



JULY 31, 2023
SPONSORSHIP PACKET

Knollwood Country Club ♦ HeroesCircle.org/Golf

ABOUT US

The Heroes Circle is a global healing and wellness initiative inspired by the children of Kids Kicking Cancer, designed to complement the work of child life specialists, pediatric social workers and other pediatric health care professionals. We are a 501(c)(3) non-profit organization that offers evidence based therapeutic martial arts to pediatric patients and their families in the United States and across the globe.

Our Pediatric Healing Program serves children ages 3-18+ who are suffering from cancer or other pediatric illnesses, and their siblings. All services are provided at no cost to families.

Services include (and may differ by region):

- ♦ Age-appropriate martial arts classes held virtually and in-person
- ♦ Uniforms and achievement belts
- ♦ Annual belting ceremony event
- ♦ Individual support during clinical procedures and hospitalizations
- ♦ Transportation to and from classes and events
- ♦ Personalized home visits as needed
- ♦ Special virtual family events and outings
- ♦ Sibling support programs
- ♦ Group and individual parent counseling
- ♦ Access to a private parent-only Facebook support group
- ♦ Workshops for health care professionals in pain management techniques

THERE IS NO US WITHOUT YOU!

The impact that we make is only possible thanks to the generosity of donors and sponsors like you. Your support of our annual golf outing helps ensure that more children are learning the therapeutic techniques to master their own pain, fear and anger. There is no us without you! Thank you for joining our mission to improve the lives of children globally.



MEET MARKUS | Markus was diagnosed with sickle cell Beta Thalassemia at birth. Kids Kicking Cancer has helped my son particularly in learning how to breathe when he has to endure shots at the clinic or ER visits for crises. Before Markus joined Kids Kicking Cancer, he had to be held down by 3 or 4 staff including myself just to get an IV. I think the fear of being poked has mostly gone away since he has been in this class. We first learned about Kids Kicking Cancer from a flyer that was posted at the clinic in Children's Hospital of Michigan. I was skeptical at first, but after Markus's last hospital stay, saw firsthand how this helped Markus, and he inspired and impressed his doctor. The power breathing techniques that are taught have helped my family tremendously.
– Markus's mom

MEET LENA | Lena was 18 months old when she was diagnosed with Acute Myeloid Leukemia and endured five rounds of intense chemotherapy. After months of treatment, she was able to leave the hospital but still needed a year of treatment and blood draws. A friend then referred us to Kids Kicking Cancer. Lena attended several classes before the pandemic and formed a bond with her Senseis. With the switch to online, we were grateful for the effort to engage Lena in more than just karate. Lena learned power breathing, took therapeutic family cooking classes, and attended drive-thru celebrations. I often witness Lena control her breathing when she's upset or anxious. Kids Kicking Cancer has impacted our entire family! Lena's little sister will start classes in the fall and has been sneaking on screen during Lena's classes. We are so grateful for the community of support we gained through Kids Kicking Cancer! – Amanda, Mom of Lena



Lena and Stella

Your **PARTICIPATION** helps us to empower these children **to be victors, not victims** over the pain, fear & anxiety of their serious pediatric diseases.

SPONSORSHIP OPPORTUNITIES

SIGNATURE LEVEL SPONSORSHIPS

PRESENTING SPONSOR: \$15,000 (3 available)

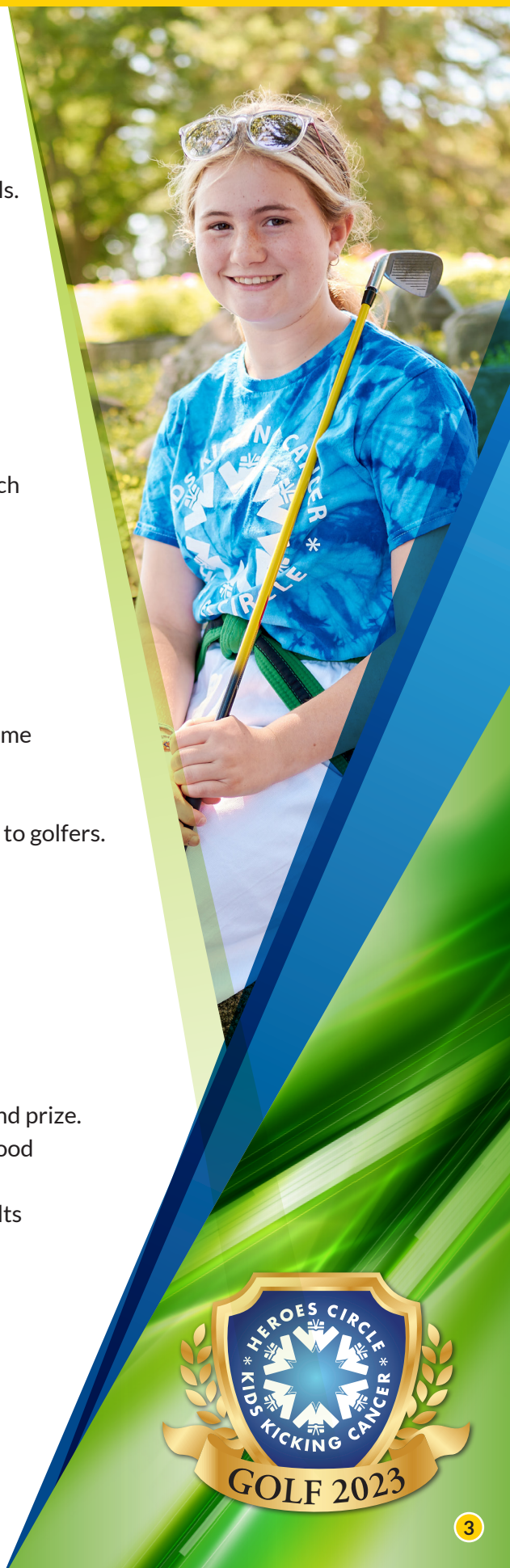
- ♦ Prominent name and/or logo listing on all event advertising materials.
- ♦ Prominent name and/or logo placement on sponsor board.
- ♦ Full page color ad in prominent location in event program book.
- ♦ Sponsorship recognition announced throughout the tournament and reception.
- ♦ Two (2) foursome packages.
- ♦ Company representative will present KKC kids for Breath Brake presentation.
- ♦ Company representative will announce the winning teams.
- ♦ Opportunity to offer gift or promotional item for participants at lunch and reception.
- ♦ Six (6) additional seats for dinner.
- ♦ Signage at tee or hole of your choice.

PLAYER GIFT SPONSOR: \$10,000 (1 available)

- ♦ Participant gift made with your name and/or logo for all golfers.
- ♦ Designated gift table area with prominent signage including your name and/or logo.
- ♦ Prominent name and/or logo placement on sponsor board.
- ♦ Ability to provide representatives at gift table area to distribute gift to golfers.
- ♦ Full page color ad in event program book.
- ♦ One (1) foursome package.
- ♦ Four (4) additional seats for dinner.
- ♦ Signage at tee or hole of your choice.

HOLE IN ONE SPONSOR: \$7,500 (2 available)

- ♦ Prominent name and/or logo placement on sponsor board.
- ♦ Prominent sponsorship signage announcing Hole-In-One location and prize.
- ♦ Ability to place Hole-In-One prize and/or product display at Knollwood throughout tournament.
- ♦ Ability to provide representatives at designated hole to record results and meet golfers.
- ♦ Ability to present Hole-In-One award at reception if prize is won.
- ♦ Full page color ad in event program book.
- ♦ One (1) foursome package.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags. (Sponsor provides prize item and insurance at their cost)



POWER LEVEL SPONSORSHIPS

LUNCH SPONSOR: \$5,000

- ♦ Name and logo prominently displayed at lunch station(s).
- ♦ Name and/or logo on event sponsor board.
- ♦ Sponsorship recognition announced during lunch.
- ♦ Full page color ad in event program book.
- ♦ One (1) foursome package.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags.

DINNER SPONSOR: \$5,000

- ♦ Name and logo prominently displayed at dinner station(s).
- ♦ Name and/or logo on event sponsor board.
- ♦ Sponsorship recognition announced during reception.
- ♦ Full page color ad in event program book.
- ♦ One (1) foursome package.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags.

EVENT VIDEO & TEAM PHOTO SPONSOR: \$5,000

- ♦ Name and/or logo on individual team photo frames and/or concluding frame of event video.
- ♦ Opportunity for corporate representatives to distribute team photos after tournament.
- ♦ Name and/or logo on event sponsor board.
- ♦ Full page color ad in event program book.
- ♦ One (1) foursome package.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags.

BEVERAGE STAND SPONSOR: \$5,000

- ♦ Name and/or logo placed on beverage coolers throughout the course.
- ♦ Opportunity to provide representatives to drive a golf cart to greet golfers on the course throughout the day.
- ♦ Name and/or logo on event sponsor board.
- ♦ Full page color ad in event program book.
- ♦ One (1) foursome package.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags.

GOLF CART SPONSOR: \$5,000

- ♦ Name and logo prominently placed on every golf cart.
- ♦ Name and/or logo on event sponsor board.
- ♦ Full page color ad in event program book.
- ♦ One (1) foursome package.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags.

SILENT AUCTION SPONSOR: \$5,000

- ♦ Name and logo prominently placed on the event mobile bidding site.
- ♦ Name and/or logo placed on pre-event silent auction promotional materials.
- ♦ Name and/or logo on event sponsor board.
- ♦ Full page color ad in event program book.
- ♦ One (1) foursome package.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags.



GOLF BALL SPONSOR: \$5,000

- ♦ Corporate logo placed on 3-pack of golf balls given to all golfers.
- ♦ Name and/or logo placed on pre-event promotional materials.
- ♦ Name and/or logo on event sponsor board.
- ♦ Full page color ad in event program book.
- ♦ One (1) foursome package.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags.

EVENING PROGRAM SPONSOR: \$5,000

- ♦ Name and logo prominently placed on the TV screens before and after the evening program.
- ♦ Recognition during the program remarks.
- ♦ Name and/or logo on event sponsor board.
- ♦ Full page color ad in event program book.
- ♦ One (1) foursome package.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags.

OPENING CEREMONY SPONSOR: \$5,000

- ♦ Name and logo prominently placed at the location of the opening ceremony.
- ♦ Recognition during the opening remarks.
- ♦ Name and/or logo on event sponsor board.
- ♦ Full page color ad in event program book.
- ♦ One (1) foursome package.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags.

PEACE LEVEL SPONSORSHIPS

REGISTRATION SPONSOR: \$2,500

- ♦ Name and logo prominently placed at registration.
- ♦ Name and/or logo on event sponsor board.
- ♦ Half-page color ad in event program book.
- ♦ Opportunity to purchase foursome package at reduced price of \$1,000.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags.

LOCKER ROOMS SPONSOR: \$2,500

- ♦ Prominent sponsorship signage at entry to both men's & women's locker rooms.
- ♦ Name and/or logo on event sponsor board.
- ♦ Sponsor signage at silent auction display area.
- ♦ Half-page color ad in event program book.
- ♦ Opportunity to purchase foursome package at reduced price of \$1,000.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags.

ENTERTAINMENT SPONSOR: \$2,500

- ♦ Sponsorship recognition at introduction of all event entertainment.
- ♦ Name and/or logo on signage at location of entertainment.
- ♦ Half-page color ad in event program book.
- ♦ Opportunity to purchase foursome package at reduced price of \$1,000.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags.





▶ CHIPPING PRACTICE SPONSOR: \$2,500

- ♦ Prominent sponsor signage located at chipping practice area.
- ♦ Name and/or logo on sponsor board.
- ♦ Half-page color ad in event program book.
- ♦ Opportunity to purchase foursome package at reduced price of \$1,000.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags.

▶ PUTTING PRACTICE SPONSOR: \$2,500

- ♦ Prominent sponsor signage located at putting practice area.
- ♦ Name and/or logo on sponsor board.
- ♦ Half-page color ad in event program book.
- ♦ Opportunity to purchase foursome package at reduced price of \$1,000.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags.

▶ DRIVING RANGE SPONSOR: \$2,500

- ♦ Prominent sponsor signage located at driving range area.
- ♦ Name and/or logo on sponsor board.
- ♦ Half-page color ad in event program book.
- ♦ Opportunity to purchase foursome package at reduced price of \$1,000.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags.

▶ LONGEST DRIVE SPONSOR: \$2,500

- ♦ Sponsor signage on longest drive markers for men and women.
- ♦ Name and/or logo on sponsor board.
- ♦ Half-page color ad in event program book.
- ♦ Opportunity to purchase foursome package at reduced price of \$1,000.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags.

▶ CLOSEST TO THE PIN SPONSOR: \$2,500

- ♦ Sponsor signage on closest to the pin markers for men and women.
- ♦ Name and/or logo on sponsor board.
- ♦ Half-page color ad in event program book.
- ♦ Opportunity to purchase foursome package at reduced price of \$1,000.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags.

▶ SCOREBOARD SPONSOR: \$2,500

- ♦ Prominent sponsor signage on event scoreboard.
- ♦ Name and/or logo on sponsor board.
- ♦ Half-page color ad in event program book.
- ♦ Opportunity to purchase foursome package at reduced price of \$1,000.
- ♦ Two (2) additional seats for dinner.
- ♦ Opportunity to include gift or promotional item in golfer gift bags.



PURPOSE LEVEL SPONSORSHIPS

TEE BOX SPONSOR: \$1,000

- ♦ Name and/or logo on signage at tee box location.
- ♦ Sponsor will be associated with a select Hero Story to be displayed at tee box location.
- ♦ Sponsorship listing in event program book including associated Hero Story.
- ♦ Opportunity to purchase foursome package at reduced rate of \$1,750.

HOLE PIN SPONSOR: \$1,000

- ♦ Name and/or logo on signage at hole pin location.
- ♦ Sponsor will be associated with a select Hero Story to be displayed at hole pin location.
- ♦ Sponsorship listing in event program book including associated Hero Story.
- ♦ Opportunity to purchase foursome package at reduced rate of \$1,750.

FOURSOME PACKAGE: \$2,000

- ♦ Complimentary signature gift per golfer.
- ♦ Complimentary gift bag per golfer.
- ♦ Opportunity for early bidding on silent auction items.
- ♦ Lunch, networking reception and dinner for all four players.
- ♦ Use of club locker room facilities + 4 lockers/ access to all club practice facilities & club pro shop.

INDIVIDUAL GOLFER: \$500

- ♦ Complimentary signature gift.
- ♦ Complimentary gift bag.
- ♦ Opportunity for early bidding on silent auction items.
- ♦ Lunch, networking reception and dinner.
- ♦ Use of club locker room facilities + locker/ access to all club practice facilities & club pro shop.

NETWORKING RECEPTION AND DINNER TICKET: \$200





The Heroes Circle is a global healing and wellness initiative inspired by the children of Kids Kicking Cancer.

We are a 501(c)(3) non-profit organization that offers evidence based martial arts therapy to kids.

Our focus is on pain and stress management for pediatric patients, as well as creating resilience and support for otherwise healthy children.

Specially trained black belt martial artists teach breathing, visualization, and relaxation techniques, in addition to traditional martial arts moves to help empower the children and provide them with a sense of power, peace and purpose.

Classes are delivered in person and virtually throughout hospitals, community organizations, medical facilities, outpatient centers, camps and schools across the United States and globally.

Thanks to your generous support, martial arts classes, uniforms and transportation to and from classes are provided to families at no cost.

Heroes Circle program participants demonstrating at last year's Golf Outing



Photos courtesy of Arjo Photography

For more information, please contact:

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HeroesCircle.org/Golf

