

**27<sup>th</sup> Annual**

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

**Tuesday, October 27, 2009**

**Château Élan Winery and Resort**

**Braselton, Georgia**

**Corporate Sponsorship Invitation**

**A Benefit for Hemophilia of Georgia**



## **27<sup>th</sup> Annual *Hit 'Em for Hemophilia* Golf Tournament**

Château Élan Winery and Resort, Braselton, Georgia, Tuesday, October 27, 2009

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 more than \$12 million since its inception in 1982. These funds support critical research directed toward finding a cure for hemophilia and other inherited bleeding disorders.

The 27<sup>th</sup> 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 27, 2009. 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. Celebrities that participated in previous *Hit 'Em for Hemophilia* Golf Tournaments include Phil Niekro, Ernie Johnson, Glenn Hubbard, Brian McCann and Jeff Francoeur.

Each *Hit 'Em for Hemophilia* golfer will receive a special tournament gift. Prizes will be awarded to top finishing teams and to individual winners of specialty hole contests. 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:

Andrew Wireless Solutions  
Atlanta Braves  
AT&T  
Bayer HealthCare  
Baxter Healthcare  
Bechtel Telecommunications  
Brown & Co. Jewelers

Crown Castle International  
CSL Behring  
Delta Air Lines  
Goodman Networks  
Hardy Chevrolet  
Hewlett - Packard  
Novo Nordisk

RealNetworks, Inc.  
Syniverse Technologies  
TEKsystems, Inc.  
TruePosition  
United Distributors  
Wilson Sporting Goods  
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 six million impressions through advertising valued at over \$60,000. 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](mailto:vamccarty@hog.org) for further details. We look forward to your participation.

**27<sup>th</sup> Hit 'Em for Hemophilia Golf Tournament  
2009 Corporate Sponsorship Response Form**

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

- |  |   |
|--|---|
| <input type="checkbox"/> Platinum \$35,000 | <input type="checkbox"/> Pewter \$7,500 |
| <input type="checkbox"/> Gold \$25,000     | <input type="checkbox"/> Copper \$3,000 |
| <input type="checkbox"/> Silver \$15,000   | <input type="checkbox"/> Other \$_____  |
| <input type="checkbox"/> Bronze \$10,000   |   |

---

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name (as it should appear in print): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

My signature below indicates that I acknowledge and agree to the sponsorship contribution level as described above and that net revenue of funds generated from the event will be used to support research funding provided by Hemophilia of Georgia.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Please sign and return a copy of your response form 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](http://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 Cinema & Cafe  
Radio and Public Service Announcements

#### ***Print and Advertising***

Atlanta Business Chronicle  
Atlanta Magazine

#### ***Press Releases***

Local Newspapers  
HoG E-newsletter with logo  
HoG Annual Report

### **\$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 Cinema & Cafe  
and Public Service Announcements

#### ***Print and Advertising***

Atlanta Business Chronicle  
Atlanta Magazine

#### ***Press Releases***

Local Newspapers  
HoG E-newsletter with logo  
HoG Annual Report

### **\$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 Cinema & Cafe  
and Public Service Announcements

#### ***Print and Advertising***

Atlanta Business Chronicle  
Atlanta Magazine

#### ***Press Releases***

Local Newspapers  
HoG E-newsletter with logo  
HoG Annual Report

All golfers also receive greens fees and cart, breakfast, lunch, goodie bag, opportunity to win exceptional prizes for first and second 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  
HoG E-newsletter without logo  
HoG Annual Report

### **\$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

#### ***Press Releases***

Local Newspapers  
HoG E-newsletter without logo  
HoG Annual Report

### **\$3,000 Copper Level**

Four tickets to the reception  
Public recognition at the event  
HoG E-newsletter without logo  
HoG Annual Report

**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 first and second 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.

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 six million impressions through advertising valued at over \$60,000. 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 27<sup>th</sup> Annual Tournament include the following:

## **Outdoor Advertising**

### **Billboards**

Corporate sponsors will be thanked on a 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 over four months and reached approximately five million people.

## **Audio and Video Advertising**

### **Buckhead Backlot Cinema & Cafe**

Video advertisements thanking and acknowledging all corporate sponsors will be displayed at the Buckhead Backlot Cinema & Cafe 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 Atlanta Business Growth Expo issue. Circulation is estimated at 55,000 readers.

### **Atlanta Magazine**

Full color ad for the 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 May, 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*.

### **Hemophilia of Georgia E-Newsletter**

Beginning July 2009 the *Horizons in Hemophilia* Newsletter will be sent electronically to approximately 500 individuals six times during the year.

### **Hemophilia of Georgia Annual Report**

HoG's Annual report will be sent to over 1,200 individuals and corporate sponsors, all corporate sponsors will be predominantly listed.

# Marketing and Media Benefits

Samples from the 2008  
*Hit 'Em for Hemophilia* Golf Tournament



**2008 Billboard**



**2008 Leader Boards**



**Hole Signs on Golf Courses**



**Ad was placed in the Atlanta Business Chronicle**

