



Corporate Sponsorship Opportunities

Geno Auriemma's Fore the Kids Charity Golf Tournament



Benefiting Connecticut Children's Medical Center's
Division of Orthopedics and new Infusion & Dialysis Center



Morgan Stanley





March 2018

Dear Friend,

We are celebrating the 16th year of **Geno Auriemma's Fore the Kids Charity Golf Tournament** supporting **Connecticut Children's Medical Center**. This is a wonderful opportunity for your business partners or clients to "tee it" up with Geno Auriemma, the NCAA's winningest coach. Your "round to remember" at the prestigious Hartford Golf Club will include NIKE apparel and gear, brunch, beverage and food stations, and dinner catered by none other than Geno's Grille. ***We invite you to join us by choosing one of the attached sponsorship packages.***

Gold level and above sponsors will enjoy an exclusive VIP Experience at Sunday's final round of the Travelers Championship, with access to the climate-controlled Mohegan Sun Club on the 18th fairway and a private reception after the round at TPC River Highlands.

Tournament proceeds will help fund Connecticut Children's new [Infusion & Dialysis Center](#), **the first facility of its kind in the state to offer pediatric outpatient dialysis services**. We can help even more children receive infusions, and outpatient dialysis services, in comfort and privacy in a facility specifically designed for kids. No longer will doctors have to tell a parent of a child needing outpatient dialysis services that we can't treat your child here.

Proceeds will also fund a new portable, low-dose, real-time imaging system for the surgeons in our nationally recognized [Division of Orthopedics](#). The Orthoscan Mini C-Arm provides the most advanced technology, and with real-time feedback for surgeons, will reduce the number of surgeries needed and shorten the recovery times of the children Connecticut Children's cares for.

We look forward to an exciting tournament and hope you will join us. Please visit www.genoforethekids.auction-bid.org to register. For more information, please contact Kurt Knotts at (860) 837-7650 or kknotts@connecticutchildrens.org.

Sincerely,

Geno Auriemma
Head Coach

Sal Giuliano
Tournament Co-Chair

Randy Holmeen
Tournament Co-Chair

www.genoforethekids.auction-bid.org



2018 Sponsorship Level and Benefits

Title Sponsor - \$50,000:

- Name and/or logo incorporated in the event logo and title
- Sunday Travelers Championship VIP Experience Package for 16 guests, which includes:
 - Access to 18th fairway, climate-controlled Mohegan Sun Sponsor Club
 - VIP Parking in the Red Lot
 - A private VIP Reception in the First Tee Building
- 12 player spots in the *Fore the Kids* tournament
- Prominent recognition as Title Sponsor on signage and communications
- Geno Auriemma joins foursome for one hole
- Logo recognition on mobile bidding technology
- 9 tee signs on course
- 3 logo pin flags autographed by Geno Auriemma on course
- 2 full-page advertisements in the *Fore the Kids* tournament program book
- Opportunity for promo marketing item to be included in player gift bag

Presenting Sponsor - \$25,000:

- Name and/or logo incorporated in the event logo as "Presented By"
- Sunday Travelers Championship VIP Experience Package for 12 guests, which includes:
 - Access to 18th fairway, climate-controlled Mohegan Sun Sponsor Club
 - VIP Parking in the Red Lot
 - A private VIP Reception in the First Tee Building
- 12 player spots in the *Fore the Kids* tournament
- Prominent recognition as Presenting Sponsor on signage and communications
- Geno Auriemma joins foursome for one hole
- Logo recognition on mobile bidding technology
- 9 tee signs on course
- 3 logo pin flags autographed by Geno Auriemma on course
- 2 full-page advertisements in the *Fore the Kids* tournament program book
- Opportunity for promo marketing item to be included in player gift bag



Platinum Sponsor - \$10,000:

- Sunday Travelers Championship VIP Experience Package for 8 guests, which includes:
 - Access to 18th fairway, climate-controlled Mohegan Sun Sponsor Club
 - VIP Parking in the Red Lot
 - A private VIP Reception in the First Tee Building
- 8 player spots in the *Fore the Kids* tournament
- Geno Auriemma joins foursome for one hole
- Prominent recognition as Platinum Sponsor on signage and communications
- Logo recognition on mobile bidding technology
- 6 tee signs on course
- 3 logo pin flags autographed by Geno Auriemma on course
- 2 full-page advertisements in the *Fore the Kids* tournament program book
- Opportunity for promo marketing item to be included in player gift bag

Gold Sponsor - \$6,000:

- Travelers Championship VIP Experience Package for 4 guests, which includes:
 - Access to 18th fairway, climate-controlled Mohegan Sun Sponsor Club
 - A private VIP Reception in the First Tee Building
- 8 player spots in the *Fore the Kids* tournament
- Recognition as Gold sponsor on signage and communications
- Logo recognition on mobile bidding technology
- 3 tee signs on course
- 1 logo pin flag on the course autographed by Geno Auriemma
- Full-page advertisement in the *Fore the Kids* tournament program book

Silver Sponsor - \$3,500:

- 4 player spots in the *Fore the Kids* tournament
- 2 tee signs on course
- Name recognition on mobile bidding technology
- Half-page advertisement in the *Fore the Kids* tournament program book

Travelers Championship VIP Reception Sponsor - \$3,000:

- Exclusive sponsorship of the VIP Reception Sunday evening after the Travelers Championship
- VIP access for 8 guests to the 18th fairway Mohegan Sun Sponsor Club and VIP Reception
- Logo recognition on mobile bidding technology
- Full-page advertisement in the *Fore the Kids* tournament program book



Apparel Sponsor - \$5,000: **Fulfilled**

- Embroidered corporate logo on NIKE apparel distributed to 200 players
- Full-page advertisement in the *Fore the Kids* tournament program book

Logo Golf Ball Sponsor - \$3,000:

- Exclusive company logo on a sleeve of three balls given to each player
- 12 dozen logo balls for sponsor use
- Full-page advertisement in the *Fore the Kids* tournament program book

Brunch Sponsor - \$2,000:

- Logo recognition at signage at the pre-round brunch
- Full-page advertisement in the *Fore the Kids* tournament program book

Golf Cart Sponsor - \$2,000: **Fulfilled**

- Exclusive logo recognition on golf cart signage on more than 100 player carts
- Full-page advertisement in the *Fore the Kids* program book

Basketball Hoop Sponsor - \$2,000

- Exclusive logo recognition on signage at the basketball hoop contest area with the University of Connecticut Women's Basketball Team
- Half-page advertisement in the *Fore the Kids* tournament program book

Beverage Station Sponsor - \$1,000:

- Logo recognition on signage on one of 3 beverage stations located throughout the course
- Half-page advertisement in the *Fore the Kids* tournament program book

Driving Range Sponsor - \$500:

- Logo recognition signage at the driving range
- Bucket of balls for each player
- Half-page advertisement in the *Fore the Kids* tournament program book



Pin Flag - \$500:

- Personalized pin flag, signed by Geno Auriemma, and given as a keepsake

Tee Sign - \$100:

- Includes personalized tee sign with your company logo, name, and/or short message

Full -Page Ad - \$250

Half- Page Ad - \$200

Quarter- Page Ad - \$150

To purchase your package, please visit www.genoforethekids.auction-bid.org.

Please e-mail your information and artwork/logo to kknotts@connecticutchildrens.org no later than May 25, 2018 in order to receive full benefits.

If you have questions or would like additional information, please contact Kurt Knotts at (860) 837-7650 or kknotts@connecticutchildrens.org.

