

PARTNERSHIP OPPORTUNITY

in support of The Young Hearts Foundation
and The Leukemia & Lymphoma Society

The 21st Annual Ryan
McLaughlin Memorial
Golf Tournament

September 13, 2020



*The Ryan McLaughlin
Memorial Golf Tournament*



LEUKEMIA &
LYMPHOMA
SOCIETY®

About The Young Hearts Foundation

The Young Hearts Foundation is dedicated to improving the lives of young people affected by long-term illnesses or loss. Through raising awareness and funds for medical research and providing non-medical support to patient families, The Young Hearts Foundation strives to encourage a community of volunteers to reach out to our youth who are in need.

The Young Hearts Foundation is a 501(c)3 charitable organization. Our tax identification number is 26-1269970. In December of 1999, thirteen-year-old Ryan McLaughlin lost his courageous battle with leukemia, leaving behind heartbroken friends and family. Determined to continue fighting for him, Ryan's sisters dedicated themselves to supporting others who were dealing with blood related cancers. In their brother's honor, they established the "Young Hearts" team to participate in and raise funds for The Leukemia & Lymphoma Society's 2000 Light the Night Walk. This small team of elementary, middle, and high school students from Fairfax County, VA raised over \$10,000 that first year.

In the years since, the Young Hearts have instilled a commitment to volunteerism and a dedication to improving the lives of others in over 1,000 young people. They were inspired and empowered to raise over one million dollars toward the mission of The Leukemia & Lymphoma Society: to find a cure for leukemia, lymphoma, Hodgkin's disease and myeloma and to improve the quality of life of patients and their families. In recognition of their outstanding contributions, the Young Hearts were awarded The Leukemia & Lymphoma Society's Chairman's Citation Award in 2008, and the Relentless for a Cure Award in 2010. In 2015, The McLaughlin family was humbled to receive the James L. Eichberg Lifetime Achievement Award at The Leukemia & Lymphoma Society's annual Leukemia Ball.

www.YoungHeartsFoundation.org

YoungHeartsFounda  @YoungHeartsTeam 

Quick Facts:

- One in every two men and one in every three women will be diagnosed with cancer at some point during their lifetime.
- Every 3 minutes someone in the US is diagnosed with a blood cancer. Every 9 minutes someone in the US loses their battle.
- Leukemia is the second leading cause of cancer death of children and young adults under the age of 20.
- The five-year survival rate for children under the age of 15 with acute lymphoblastic leukemia has improved from 3% in 1964 to 90.6% today.
- The overall five-year relative survival rate for leukemia (across all types) has more than quadrupled since 1960.



*The Ryan McLaughlin
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At a Glance

The Ryan McLaughlin Memorial Golf Tournament supports the mission of The Young Hearts Foundation and The Leukemia & Lymphoma Society.

Date:

September 13, 2020

Location:

Westfields Golf Club
13940 Balmoral Greens Avenue
Clifton, Virginia 20124

Event Schedule:

11:00 AM Registration
12:30 PM Putting Contest
1:00 PM Shotgun Start
5:00 PM Reception
6:00 PM Dinner, Auction & Awards

Target Audience:

Northern Virginia Professionals
80% men/20% women
College Educated
200 Attendees

Sponsor Levels \$300 - \$6,000

Sponsorship Opportunities

Presenting Sponsor **\$6,000*****SOLD FOR 2020!***

- Two foursomes (includes dinner)
- Opportunity to speak to golfers and guests during awards ceremony and/or at tee-off
- Opportunity to include branded material/product in golfer gift bags
- Name/logo on all event materials and collaterals, including registration signage and event brochure
- Logo on every hole sign
- Full premium page color ad in tournament program (back cover)
- ½ page ad in playbill for Providence Players of Fairfax/Young Hearts holiday theater production (approx. 2,000 guests)
- Logo and/or name on Young Hearts website with link to sponsor website (if applicable) and will be tagged on social media
- Formal recognition at the event
- Recognition in Mantua community newsletter reaching approx. 2,500 families

Hat Sponsor **\$4,000**

- One foursome (includes dinner)
- Four additional dinner guests
- Sponsor and RMMGT Logo on golfer's hats
- Opportunity to include additional branded material/product in golfer gift bags
- Full page ad in tournament program
- ½ page ad in playbill for Providence Players of Fairfax/Young Hearts holiday theater production (approx. 2,000 guests)
- Logo and/or name on Young Hearts website with link to sponsor website (if applicable) and will be tagged on social media
- Formal recognition at the event
- Recognition in Mantua community newsletter reaching approx. 2,500 families and will be tagged on social media

Umbrella Sponsor **\$3,500**

- One foursome (includes dinner)
- Four additional dinner guests
- Sponsor Logo on umbrellas given to golfers
- Opportunity to include additional branded material/product in golfer gift bags
- Full page ad in tournament program
- ½ page ad in playbill for Providence Players of Fairfax/Young Hearts holiday theater production (approx. 2,000 guests)
- Logo and/or name on Young Hearts website with link to sponsor website (if applicable) and will be tagged on social media
- Formal recognition at the event
- Recognition in Mantua community newsletter reaching approx. 2,500 families

Beverage Sponsor **\$3,500*****SOLD FOR 2020!***

- One foursome (includes dinner)
- Four additional dinner guests
- Sponsor Logo on every beverage station
- Opportunity to include branded material/product in golfer gift bags
- Full page ad in tournament program
- ½ page ad in playbill for Providence Players of Fairfax/Young Hearts holiday theater production (approx. 2,000 guests)
- Logo and/or name on Young Hearts website with link to sponsor website (if applicable) and will be tagged on social media
- Formal recognition at the event
- Recognition in Mantua community newsletter reaching approx. 2,500 families

Sponsorship Opportunities (continued)

Pin Flag Sponsor **\$3,500**

- One foursome (includes lunch and dinner)
- Four additional dinner guests
- Sponsor Logo on every pin flag
- Opportunity to include branded material/product in golfer gift bags
- Full page ad in tournament program
- ½ page ad in playbill for Providence Players of Fairfax/Young Hearts holiday theater production (approx. 2,000 guests)
- Logo and/or name on Young Hearts website with link to sponsor website (if applicable) and will be tagged on social media
- Formal recognition at the event
- Recognition in Mantua community newsletter reaching approx. 2,500 families

Mobile Auction Sponsor **\$2,000** **(1 of 2 available)**

1 of 2 SOLD FOR 2020!

- One foursome (includes lunch and dinner)
- Two additional dinner guests
- Logo appears on every bidder's mobile phone via BidPal mobile auction & on signage at the auction
- Full page ad in tournament program
- Logo and/or name on Young Hearts website with link to sponsor website (if applicable) and will be tagged on social media
- Formal recognition at the event
- Recognition in Mantua community newsletter reaching approx. 2,500 families

Golf Ball Sponsor **\$2,000**

- One foursome (includes lunch and dinner)
- Two additional dinner guests
- Logo appears on golf balls provided to golfers
- Full page ad in tournament program
- Logo and/or name on Young Hearts website with link to sponsor website (if applicable) and will be tagged on social media
- Formal recognition at the event
- Recognition in Mantua community newsletter reaching approx. 2,500 families

Dinner Sponsor **\$2,000**

SOLD FOR 2020!

- One foursome (includes lunch and dinner)
- Two additional dinner guests
- Logo and/or name on sign at each dinner table
- ½ page ad in tournament program
- Logo and/or name on Young Hearts website with link to sponsor website (if applicable) and will be tagged on social media
- Formal recognition at the event
- Recognition in Mantua community newsletter reaching approx. 2,500 families

Golf Cart Sponsor **\$1,500**

- Two golfers (includes lunch and dinner) **or** four dinner guests
- Ad to be displayed in each golf cart
- ½ page ad in tournament program
- Logo and/or name on Young Hearts website with link to sponsor website (if applicable) and will be tagged on social media
- Formal recognition at the event
- Recognition in Mantua community newsletter reaching approx. 2,500 families

Sponsorship Opportunities (continued)

Lunch Sponsor \$1,200 or In-Kind

ON HOLD FOR 2020!

- Two golfers (includes dinner) or four dinner guests
- Signage at lunch buffet
- ½ page ad in tournament program
- ½ page ad in playbill for Providence Players of Fairfax/Young Hearts 2015 holiday theater production (approx. 2,000 guests)
- Logo and/or name on Young Hearts website with link to sponsor website (if applicable) and will be tagged on social media
- Formal recognition at the event
- Recognition in Mantua community newsletter reaching approx. 2,500 families

Young Golfers Sponsor \$1,000

*In Ryan's honor, sponsor a foursome of young golfers so they may participate in the tournament
(Golfers may be selected by sponsor or, if preferred, by the Young Hearts)*

- Four dinner guests
- One hole sponsorship sign
- ½ page ad or message in tournament program
- Logo and/or name on Young Hearts website with link to sponsor website (if applicable)
- Formal recognition at the event
- Recognition in Mantua community newsletter reaching approx. 2,500 families

Reception Sponsor \$1,000

SOLD FOR 2020!

- Signage at reception bar and deck
- Four dinner guests
- ½ page ad in tournament program
- Logo and/or name on Young Hearts website with link to sponsor website (if applicable)
- Formal recognition at the event
- Recognition in Mantua community newsletter reaching approx. 2,500 families

Awards Sponsor \$750 or In-Kind

- Two dinner guests
- ¼ page ad in tournament program
- Signage at awards table/leaderboard
- Opportunity to assist in the presentation of awards
- Logo and/or name on Young Hearts website with link to sponsor website (if applicable)
- Formal recognition at the event

Volunteer Sponsor \$500

- Name/logo at volunteer check-in
- Two dinner guests
- ¼ page ad in tournament program
- Logo and/or name on Young Hearts website with link to sponsor website (if applicable)

Contest Hole Sponsor \$400 (5 available)

- Exclusive sponsor of contest hole with enhanced sponsorship sign
- Recognition in tournament program
- Logo and/or name on Young Hearts website with link to sponsor website (if applicable)

Hole Sponsors \$300 (unlimited available)

- One hole sponsor sign
- Recognition in tournament program
- Name listed on Young Hearts website with link to sponsor website (if applicable)



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Sponsorships are customizable! Contact us for more information.

Sponsor Commitment Form

| Sponsorship Levels |
|---|
| Presenting Sponsor SOLD \$6,000 |
| Hat Sponsor \$4,000 |
| Umbrella Sponsor \$3,500 |
| Beverage Sponsor SOLD \$3,500 |
| Pin Flag Sponsor \$3,500 |
| Mobile Auction Sponsor \$2,000 |
| Golf Ball Sponsor \$2,000 |
| Dinner Sponsor SOLD \$1,800 |
| Golf Cart Sponsor \$1,500 |
| Lunch Sponsor SOLD \$1,200 |
| Young Golfers Sponsor \$1,000 |
| Reception Sponsor SOLD 1,000 |
| Awards Sponsor \$750 |
| Volunteer Sponsor \$500 |
| Contest Hole Sponsor \$400 |
| Hole Sponsor \$300 |

Sponsorship Level: _____ Amount: \$ _____

Sponsor Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Please mail this form with your check made payable to "The Young Hearts"

The Young Hearts Foundation
8971 Colesbury Place, Fairfax, Virginia 22031
(p) (703) 280-0403 // (fax) (703) 280-4344
YoungHearts@YoungHeartsFoundation.com

If you would prefer to pay with credit card:

Card Type: ___VISA ___Mastercard ___Discover ___American Express

Credit Card Number: _____

Exp Date: _____ Security Code: _____

Name (as on card): _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Credit card payments can also be processed online or over the phone:

www.youngheartsfoundation.org // 703-280-0403

