printed collateral
- Recognition on social media platform
- Logo recognition on day of signage
- Logo recognition on tournament hole signs

UNDERWRITING OPPORTUNITIES

Underwriters are dedicated to maintaining a sustainable event for the American Cancer Society by covering the expenses of essential elements. If you and your company are not able to attend the event and would like to support the American Cancer Society through the Gus Machado Golf Classic, these underwriting opportunities could be the perfect option for you.

By committing to underwriting a specific portion of the event, your company will receive name recognition on the event website and in the event program. Additional recognition benefits are listed below. Underwriting commitments do not include individual player spots, foursomes, or other taxable benefits for the tournament.

SELECTIONS

\$5,000 Investment Opportunities (2 Available)

- Tournament Lunch Underwriter – Company name/logo featured on welcome signs, each table, and verbal recognition during the opening ceremony
- Cocktail Reception Underwriter – Company name/logo featured on welcome signs, each table, and verbal recognition during the cocktail and awards reception

\$3,000 Investment Opportunities

- Golf Ball Underwriter – Company name or logo
- Golf Towel Underwriter - Company name or logo

\$1,000 Investment Opportunity

- Putting Contest Underwriter – Company name/logo displayed on large tee sign on the putting green
- Closest to the Pin Contest Underwriter – Company name/logo on large tee sign located on the Closest to the Pin hole
- Longest Drive Contest Underwriter – Company name/logo on large tee sign located on Longest Drive hole

\$500 Investment Opportunity

- Hole Sponsor – One (1) tee sign printed with company name, logo or individual name
 - Can be made *in honor of, celebration of or in memory of*



21ST ANNUAL GUS MACHADO GOLF CLASSIC

PARTNERSHIP & UNDERWRITING COMMITMENT FORM

YES! I/We would like to support the 2021 Gus Machado Golf Classic at the following level:

- | | |
|--|---|
| <input type="checkbox"/> \$25,000 Presenting Sponsor | <input type="checkbox"/> \$5,000 Tournament Lunch Underwriter |
| <input type="checkbox"/> \$15,000 Major Sponsor | <input type="checkbox"/> \$5,000 Cocktail Reception Underwriter |
| <input type="checkbox"/> \$10,000 Master Sponsor | <input type="checkbox"/> \$3,000 Golf Polo Shirt Underwriter |
| <input type="checkbox"/> \$5,000 Supporter Foursome | <input type="checkbox"/> \$3,000 Golf Balls Underwriter |
| <input type="checkbox"/> \$3,000 Twosome | <input type="checkbox"/> \$1,000 Putting Contest Underwriter |
| <input type="checkbox"/> \$2,500 Hole Station Sponsor | <input type="checkbox"/> \$1,000 Longest Drive Contest Underwriter |
| <input type="checkbox"/> \$500 Hole Sponsor (1 Sign) | <input type="checkbox"/> \$1,000 Closet to the Pin Contest Underwriter |

I AM UNABLE TO ATTEND and wish to support the American Cancer Society with a donation in the amount: \$ _____

Company/Individual Name: _____

Contact name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Work phone: _____ Cell phone: _____

Assistant's name: _____

Assistant's phone: _____ Assistant's email: _____

Payment Information: Check Visa MC Amex Invoice Me

Name on card: _____

Card number: _____ Exp. Date: _____ CVV _____

Billing Address: _____

Billing City: _____ Billing State: _____ Billing Zip: _____

Thank you for your support of the American Cancer Society, a 501(c)(3) tax-exempt organization. Event sponsorships and underwriting contributions are subject to the attached **Terms and Conditions** available at <https://acsfdmia.ejoinme.org/GusMachadoGolfClassic> and incorporated herein by this reference.

_____ I have read the attached **Terms and Conditions**. (Please check off, the section is required). *This signature is your commitment to contribute at the level specified above.

Signature: * _____ Date: _____

**This form must accompany your check payment. Please make check payable to:
American Cancer Society (include in the memo field) Society Key – PMM3JH**

Mail check to: American Cancer Society | 9500 S. Dadeland Blvd. | Suite 710 | Miami, FL 33156

If paying with credit card return this form via email to Millie Delgado at mildred.delgado@cancer.org or call 786-753-6199.

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 visit us online at cancer.org and click on the "privacy" link at the bottom of the page or call 1-800-227-2345.