

Sponsorship

NOVEMBER 2, 2020 10AM SHOTGUN START | BALLANTYNE COUNTRY CLUB



Fifteenth Annual

Save Your Skin

MELANOMA AWARENESS
GOLF CLASSIC

BENEFITING THE CAROLINAS MELANOMA AND
IMMUNOTHERAPY FUND AT LEVINE CANCER INSTITUTE

In memory of Jerri Kreshon

AtriumHealthFoundation.org/SaveYourSkin



**Atrium Health
Foundation**



Save Your Skin

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

Atrium Health's 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 Levine Cancer Institute's network are able to collaborate on best practices and treatment guidelines. The 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.



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 provides 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.

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FAST FACTS

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.
- ☀ An estimated **100,350** new cases* of melanoma will be diagnosed this year.
- ☀ The rates of melanoma have been rising for the last 30 years.
- ☀ It is 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 and sunglasses.

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

**Estimated by the American Cancer Society*

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SPONSORSHIP

SPF 100 Co-Presenting Sponsors (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

\$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 Sponsors (2)

\$4,000

All SPF 25 level benefits plus:

- Logo on five "factoid" signs to be placed on course

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SPONSORSHIP

SPF 30 Hole-in-One Sponsors (2)

\$3,000

All SPF 25 level benefits plus:

- Signage and other marketing materials 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* magazine, a donor publication distributed to 10,000(+) households
- Name featured on 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)
- Reception attendance

**Hole sponsorship without golf available for \$500*

Golf Foursome - \$1,600

Individual Golfer - \$400

Reception Ticket - \$150

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Your Name _____

Company _____

Address _____

City/State/Zip _____

Phone Number/Fax _____

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

Please send a high-resolution logo (.eps or .ai) to Kathleen.LeFever@atriumhealth.org.

Sponsorship Level _____

Check enclosed for \$ _____

Visit AtriumHealthFoundation.org/SaveYourSkin to pay online.

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



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