



AMERICAN CANCER SOCIETY

Los Angeles Golf Classic

May 20, 2024
Lakeside Golf Club

golfacs.org

2nd ANNUAL AMERICAN CANCER SOCIETY

2024 Los Angeles Golf Classic



Dear business leaders and friends,

The American Cancer Society's Los Angeles Golf Classic is a high-end, amenity-rich tournament that raises funds for the American Cancer Society's lifesaving mission. Our organization has played a role in most of the cancer research breakthroughs in recent history. While much progress has been made in cancer research, we still have a lot of work to do.

We invite you to support our efforts to finish the fight against cancer by joining us on Monday, May 20, 2024 for a day of first-class golf and networking, followed by an evening reception. By bringing together business and community leaders to this event, we are able to support the American Cancer Society's mission.

Last year, the Los Angeles Golf Classic raised over \$300,000 to help the American Cancer Society continue to fund lifesaving research as well as free programs and services for cancer patients and their families in Los Angeles and across the nation. We know with your participation, we can help to make this cancer's last century.

We hope to see you on the course!

For more information contact Kathy Fletcher at kathleen.fletcher@cancer.org

2024 LA Golf Classic Chair Emeritus



Daniel Levin
Senior Vice President
RBC Wealth Management

2024 Los Angeles Golf Classic Honoree



Coach Jim Harrick
Former Basketball Head
Coach, UCLA, Pepperdine,
University of Rhode Island,
University of Georgia



About the American Cancer Society



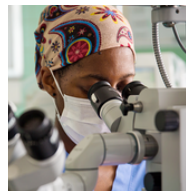
The American Cancer Society is on a mission to free the world from cancer.

We are the only organization that integrates discovery, advocacy, and direct patient support to measurably improve lives. Our efforts in these areas have contributed to a 32% decline in cancer mortality since 1991.



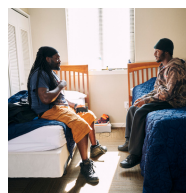
Advocacy

By activating grassroots volunteers nationwide, the American Cancer Society Cancer Action NetworkSM (ACS CAN) fights cancer in city halls, statehouses, and Congress by elevating the patient voice to advance policy change. We are making cancer a national priority through our advocacy efforts.



Discovery

The American Cancer Society has played a role in most of the cancer research breakthroughs in recent history. As the largest nonprofit funder of cancer research in the US outside of the federal government, we've invested more than \$3.1 billion in cancer research since 1991, contributing to the 3.5 million fewer cancer deaths as a result of breakthroughs.



Patient Support

The American Cancer Society works to ensure no one feels alone at any point on their cancer journey, from prevention to detection and diagnosis, through treatment and survivorship, and, for some, the end of life. We ensure people impacted by cancer have the support, information, and resources they need, all aimed toward eliminating cancer disparities.



2024 LOS ANGELES GOLF CLASSIC

Join us at one of LA's Power Golf Clubs, Lakeside Golf Club
Monday, May 20, 2024

Tournament on an Historic Course

Players will have the pleasure of playing on one of the most exclusive courses in the world. Lakeside Golf Club opened almost 100 years ago in 1924 and is known as Hollywood's home course. Golf greats, screen legends and so many more have enjoyed this course.



Award Ceremony and Dinner

After a spirited tournament, enjoy a beautiful banquet dinner and award ceremony honoring **Coach Jim Harrick**. Coach Harrick is an American former basketball coach. He was the head coach at UCLA, Pepperdine University, the University of Rhode Island and the University of Georgia over a combined total of 23 seasons. During the 1994-1995 season, he led UCLA to a 31-1 record and the school's eleventh national championship. The evening will also include a silent and live auction, impact speaker and mission moment.



Raising Funds for Cancer Research

1 in 2 Men & 1 in 3 Women will have cancer in their lifetime. The cancer death rate is 47% higher for black men than white men. Black women are 40% more likely to die of breast cancer than white women. Funds raised will help support cancer research.



Sponsorship Opportunities



Title Sponsor

- Listed as Title Sponsor with naming rights on event website homepage: Los Angeles Golf Classic and (Your Company)
- First right of refusal for 2025
- (6) Foursomes / (24) Golfer Slots
- (24) Total Tickets to Banquet Dinner and Award Ceremony
- Year long prominent promotional acknowledgement as Title Sponsor on all marketing materials and ACS social channels
- Exclusive press release and post event thank you ad in the **Los Angeles Business Journal**
- Logo and link inclusion on online materials with homepage recognition on website
- Prominent logo placement throughout Tournament, Reception, and on (1) premium hole
- Naming Rights and host for VIP activation
- Ability to include branded item in golfer swag bags
- Hope on the Green Sponsor-logo on all fly flags plus (4) personally dedicated flags
- Speaking opportunity and video message at Banquet Dinner
- Opportunity to include letter from CEO in event program
- Full page event program ad

Presenting Sponsor

- Naming rights on event website homepage: Los Angeles Golf Classic, Presented by (Your Company)
- First right of refusal for 2025
- (4) Foursomes / (16) Golfer Slots
- (16) Total Tickets to Banquet Dinner and Award Ceremony
- Prominent promotional acknowledgement as sponsor before, during and after the event on all marketing materials and ACS social channels
- Exclusive press release serviced to local media outlets
- Logo and link inclusion on online materials with homepage recognition on website
- Prominent logo placement throughout Tournament, Reception, and on (1) premium hole
- Ability to include branded item in golfer swag bags
- (3) Hope on the Green flags
- Speaking opportunity at tournament
- Full page event program ad



Sponsorship Opportunities



Master Sponsor

- (3) Foursomes / (12) Golfer Slots
- (12) Total Tickets to Banquet Dinner and Award Ceremony
- Prominent promotional acknowledgement as sponsor before, during and after the event on all elements of website, social media, print, and email.
- Logo/name and link inclusion on online materials
- Logo/name included in cart program and printed promotion materials and ACS social channels
- Prominent signage throughout Tournament and Reception
- Ability to include branded item in golfer swag bags
- (2) Hope on the Green Flags
- Opportunity for Company Representative to join the Executive Leadership Committee
- Half page ad in event program



Select Sponsor (4 available as of 3/26)

- (1) Foursome / (4) Golfer Slots
- (4) Total Tickets to Banquet Dinner and Award Ceremony
- Promotional acknowledgement before, during and after the event on all marketing materials and ACS social channels
- Signage throughout Tournament and Reception

Major Sponsor

- (2) Foursomes / (8) Golfer Slots
- (8) Total Tickets to Banquet Dinner and Award Ceremony
- Promotional acknowledgement before, during and after the event on all marketing materials and ACS social channels
- Prominent signage throughout Tournament and Reception
- (2) Hope on the Green Flags
- Quarter page ad in event program



OTHER OPPORTUNITIES



Golf Foursome



Hole Vendor



Hope on the Green
Fly Flag



Tee Sign

Sponsorship Opportunities



BENEFITS	Title Sponsor	Presenting Sponsor	Master Sponsor	Major Sponsor	Select Sponsor
Golf Foursomes	6	4	3	2	1
Tickets to Banquet Dinner and Award Ceremony	24	20	16	12	4
Logo/name on Web & All Marketing Materials					
Prominent Signage on course					
Social Media Recognition Post					
Hope on the Green Flags	4	3	2	2	
Add a Branded Item to Swag Bags					
Speaker at Tournament					
Logo/name on Hope on the Green Fly Flags					
Host VIP Activation					
Post Event Ad in Los Angeles Business Journal					



Hope on the Green Fly Flags