

## Fighting Kids Cancer *with* Charlotte's **Play Yellow** Invitational

In Partnership with **CARILION Children's &** **PlayYellow**  
a program of Children's Miracle Network Hospitals



### OUR GOAL

"Our daughter Charlotte was diagnosed with cancer in 2018. We have been profoundly impacted by pediatric cancer. In our five-year journey we have seen too many families lose their fight simply due to lack of resources and misinformation. We are dedicating ourselves and our resources to changing the outcomes for the kids of the **Roanoke Valley** who will be fighting for their lives. Join us in this fight."

- Jess & Kelly Woolwine

Dear Potential Supporter,

As a volunteer committee member for The Life Ring Foundation, I am asking you to join us today in our goal of raising \$20,000,000 for the building and resourcing of a new state-of-the-art pediatric cancer and hematology treatment center. Why? Because all too often, families who are diagnosed with pediatric cancer either must leave their homes and families to get the resources they need or take their chances without those resources. The outcomes are being affected, and we are losing children who could have made it if they did not have to play from behind.

This is a charitable opportunity like no other. Every dollar you give will increase the odds that the next child diagnosed will make it to a bright future he or she is destined for right here in Southwest Virginia. In an unprecedented partnership with Carilion Clinic, the new pediatric hematology and oncology unit will be part of the new Carilion Cancer Center on the Riverside campus. All money donated to The Life Ring Foundation and our Fighting Kids' Cancer campaign will not be comingled with any other projects. Every dollar will go exclusively to resources needed for pediatrics.

Please join us in contributing for an unforgettable weekend takeover at Ballyhack Golf Club at the inaugural Fighting Kids Cancer with Charlotte's Play Yellow Invitational, July 21-22, 2023. **The weekend will feature celebrity special guests including Clyde Drexler, Julius Erving "Dr. J", Joe Theismann, Roger Clemens, Charlie Rymer, Michael Vick, Vitor Belford, Pat McGee, LPGA Hall of Famer Donna Andrews, Coach Brent Pry, Coach Mike Young and more for two premier days of golf, dining, and hospitality.**

Thank you for your consideration in supporting such a significant, lifesaving cause for children in Southwest Virginia.



Sincerely,

*The 2023 Fighting Kids Cancer Campaign Committee – Life Ring Foundation*



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### SPONSORSHIP OPPORTUNITIES:

#### **Title Sponsor - \$75,000 (1 available)**

- 2 Foursomes & Player Gift Package Amenities - *First choice celebrity picks for 2 teams.*
- 2 Premium Cottages
- 20 Additional Guest Invitations for Saturday evening program
- Exclusive speaking opportunity in programs post-golf Friday & Saturday evening
- Prominent logo placement on website, signage, all printed materials, publicity & media, and tagged social media posts.
  - *Featured as the exclusive Title Sponsor (name/logo) 2023 Fighting Kids Cancer with Charlotte's Play Yellow Invitational*
- VIP Meet & Greet access & photo opportunity for teams with special guests (additional details TBA)

#### **Charlotte's Invitational Sponsor \$50,000 (1 available)**

- 1 Team & Player Gift Package Amenities – *second choice celebrity pick for team.*
- 1 Cottage
- 15 Additional Guest Invitations for Saturday evening program
- Speaking opportunity pre & post tournament
- Premier logo placement on website, signage, all printed materials, publicity & media, and tagged social media posts.
- VIP Meet & Greet access & photo opportunity for team with special guests (additional details TBA)

#### **"Goat Cup" Par 3 Tournament Sponsor- \$30,000 (1 available)**

- 1 Team & Player Gift Package Amenities – *third choice celebrity pick for team*
- 1 Premium Cottage
- Distinguished logo presence & recognition on website, signage, all printed materials, publicity & media, and tagged social media post.
- 10 Additional guests for Saturday evening program
- VIP Meet & Greet access & photo opportunity for team with special guests (additional details TBA)

#### **Play Yellow Sponsor – \$20,000 (8 available)**

- 1 Foursome & Player Gift Package Amenities & 1 Cottage
- 4 Additional guests for Saturday evening program
- Logo presence and recognition on website, signage, all printed materials, and tagged social media post.
- VIP Meet & Greet access & photo opportunity for team with special guests (additional details TBA)

#### **Team Sponsor - \$12,000 (8 available)**

- 1 Foursome, Player Gift Package Amenities, and 4 Additional guests for Saturday evening program
- Logo presence and recognition on website, signage, all printed materials, and tagged social media post.
- Team Photo Opportunity with special guests

**Player Gift Package:** Elevated Food & Beverage for Breakfast, Lunch, & Dinner | 2 Days of Premier Golf including Greens & Cart | Individual Player Gifts | Live Entertainment | Tournament Awards | *and more!*



**MISSION:** To change the narrative in which children must leave Southwest Virginia to receive comprehensive treatment, to one that transforms our region as a hub for families to move to receive lifesaving care.

**FOCUS:** Building awareness, comprehensive care, cures, and treatment of childhood cancer.

**CONTACT:** Life Ring Foundation | Attn: Kelly Woolwine, P.O. Box 18168, Roanoke, VA 24014

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### NAMING OPPORTUNITIES & PARTNERSHIPS

*(1 Available Each)*

- **Lunch Partner (Friday & Saturday) - \$7,500**
  - Logo recognition & 4 guest admissions
- **Dinner Partner (Friday & Saturday) - \$7,500**
  - Logo recognition & 4 guest admissions
- **Cottage Entertainment Partner (Friday & Saturday) - \$7,500**
  - Logo recognition & 4 guest admissions
- **Golf Cart Partner \$5,000**
  - Logo recognition & 2 guest admissions
- **Score Card Partner - \$5,000**
  - Logo recognition & 2 guest admissions
- **Cocktail Hour Partner (Friday & Saturday) - \$5,000**
  - Logo recognition & 2 guest admissions
- **Auto / Valet Partner \$5,000**
  - Logo recognition & 2 guest admissions
- **Driving Range & Practice Green - \$2,500**
  - Logo recognition at each location
- **Beverage Cart - \$2,500**
  - Logo recognition on beverage carts & networking opportunity to drive cart(s)
- **Registration & Check Out \$2,500**
  - Logo recognition and 2 guests admissions to greet guests / help with check out
- **Auction Partner \$2,500**
  - Logo recognition on auction website and 1 text recognition to all bidders
- **Hole Sponsors - \$1,000 each (18 available)**
  - 1 Hole Sign Friday + Saturday and 2 guest admissions to Saturday night

### UNDERWRITING OPPORTUNITIES

Underwriting opportunities are available for partners who can contribute to **Fighting Kids Cancer** campaign in ways other than cash sponsorship, that can elevate **Charlotte's Play Yellow Invitational** experience. Most importantly, underwriters help to keep expenses low to put as much revenue towards The Life Ring Foundation's mission as possible. Opportunities are available upon further discussion and can include but not limited to the following:

**Print & Signage | Tournament Awards | Player Gifts | Attire & Swag | On Course Contests  
Photography | Videography | Media | Tent & Chair Rentals | *and more***



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### THE ITINERARY

*(additional & final details TBA)*

#### Friday, July 21, 2023

- Guest Arrival & Tournament Check In
- Lunch
- Par 3 Tournament "Quest for the Goat Cup"
- Post Tournament Clinic *hosted by Donna Andrews, LPGA Hall of Famer*
- Dinner & Cocktail Party
  - Goat Cup Awards Presentation
- Cottage Concert

#### Saturday, July 22, 2023

- Breakfast
- VIP Meet & Greet with Special Guests
- Charlotte's Play Yellow Invitation Golf Tournament
  - 18 holes with 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place
- Tournament Awards and Trophy
- Cocktails and Dinner
- Auction & Program

#### Sunday July 23, 2023

- Breakfast
- Check Out for Cottage Guests



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## Contract & Agreement:

Corporation/Business (as listed on all print): \_\_\_\_\_  
 Commitment Name: \_\_\_\_\_  
 Professional Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Work Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
 Point of Contact Name: \_\_\_\_\_ Point of Contact Phone: \_\_\_\_\_  
 Point of Contact Email: \_\_\_\_\_

### Sponsorship Selection: (Check all that apply below)

<input type="checkbox"/> \$75,000 Title Sponsor	<input type="checkbox"/> \$50,000 Charlotte's Invitational Sponsor
<input type="checkbox"/> \$30,000 Goat Cup Sponsor	<input type="checkbox"/> \$20,000 Play Yellow Sponsor
<input type="checkbox"/> \$12,000 Team Sponsor	_____ (fill in blank) Naming Partner
<input type="checkbox"/> \$1,000 Hole Sponsor	_____ (fill in blank) Underwriting Partner

### Company Match:

My company will match \$ \_\_\_\_\_ Company Name \_\_\_\_\_ Phone ( ) \_\_\_\_\_

### Credit Card Payment: (See additional payment options below)

American Express  MasterCard  Visa  Discover

### Total amount to be charged on credit card \$ \_\_\_\_\_

Name on Card: \_\_\_\_\_  
 Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
 Signature: \_\_\_\_\_

Please invoice me by email \_\_\_\_\_  
 Check enclosed (payable to the Life Ring Foundation)



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## 2023 TEAM INFORMATION

**Deadline: June 30, 2023**

**Team Name:** \_\_\_\_\_

Golfer Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

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

Shirt Size: \_\_\_\_\_ Handicap: \_\_\_\_\_ Cell Phone Number: \_\_\_\_\_

Company/Business: \_\_\_\_\_

Golfer Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

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

Shirt Size: \_\_\_\_\_ Handicap: \_\_\_\_\_ Cell Phone Number: \_\_\_\_\_

Company/Business: \_\_\_\_\_

Golfer Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

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

Shirt Size: \_\_\_\_\_ Handicap: \_\_\_\_\_ Cell Phone Number: \_\_\_\_\_

Company/Business: \_\_\_\_\_

Golfer Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

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

Shirt Size: \_\_\_\_\_ Handicap: \_\_\_\_\_ Cell Phone Number: \_\_\_\_\_

Company/Business: \_\_\_\_\_

**Please Return Form to:**

Life Ring Foundation | Attn: Kelly Woolwine, P.O. Box 18168, Roanoke, VA 24014

[www.fightingkidscancer.com](http://www.fightingkidscancer.com)



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