

2009 Golf Tournament Sponsorship Packet



CdLS Foundation

Cornelia de Lange Syndrome Foundation, Inc.

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CdLS Foundation

Cornelia de Lange Syndrome Foundation, Inc.
Reaching Out, Providing Help, Giving Hope



About Cornelia de Lange Syndrome (CdLS) and the CdLS Foundation

Cornelia de Lange Syndrome (CdLS) is a genetic condition present at birth, affecting an estimated 1 in 10,000 live births. Researchers believe upwards of 20,000 men, women and children have CdLS but remain without diagnosis and/or support.

The severity of CdLS ranges from mild to severe, but most individuals with CdLS share similar characteristics, such as small stature; joined eyebrows; long eyelashes; upturned nose; and thin, downturned lips. Common medical issues associated with CdLS include severe gastro-esophageal reflux and feeding difficulties; cleft palate; vision problems; hearing loss; seizures; behavioral issues; missing limbs and/or limb differences; and heart defects. Most children with CdLS have some degree of mental retardation. Overall, cognitive and physical development is slowed, while delays in speech and communication are even more pronounced.

The CdLS Foundation, founded in 1981, is a family-support organization that works to promote early and accurate diagnosis of CdLS while raising overall awareness of the syndrome, promoting research into the causes and manifestations of the condition, and assisting individuals with CdLS and their families throughout their lives.

The New England CdLS Charity Golf Tournament

Since 1993, the CdLS Charity Golf Tournament has raised over \$325,000 to help people with CdLS to live better, fuller lives. Inspired by their children affected by CdLS, New England parents and their friends have made the success of their tournament an annual labor of love. After raising \$9,200 in its first year, the CdLS Charity Golf Tournament has grown in success, raising more than \$26,500 in 2008. More than 20 families of children with CLS have been represented throughout the years, including 12 families in 2008.

When and where

This year's tournament will be held at the Georgetown Club in Georgetown, MA on Monday, May 18, 2009. A deli lunch and registration begin at 11:30 a.m. The 4-person scramble format is scheduled for a shot-gun start at 12:30 p.m.

How you can help

Tournament sponsorship is available at a range of levels. Your support of this key fundraising event ensures that the CdLS Foundation can continue to provide vital programs to all it serves.



Sponsorship Opportunities

Eagle Sponsor

\$5,000

As the Eagle Sponsor your company name and logo appear:

- on all printed tournament materials
- on all event advertisements, promotions and news releases
- in one issue of the Foundation's quarterly newsletter, *Reaching Out* (with a readership of 7,500)
- on the CdLS Foundation Web site homepage (60,000 hits per year) and the CdLS Foundation Web site calendar
- on the 1st Tee sponsorship sign as a title sponsor

Your company is permitted banner-size signage during the event at lunch and dinner, with tabletop advertisement of your company on each table. Verbal recognition of your sponsorship commitment is given during dinner. Sponsorship recognition of the tournament appears in the dinner program, and full acknowledgement is given in the 2009 CdLS Foundation Annual Report.

Targeted sampling: Your company can provide promotional certificates for product(s), or products themselves, in all golfer goodie bags.

Full promotional rights: Your company is permitted use of the CdLS Foundation logo on advertisements and promotions communicating its commitment to the cause.

Special presentation: You receive *complimentary registration for two golf foursome.*

Birdie Sponsor

\$2,500

As the Birdie Sponsor, your company name and logo appear:

- on all printed tournament materials
- on all event advertisements, promotions and news releases
- in one issue of the Foundation's quarterly newsletter, *Reaching Out* (with a readership of 7,500)

As the Birdie Sponsor, your company is permitted banner-size signage during the event at dinner, with table top advertisement of your company on each table. The company also receives hole sponsorship signage on the course. Verbal recognition of your sponsorship commitment is given during dinner. Sponsorship recognition of the tournament appears in the dinner program, and full acknowledgement is given in the 2009 CdLS Foundation Annual Report.

Targeted sampling: Your company can provide promotional certificates for products, or products themselves, in all golfer goodie bags.

Special presentation: You receive *complimentary registration for one golf foursome.*



Par Sponsor

\$1,250

As the Par Sponsor, your company is permitted banner-size signage during the event at dinner, with table top advertisement of your company on each table. Your company receives sponsorship signage on the course, with verbal recognition of your sponsorship commitment given during dinner and sponsorship recognition appearing in the dinner program. Full acknowledgement is given in the 2009 CdLS Foundation Annual Report.

Targeted sampling: Your company can provide promotional certificates for products, or products themselves, in all golfer goodie bags.

Special presentation: You receive *complimentary registration for two individual golfers*.

Lunch Sponsor

\$1,500

As the Lunch Sponsor, your company is permitted banner-size signage during the event at lunch, with table top advertisement of your company on each table. Your company will receive verbal recognition of your sponsorship commitment during dinner, sponsorship recognition appearing in the dinner program, and full acknowledgement is given in the 2009 CdLS Foundation Annual Report.

Targeted sampling: Your company can provide promotional certificates for product(s), or products themselves, in all golfer goodie bags.

Cart Sponsor

\$1,000

As the Cart Sponsor, your company will have its logo displayed on all golf carts. Your company will receive verbal recognition of your sponsorship commitment during dinner, sponsorship recognition appearing in the dinner program, and full acknowledgement is given in the 2009 CdLS Foundation Annual Report.

Targeted sampling: Your company can provide promotional certificates for products, or products themselves, in all golfer goodie bags.

Beverage Sponsor

\$1,000

As the Beverage Sponsor, your company will have its logo displayed on all beverage cart(s) that cover the course during the tournament. Verbal recognition of your sponsorship commitment is given during dinner, sponsorship recognition appearing in the dinner program, and full acknowledgement is given in the 2009 CdLS Foundation Annual Report.

Targeted sampling: Your company can provide promotional certificates for product(s), or products themselves, in all golfer goodie bags.



Contest Sponsor (2 sponsorships available: *Putting Contest & Hole in One*) **\$500**

As a Contest Sponsor, your company will have its logo displayed on event signage and at the selected location for your particular contest. Verbal recognition of your sponsorship commitment is given during dinner and your company's name will appear in the program at dinner.

Targeted sampling: Your company can provide promotional certificates for product(s), or products themselves, in all golfer goodie bags.

Hole Sponsor **\$200**

As a Hole Sponsor, your company will have its logo displayed at the selected tee location. Recognition of your sponsorship commitment will appear in the program at dinner.

Targeted sampling: Your company can provide promotional certificates for product(s), or products themselves, in all golfer goodie bags.

Circle of Friends **\$100**

As a Circle of Friends sponsor your generous support helps keep the cost of the tournament as reasonable as possible. Recognition of your sponsorship will appear in the program at dinner.



NE CdLS Charity Golf Tournament

May 18, 2009

The Georgetown Club

Georgetown, MA

Sponsorship Summary

	Eagle	Birdie	Par	Lunch	Cart	Beverage	Contest	Hole	Circle of Friends
	\$5,000	\$2,500	\$1,250	\$1,500	\$1,000	\$1,000	\$500	\$200	\$100
Sponsor name and logo appear on Foundation Web site homepage as an active link	■								
Sponsor name and logo appear in all printed materials	■	■							
Sponsor name and logo appear in all event ads, promotions & news releases	■	■							
Sponsor name and logo appear in <i>Reaching Out</i> newsletter	1 issue	1 issue							
Sponsor permitted use of CdLS Foundation logo on advertisements and promotions related to sponsorship commitment	■								
Sponsor signage on golf course	1 st Tee	■	■		golf carts	beverage carts	■	■	
Sponsor advertised on table tops at lunch	■	dinner	dinner	lunch					
Golf Registration	2 foursomes	1 foursome	2 individuals						
Sponsor banner permitted during meals	■	dinner	dinner	lunch					
Acknowledgement in 2009 Annual Report	■	■	■	■	■	■			
Sponsor listed dinner program	■	■	■	■	■	■	■	■	■
Goodie bag inclusion	■	■	■	■	■	■	■		
Verbal recognition of sponsor at dinner	■	■	■	■	■	■	■		