

26th Annual

***Hit 'Em for Hemophilia* Golf Tournament**

Tuesday, October 28, 2008

Château Élan Winery and Resort

Braselton, Georgia

Corporate Sponsorship Invitation

A Benefit for Hemophilia of Georgia



26th Annual *Hit 'Em for Hemophilia* Golf Tournament

Château Élan Winery and Resort, Braselton, Georgia, Tuesday, October 28, 2008

Sponsored by Hemophilia of Georgia, the *Hit 'Em for Hemophilia* Golf Tournament is recognized as one of the premier charity golfing events in the United States. Thanks to outstanding support from a broad range of Atlanta businesses and national companies, the tournament has raised nearly \$10 million since its inception in 1982. These funds support critical research directed toward finding a cure for hemophilia and other inherited bleeding disorders.

The 26th Annual Tournament will be a truly spectacular event. Corporate sponsors and invited guests will enjoy a full day of golf on the three beautiful courses at Château Élan, beginning with a shotgun start at 10:30 a.m. on October 28, 2008. Corporate Sponsors at the Platinum, Gold and Silver levels will be paired with local and sports celebrities including Atlanta Braves players, alumni, managers, coaches, and announcers. Past celebrities that have participated in the *Hit 'Em for Hemophilia* Golf Tournament have included Hall of Famers Phil Niekro and Don Sutton.

Each *Hit 'Em for Hemophilia* golfer will receive a special tournament gift. Prizes will be awarded to top finishing teams and to individuals for specialty holes. The day will conclude with a reception, raffle, dinner, and live auction immediately following the tournament.

Previous *Hit 'Em for Hemophilia* Golf Tournaments have been sponsored by:

Atlanta Braves	CSL Behring	Novo Nordisk
AT&T Mobility, LLC	Delta Air Lines	Syniverse Technologies
Bayer HealthCare	Ericsson, Inc.	TruePosition
Baxter Healthcare	Hardy Chevrolet	United Distributors
Bechtel Telecommunications	Hewlett - Packard	Wilson Sporting Goods
Brown & Co. Jewelers	Siemens	Wyeth Pharmaceuticals

Each year, Hemophilia of Georgia supports the *Hit 'Em for Hemophilia* Golf Tournament with an extensive marketing campaign. Last year's marketing efforts generated a total of over 21 million impressions through advertising valued at over \$ 55,000. Corporate logo usage and marketing exposure will be based on sponsorship level. Photos of last year's marketing efforts and media exposure provided to sponsors are included in this proposal.

Please review the package options on the following pages and contact Vic McCarty, Director of Development at 770-518-8272 or vamccarty@hog.org for further details. We look forward to your participation

**26th Hit 'Em for Hemophilia Golf Tournament
2008 Corporate Sponsorship Response Form**

Please indicate your desired sponsorship level and complete the response form:

- | | |
|--|---|
| ☐ Platinum \$35,000 | ☐ Pewter \$7,500 |
| ☐ Gold \$25,000 | ☐ Copper \$3,000 |
| ☐ Silver \$15,000 | ☐ Other \$_____ |
| ☐ Bronze \$10,000 | |

Contact Name: _____

Title: _____

Company Name (as it should appear in print): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Signature: _____ Date: _____

Please make a copy for your records and return the original to:

Victor McCarty, Director of Development
Hemophilia of Georgia
8800 Roswell Road, Suite 170
Atlanta, Georgia 30350
Phone (770) 518-8272; Fax (770) 518-3310
www.hog.org

Thank You for Your Support!

Sponsorship Levels

\$35,000 Platinum Level

Twenty Golf Positions at Legends Course
Golf with a celebrity
Six additional reception guests
Media Promotion of event
Corporate logo on tournament gift (i.e. jackets/shirts)
Corporate logo on tournament leader boards

Listing as Platinum Sponsor on promotional materials
Hole signage on all three golf courses

Outdoor Advertising

Billboards

Audio and Video Advertising

Buckhead Backlot 6 Movie
Radio and Public Service
Announcements

Print and Advertising

Atlanta Business Chronicle
Atlanta Magazine

Press Releases

Local Newspapers
Horizons in Hemophilia (HoG
Newsletter)

\$25,000 Gold Level

Sixteen Golf Positions at Legends Course
Golf with a Celebrity
Four additional reception guests
Media Promotion of event

Listing as Gold Sponsor on promotional materials
Hole signage on all three golf courses

Outdoor Advertising

Billboards

Audio and Video Advertising

Buckhead Backlot 6 Movie Radio
and Public Service Announcements

Print and Advertising

Atlanta Business Chronicle
Atlanta Magazine

Press Releases

Local Newspapers
Horizons in Hemophilia (HoG
Newsletter)

\$15,000 Silver Level

Twelve Golf Positions
Four golfers at Legends Course
Eight golfers at Château/Woodlands
Golf with a Celebrity
Two additional reception guests
Media Promotion of event

Listing as Silver Sponsor on promotional materials
Hole signage on all three golf courses

Outdoor Advertising

Billboards

Audio and Video Advertising

Buckhead Backlot 6 Movie Radio
and Public Service Announcements

Press Releases

Local Newspapers
Horizons in Hemophilia (HoG
Newsletter)

All golfers also receive greens fees and cart, breakfast, lunch, goodie bag, opportunity to win exceptional prizes for 1st – 3rd place teams, and admission to the reception following the tournament including dinner, awards, raffle and live auction.

All Corporate Sponsors are also invited to gain additional corporate exposure by donating a corporate promotional item for the golfer goodie bags or by donating items for the raffle or live auction.

Sponsorship Levels

\$10,000 Bronze Level

Eight Golf Positions at Château/
Woodlands Course
Golf without a Celebrity
Media Promotion of event

Hole signage on two golf courses
(Château/Woodlands)

Audio and Video Advertising

Radio and Public Service
Announcements

Press Releases

Local Newspapers
Horizons in Hemophilia (HoG
Newsletter)

\$7,500 Pewter Level

Four Golf Positions at Château/
Woodlands Course
Golf without a Celebrity
Media Promotion of event

Audio and Video Advertising

Radio and Public Service
Announcements

\$3,000 Copper Level

Four Tickets to the Reception
Public recognition at the event
Recognition in the Hemophilia of Georgia
Newsletter

Opportunities for additional corporate
exposure:

A donation of a corporate promotional
item for the golfer goodie bags

A donation of a gift for the raffle or live
auction

NOTE: This sponsorship level does not
include golf positions.

All golfers also receive greens fees and cart, breakfast, lunch, goodie bag, opportunity to win exceptional prizes for 1st – 3rd place teams, and admission to the reception following the tournament including dinner, awards, raffle and live auction.

All Corporate Sponsors are also invited to gain additional corporate exposure by donating a corporate promotional item for the golfer goodie bags or by donating items for the raffle or live auction.

Marketing Plan

Each year, Hemophilia of Georgia supports the *Hit 'Em for Hemophilia* Golf Tournament with an extensive marketing campaign. Last year's marketing efforts generated approximately 21 million impressions through advertising valued at over \$ 55,000. Corporate logo usage and marketing exposure will be based on sponsorship level. Photos of some of last year's advertising are included in this proposal. Plans for the 26th Annual Tournament include the following:

Outdoor Advertising

Billboards

All Corporate Sponsors will be thanked on a large billboard advertisement following the tournament. The billboard will be displayed a minimum of three months after the event. Last year, a billboard ad was placed in a metropolitan Atlanta location. The billboard was displayed for almost five months and reached approximately 20 million people.

Audio and Video Advertising

Buckhead Backlot 6 Movie Theatre

Video advertisements thanking and acknowledging all Corporate Sponsors will be displayed at the Buckhead Backlot 6 movie theatre. These pre-movie advertisements will run for six weeks in six screening rooms beginning in November. Last year over 12,000 viewers saw a total of 756 exposures to these advertisements.

Radio Public Service Announcements

Public Service Announcements will be developed and supplied to metropolitan Atlanta radio stations in the weeks prior to the tournament.

Print Advertising

Atlanta Business Chronicle

Full color ads will be included in the October Cobb Business Growth Expo issue. Circulation is estimated at 55,000 readers.

Atlanta Magazine

Full color ad for the 26th Annual Tournament will be included in the November issue, reaching an estimated 461,000 readers in each issue.

Press Releases and Print Articles

Local Newspapers

Beginning in July, press releases will be sent regularly to a wide array of local Atlanta area and North Georgia newspapers including the *Marietta Daily Journal*, *Northside Neighbor*, *Gwinnett Daily Post*, and *Forsyth County News*.

Horizons in Hemophilia (HoG Newsletter)

Articles covering the Golf Tournament will be included in the Hemophilia of Georgia newsletter which is sent to clients, physicians, volunteers, corporate sponsors and foundations three times a year, reaching approximately 4,500 each year.

Hemophilia of Georgia

Mission statement

Hemophilia of Georgia exists so that people in Georgia affected by bleeding disorders live as normally and productively as possible.

What is hemophilia?

Hemophilia is a disorder in which a person's blood is not able to clot normally. In normal blood, proteins called clotting factors work together to form a clot whenever bleeding occurs. The person with hemophilia lacks or doesn't have enough of a certain clotting factor so the blood can't make a clot.

Hemophilia is classified as mild, moderate or severe, depending on the amount of clotting factor a person has in his body. Severe hemophilia is actually the most common form. A person with severe hemophilia has less than 1% of the normal amount of a clotting factor - either factor VIII or factor IX. People without hemophilia have between 50-150% of the normal level of factor VIII or IX.

A person with mild hemophilia may only have problems with bleeding when he has surgery, major dental work, or a severe injury. A person with moderate hemophilia will have those problems plus bleeding problems with more minor injuries such as a hard bump to the knee. A person with severe hemophilia can have what are called spontaneous bleeds—bleeding that starts inside the body for no known reason.

How common is hemophilia?

Hemophilia is a very rare disorder, affecting about 17,000 people in the United States. One out of every 5,000 boys born has hemophilia.

Who gets hemophilia?

People with hemophilia are born with the disorder and have it all of their lives. Hemophilia is a genetic disorder—it is passed down generation to generation through a family's genes. Because the genetic defect occurs on the X chromosome, women are carriers of hemophilia but rarely have the disorder. Hemophilia occurs almost exclusively in men. In about one-third of the babies born with hemophilia, the disorder is believed to be due to a spontaneous mutation of the gene.

Is there a cure for hemophilia? What treatment is available?

There is no cure for hemophilia at this time, but thanks to your sponsorship much promising research is being done. People with hemophilia stop bleeding by taking an injection of the clotting factor that is missing from their blood. Some people with hemophilia give themselves this injection; others go to a hospital or clinic for treatment. By using clotting factor and visiting a doctor or hemophilia clinic regularly, the person with hemophilia can expect to have a normal lifespan. However, the clotting factor used to treat hemophilia is very expensive. Some patients reach their lifetime insurance maximum at a very young age.

How does Hemophilia of Georgia help?

The organization provides community services, educational programs, access to medical care and research funding. Through the annual *Hit 'Em for Hemophilia* Golf Tournament, Hemophilia of Georgia has raised nearly \$10 million for research over the past 25 years.



Marketing and Media Benefits

Samples from the 2007
Hit 'Em for Hemophilia Golf Tournament



Buckhead Back Lot
Movie Screen



2007 Billboard



2007 Leader Board

The advertisement was placed in the
Atlanta Business Chronicle and *Atlanta Magazine*



Hole Sign on Golf
Course