

# The **RIBBON** Classic



Formerly known as the Pink Ribbon Classic, The Ribbon Classic began as a simple golf tournament in 2006. It has now grown into a series of annual events which collectively enable it to be one of the most successful American Cancer Society fundraisers in the nation run by all women! The 2020 Ribbon Classic will strive to raise **\$335,000** to help the organization continue its extensive cancer research, education, patient services, and legal advocacy. Join us as we give, golf, and fight against cancer!

## **RIBBON PARTY**

**Saturday, September 26, 2020 at The River Club**

This cocktail party offers a fabulous live and silent auction, delicious food, and a program celebrating cancer survivors.

## **GOLF TOURNAMENT**

**Tuesday, September 29, 2020 at The River Club**

Our golf tournament hosts 128 female players on one of the finest courses in Georgia for some friendly competition.

## **CASINO NIGHT**

**Friday, May 15, 2020 at St Ives**

**Postponed until March 5, 2021**

Enjoy an evening of gambling with play money, winning prizes, and indulging on passed hors d'oeuvres!

**For more information, please contact:**

### **EVENT CHAIRS**

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### **EVENT STAFF**

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**[RibbonClassic.org](http://RibbonClassic.org) | [Cancer.org](http://Cancer.org)**





**ResearchHERS™**  
WOMEN FIGHTING CANCER

**WHEN OUR  
WORK CONTINUES,  
SO DO LIVES.**



## WHAT IS ResearchHERS?

The American Cancer Society is proud to be a top supporter of women in cancer research. Currently half of our grantees are women, most of them early in their careers. We want to sustain this pipeline of talent and engage those in the field to help impact the number of women in leadership roles. ResearchHERS: Women Fighting Cancer is a movement that engages women to raise funds to directly support female cancer researchers.

## THE RIBBON CLASSIC & ResearchHERS

The Ribbon Classic is fully planned and played by women. This year, we will advance our female empowerment by supporting ResearchHERS with any general donations received. As the leading nonprofit funder of cancer research in the US, the American Cancer Society can help sustain women-led cancer research, launch new careers, and inspire a new generation of young women considering careers in science. Help us ensure that women continue to be a powerful and growing force to help save lives from all types of cancer!

We have some of the world's top women researchers spearheading critical research studies in the following areas:



CANCER PREVENTION



SMOKING CESSATION



BREAST CANCER



BEHAVIORAL FACTORS



OBESITY-RELATED CANCER RISK



ACCESS TO CARE



Today, almost 1,700 people in the United States will die of cancer. That adds up to more than 600,000 Americans dying of cancer this year alone. That's why, with our 1.5 million supporters, we are taking action.

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

## **WE ARE ACTIVISTS**

- Contributed to a **27% drop in cancer death rates in the US since 1991**, translating into **2.6 million fewer cancer deaths**
- **In all 50 states, the District of Columbia, and federally**, the volunteers and staff of our nonpartisan advocacy affiliate, ACS CAN, work to make cancer a top priority of public officials
- Successfully advocated for **\$9 billion more funding for the National Institutes of Health and over \$1 billion more funding for the National Cancer Institute** since 2015 to support cancer research and prevention through ACS CAN
- **Nearly 60% of the US population is covered by smoke-free laws**, including 25 states that require 100% smoke-free workplaces, in large part because of ACS CAN's advocacy efforts

## **WE ARE A LEADER IN TRANSFORMATIONAL CANCER BREAKTHROUGHS**

- As the **largest private nonprofit funder of cancer research**, we have invested more than **\$4.9 billion** since 1946
- **49 researchers** funded by ACS went on to win the **Nobel Prize**
- **Confirmed the link between smoking and cancer** and the link between **obesity and death from breast, colorectal, liver, uterine, and other cancers**
- Played a role in **most of the recent cancer research breakthroughs**

## **WE SERVE COMMUNITIES**

- **More than 9 million free rides to treatment** provided for cancer patients since 2005 through **Road To Recovery®**
- **6 million free nights** of lodging through our **Hope Lodge® communities and hotel partners**
- Helped deliver over **915,000 low- or no-cost cancer screenings** to those in need
- **Relay For Life® and Making Strides Against Breast Cancer®** events bring millions of survivors and supporters together and have raised over **\$7 billion for our mission**

## **WE PROVIDE DIRECTION**

- **The #1 trusted source for cancer information**, with over 100 million annual visits to cancer.org and our **Cancer Facts & Figures** report is one of the most widely-cited cancer publications of cancer data in the world
- Answers and support available **24/7** through our live helpline, where we respond to **1.4 million inquiries** annually
- Working to **ensure 80% of individuals in the US are vaccinated against HPV by 2026** and ensure **80% of adults aged 45+ are screened for colorectal cancer**

**cancer.org | 1.800.227.2345**

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## EARLY BIRDIE PACKAGE!

Make a written sponsorship pledge by **May 1, 2020** at the \$5,000 Cure Level or above to get each of the following:  
A \$40 River Club pro shop gift card for each golfer | Two extra Casino Night tickets | Two extra Ribbon Party tickets

### 2020 RIBBON CLASSIC SPONSORSHIP OPPORTUNITIES

	Presenting \$20,000	Tribute \$15,000	Hope \$10,000	Champion \$7,500	Cure \$5,000	Survivor \$3,000	Friend \$1,000	Hole \$500
Category exclusivity at this level and industry exclusivity for all levels ( <i>pledge must be made prior to that of any other industry sponsors</i> )	■							
Opportunity to expand sponsorship benefits package according to your company's priorities and our resources... Tell us what you'd like!	■							
Recognition in Ribbon Classic social media posts	3	2	2	1	1			
Verbal recognition during the program of each Ribbon Classic event	■	■	■	■	■			
Recognition in all Ribbon Classic e-blasts	logo	logo	logo	logo	name	name		
Recognition on RibbonClassic.org	logo	logo	logo	logo	name	name	name	name
Recognition on indoor signage at each Ribbon Classic event	logo	logo	logo	logo	name	name	name	name
Opportunity to join the Ribbon Classic committee	■	■	■	■	■	■	■	■

### CASINO NIGHT *Postponed until March 5, 2021*

Opportunity to address the audience during the program	■							
<b>NEW!</b> Logo placement on photo background for use by all attendees (step and repeat)	■	■	■					
Tickets	10	10	8	4	4	2	2	

### RIBBON PARTY

Opportunity to address the audience during the program	■							
<b>NEW!</b> Logo placement on photo background for use by all attendees (step and repeat)	■	■	■					
Opportunity to furnish a branded item or promotional literature for the gift bags	■	■	■	■	■			
Tickets	10	10	8	6	4	4	2	2

### GOLF TOURNAMENT

Opportunity to address the audience during the Opening Ceremony	■							
Opportunity to address the audience during the Post-Golf Reception		■						
Flags with company name and logo displayed at driving range	2	2	1					
Fixed position logo on tournament leaderboard	■	■	■	■				
Golf foursomes (including tee gifts, amenities, and food for each player)	3	3	2	2	1.5	1		
Company representation on the golf course using a promotional table	■	■	■	■	■	■		
Tribute flag in honor of someone who has fought cancer	■	■	■	■	■	■	■	
Logo recognition on golf course hole sign(s)	4	3	3	2	2	2	1	1

# 2020 RIBBON CLASSIC NAMING & UNDERWRITING OPPORTUNITIES

## CADDIE \$4,000

As women play golf at the Ribbon Classic, two males are stationed at each hole to assist as caddies.

## BENEFITS

- Logo placement on caddie hats and coolers
- Name recognition on RibbonClassic.org
- Name recognition on the tournament's electronic leaderboard
- Ribbon Party admission for up to four
- One hole sign on the golf course

## DRIVING RANGE \$3,500

Receive recognition at the primary gathering spot for morning registration, balloon release, and warm ups.

- Logo placement on driving range signage entryway
- Name recognition on RibbonClassic.org
- Ribbon Party admission for up to four
- Name recognition on Ribbon Party signage

## BEVERAGE CARTS \$3,000

There will be two complimentary beverage carts circulating the Ribbon Classic golf tournament and this opportunity allows you to have recognition on both.

- Logo placement on both beverage carts
- Name recognition on RibbonClassic.org
- Name recognition on the tournament's electronic leaderboard
- Ribbon Party admission for up to four
- Name recognition on Ribbon Party signage
- One hole sign on the golf course

## GOLF CART \$2,500

It will take 64 carts to transport all 128 golfers around the Ribbon Classic course and your logo could be on each one!

- Logo placement on each golf cart
- Name recognition on RibbonClassic.org
- Name recognition on the tournament's electronic leaderboard
- Ribbon Party admission for four
- One hole sign on the golf course

## CONTEST \$2,000 (7 available)

No golf tournament is complete without skills challenges. The Ribbon Classic will have a Putting, Chipping, Long Drive, and Closest to the Pin Contest. Make one of them yours as a sponsor!

- Logo placement on signage at your chosen contest hole
- Name recognition on RibbonClassic.org
- Name recognition on the tournament's electronic leaderboard
- Ribbon Party admission for four
- One hole sign on the golf course

## GOLFER LUNCH \$1,500 (May be an in-kind or monetary contribution.)

Provide a midday meal for our golfing ladies. 128 lunches will be needed and preferably include a main dish, side, and dessert.

- Promotional table on the golf course
- Name recognition on RibbonClassic.org
- Name recognition on the tournament's electronic leaderboard
- Ribbon Party admission for up to four
- One hole sign on the golf course

## VOLUNTEER & CADDIE LUNCH \$750 (May be an in-kind or monetary contribution.)

Volunteers help execute the Ribbon Classic and ensure that guests have a great experience. Complimentary food is provided as they work.

- Name recognition on RibbonClassic.org
- Ribbon Party admission for up to four
- One hole sign on the golf course



## PLEDGE & DONATION FORM

Yes! I/We would like to support the 2020 Ribbon Classic at the following level:

### SPONSORSHIPS

- \$20,000 Presenting
- \$15,000 Tribute
- \$10,000 Hope
- \$7,500 Champion
- \$5,000 Cure
- \$3,000 Survivor
- \$1,000 Friend
- \$500 Hole

### NAMING OPPORTUNITIES

- \$4,000 Caddie
- \$3,500 Driving Range
- \$3,000 Beverage Station
- \$2,500 Golf Cart
- \$2,000 Contest
- \$1,500 Golfer Lunch
- \$750 Volunteer Lunch

### ResearchERS DONATION

- \$1,000
- \$500
- \$250
- \$100
- Other Amount \$ \_\_\_\_\_
- Matching Gift Information:  
Company Name: \_\_\_\_\_

Matching Amount:  
\$ \_\_\_\_\_

### DONOR INFORMATION

Donor Name: \_\_\_\_\_  
*as it should be published*

Mailing Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### PAY METHOD

- CREDIT CARD Please visit [www.RibbonClassic.org](http://www.RibbonClassic.org) to pay online.
- CHECK \$\_\_\_\_\_ check made payable to the American Cancer Society enclosed.
- PLEDGE Please bill me/us later. **All payments must be received by September 25, 2020.**

Signature\* \_\_\_\_\_

Date \_\_\_\_\_

*\*This signature is your commitment to contribute at the level specified above.*

### PLEASE RETURN COMPLETED FORM WITH PAYMENT TO:

American Cancer Society, 250 Williams Street, Ste 6000, Atlanta, GA 30303 | [Kiana.Matthews@cancer.org](mailto:Kiana.Matthews@cancer.org)

**IMPORTANT!** Please include the following info in the check memo line: "Ribbon Classic Key: FK24DX"

*Event sponsorships and underwriting contributions are subject to the "Terms and Conditions" available at [RibbonClassic.org](http://RibbonClassic.org) and incorporated herein by this reference.*