

SPONSORSHIP OPPORTUNITIES

Fourteenth Annual

SAVE YOUR SKIN

Melanoma Awareness Golf Classic

In memory of Jerri Kreshon

AtriumHealthFoundation.org/saveyourskin



Monday, June 10, 2019 | Ballantyne Country

Benefiting the Carolinas Melanoma and Immunotherapy Fund
at Atrium Health Levine Cancer Institute

GOLFING FOR MELANOMA RESEARCH & AWARENESS



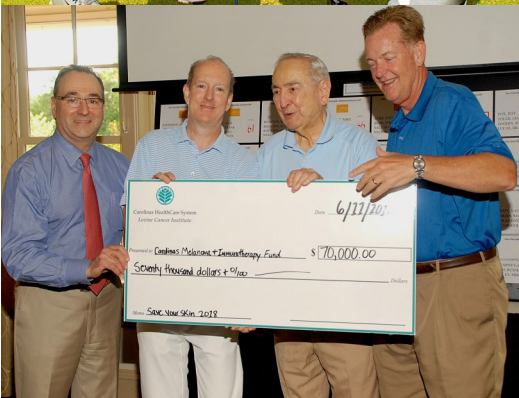
- **Skin cancer** is the most common cancer. More skin cancers are diagnosed in the United States each year than all other cancers combined.
- Melanoma accounts for only about 1% of skin cancers but causes a large majority of skin cancer deaths.
- **91,270** new melanomas will be diagnosed this year .
- The rates of melanoma have been rising for the last **30 years**.
- It's one of the most common cancers in young adults, especially in young women.
- The risk of melanoma increases as people age.

The most important way to lower your risk of melanoma is to protect yourself from exposure to UV rays. Practice sun safety when you are outdoors. Simply staying in the shade is one of the best ways to limit your UV exposure. If you are going to be in the sun, wear protective clothing, use sunscreen, wear a hat with and sunglasses.

Levine Cancer Institute: *Changing the Course of Cancer Care*

Atrium Health Levine Cancer Institute creates access to breakthrough research, state-of-the-art treatment and nationally-renowned physicians, including experts who subspecialize in diagnosing and treating aggressive types of cancer. The Institute's unique delivery model distributes care across a network of more than 25 locations, ensuring that a patient's location is not a barrier to receiving the highest-quality care.

Through advanced technology, including webcasted teleconferences and virtual tumor boards, physicians located throughout the Institute's network are able to collaborate on best practices and treatment guidelines. Levine Cancer Institute has a specialized Phase 1 clinical trials unit to advance the study and implementation of novel cancer therapies. The Institute's robust survivorship program provides evidence-based clinical care, education and support for patients and their families from diagnosis to recovery.



**PREVENTION IS THE
BEST DEFENSE
AGAINST THE DISEASE
– PRACTICE SUN
SAFETY WHEN YOU
ARE OUTDOORS**

About The Carolinas Melanoma and Immunotherapy Fund

Immunotherapy, also called biologic therapy, uses the body's own defense system to recognize and destroy cancer cells. It has been used to effectively treat melanoma. Since its inception in 1994, the Immunotherapy Program has grown to the point that it treats over 250 new patients each year. A team of highly trained Atrium Health physicians, nurses, research clinicians, nutritionists, and counselors provide the highest level of care to these patients. The Carolinas Melanoma and Immunotherapy Fund supports ongoing immunotherapy research, as well as melanoma awareness, outreach, and prevention programs.

SPONSORSHIP OPPORTUNITIES

SPF 100 Co- Presenting Sponsor (2) – \$10,000

All SPF 25 level benefits plus:

- Recognition as Co-Presenting Sponsor in all publicity (broadcast and printed)
 - Two complimentary golf foursomes
 - Logo placement on golf premium item
- Prominent logo placement on all tournament signage
- Prominent logo placement on event video shown during program
- Social media mentions on Facebook and Twitter

SPF 75 Reception Sponsor (1) – \$7,500

All SPF 25 level benefits plus:

- Opportunity to market product to reception attendees
 - Special signage and recognition at reception
- Logo placement on event video shown during program
- One complimentary golf foursome

SPF 40 Melanoma Awareness Sponsor (2) – \$4,000

All SPF 25 level benefits plus:

- Logo on five “factoid” signs to be placed on course

SPF 30 Hole-in-One Sponsor (2) – \$3,000

All SPF 25 level benefits plus:

- Signage and other marketing tools on both hole-in-one holes

SPF 25 Sponsor – \$2,500

All SPF 15 Hole Sponsorship level benefits plus:

- Logo placement on tournament event banner
 - Mention at awards ceremony
- Name featured in *Momentum*, a donor publication distributed to over 10,000 households including Atrium Health donors and corporate supporters.
- Name featured on Atrium Health Foundation’s website - AtriumHealthFoundation.org

SPF 15 Hole Sponsorship Package – \$2,000

- One complimentary golf foursome
 - Special signage on golf course
 - Opportunity to place marketing materials in golf goodie bags (144 bags)
- *Hole Sponsorships without golf available for \$500*

Golf Foursome – \$1,600

Individual Golfer – \$400

Reception Only – \$150

For more information, please visit our website at AtriumHealthFoundation.org/SaveYourSkin or contact Ellyn Brotherton at 704-355-4298, or Ellyn.Brotherton@atriumhealth.org.

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SPONSORSHIP FORM

(Please print)

Your Name _____

Company _____

Address _____

City/State/Zip _____

Phone Number/Fax _____

How would you like your company name to appear in recognition materials?

Please send High Resolution logo (.eps or .ai) to Ellyn.Brotherton@atriumhealth.org

Sponsorship Level _____

Check Enclosed for \$ _____

Please Bill My Credit Card: Visit AtriumHealthFoundation.org/SaveYourSkin to pay online

Card Type: _____ VISA/MC _____ American Express _____ Discover

Credit Card # _____ Expiration Date _____

Name As It Appears on Card _____

Signature _____

Please make checks payable to Atrium Health Foundation

PLEASE RETURN COMPLETED FORM TO:

Atrium Health Foundation
ATTN: Ellyn Brotherton
208 East Blvd
Charlotte, NC 28203

Contributions are tax deductible to the extent allowed by the IRS.
Atrium Health Foundation tax ID number is 56-6060481

For more information, please visit our website at AtriumHealthFoundation.org/SaveYourSkin
or contact Ellyn Brotherton at 704-355-4298, or Ellyn.Brotherton@atriumhealth.org

