

11th ANNUAL  
*The Pink Ribbon*  
GOLF CLASSIC

August 2017

Dear Friends,

The Pink Ribbon Golf Classic Committee is pleased to announce the dates for the 11th annual **Pink Ribbon Golf Classic** events. This year's fundraising efforts tee off with a **cocktail party featuring local artists** on October 4<sup>th</sup> for golfers and non-golfers alike at a beautiful Marsh Landing home in Ponte Vedra Beach. The **women's golf tournament** will be held October 12<sup>th</sup> at the Ponte Vedra Inn & Club. The final event, a **David Yurman Trunk Show**, will be held in conjunction with the **check presentation** to our beneficiaries on November 16<sup>th</sup> at Underwood Jewelers.

We hope that you will join us as a partner or sponsor in our effort to raise at least \$150,000 this year. For 2017, our contribution will support The Jacoby Center for Breast Health, part of the Mayo Clinic Cancer Center. They are committed to filling unmet needs and bringing patients innovative and new therapies to include DigniCap service that reduces chemotherapy-induced hair loss and the acupuncture and massage pilot study (each highly sought-after services) in addition to supporting clinical trials, such as the ongoing study of anti-estrogen therapy. For Baptist, our contribution will help purchase a 2<sup>nd</sup> mammography unit (Senographe Pristina) that offers improved clarity for radiologists and will reduce the current backlog, allow next day appointments, and reduce patient discomfort and physical strain.

To date, The Pink Ribbon Golf Classic has raised over \$1,200,000. More recent contributions have supported research identifying the factors that put women at risk for lymphedema in an effort to help prevent it and the Breast Cancer Genome Guided Therapy Study (BEAUTY), a ground-breaking clinical trial to better understand the role of genetics so that improved therapies can be developed. Also, we have helped fund the purchase of a SenoClaire breast tomosynthesis with three-dimensional imaging technology. A more detailed list is attached for your reference.

We truly hope that we can count on your support.

Best regards,

Joanne Ghiloni  
Co-Chairperson

Nancy Morrison  
Co-Chairperson

**Co-Chairpersons**

Joanne Ghiloni  
Nancy Morrison

**Honorary  
Chairperson**

Casey DeSantis

**Committee**

Susie Buckey  
Shelley Dickerson  
Barbara Donnelly  
Judy Flynn  
Tabitha Furyk  
Sharon Gibbons  
Helene Gorab  
Mary Ann Graham  
Millie Harrison  
Susan Hitch  
Bondy Hodgkins  
Becky Jewett  
Linda Lago  
Julie Lord  
Alison McCallum  
Mandy Morrow  
Teresa Radzinski  
Kathie Seabrook  
Sara Strom  
Julie Vermeulen  
Karen Wehle  
Jackie Ziegler

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## 2017 Partner/Sponsor Reply Form

Company name \_\_\_\_\_

Contact name \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

Mailing Address (if different) \_\_\_\_\_

### Levels of Opportunity

Partnership		Sponsorship	
Premier	\$25,000	Cocktail Party <i>e</i>	\$10,000
Presenting	\$15,000	Luncheon <i>e</i> <span style="margin-left: 20px;">No longer available</span>	\$10,000
Champions	\$10,000	Front Nine or Back Nine	\$5,000
Majors	\$5,000	Marketing	\$5,000
		Awards & Gifts	\$5,000
		Breakfast <i>e</i> <span style="margin-left: 20px;">No longer available</span>	\$5,000
		Beverage Cart <i>e</i>	\$5,000
		Golf Cart	\$3,000
		Hole	\$1,500

For those interested in giving \$250 or more, join us as **Friends of the Pink Ribbon**.

Level selected \_\_\_\_\_

Signage/program details:

Name as it should appear \_\_\_\_\_

For additional opportunities or if there are any questions, please contact Teresa Radzinski, 2017 Sponsorship Chair, at phone number: (904) 567-6180 or e-mail address: tradzinski@msn.com.

**Please make checks payable to: The Pink Ribbon Golf Classic**

Once completed, mail this form and the donation to: The Pink Ribbon Golf Classic  
 P. O. Box 483  
 Ponte Vedra Beach, FL 32004

Additional information can be found on our website: [PinkRibbonJax.org](http://PinkRibbonJax.org).

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**PARTNERSHIP OPPORTUNITIES**

**Premier Partner** (\$25,000 level)

- Contact Event or Sponsorship Chair for specific details.

**Presenting Partner** (\$15,000 level)

- 4 foursomes (women only) are invited to join the golf tournament.  
(Option for one foursome to be “anytime” foursome – men or women.)
- 16 cocktail party tickets will be made available.
- Company name/logo will be prominently displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo will have top billing on our website until April 2018.
- Company website link will be included on Pink Ribbon Golf Classic website.
- Additional recognition will be posted on both the Lagoon and Ocean Courses.
- Company will also be recognized at golf tournament luncheon.
- Option to include items/literature in goodie bags.
- If available, TV time on Channel 12.

**Champions Partner** (\$10,000 level)

- 2 foursomes (women only) are invited to join the golf tournament.  
(Option for one foursome to be “anytime” foursome – men or women.)
- 8 cocktail party tickets will be made available.
- Company name/logo will be displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo will be included on our website until April 2018.
- Company website link will be included on The Pink Ribbon Golf Classic website.
- Additional recognition will be posted on both the Lagoon and Ocean Courses.
- Company will also be recognized at golf tournament luncheon.
- Option to include items/literature in goodie bags.

**Majors Partner** (\$5,000 level)

- 1 foursome (women only) is invited to join the golf tournament.
- 4 cocktail party tickets will be made available.
- Company name/logo will be displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo will be included on our website until April 2018.
- Company website link will be included on The Pink Ribbon Golf Classic website.
- Additional recognition will be posted on both the Lagoon and Ocean Courses.
- Company will also be recognized at golf tournament luncheon.
- Option to include items/literature in goodie bags.

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**SPONSORSHIP OPPORTUNITIES**

**\$10,000 Cocktail Party Sponsor** (1 sponsorship is available for this event.)

- 2 foursomes (women only) are invited to join the golf tournament.  
(Option for one foursome to be “anytime” foursome – men or women.)
- 8 cocktail party tickets will be made available.
- Prominent signage and program premier billing at cocktail party.
- Company name/logo will be displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo/website link will be included on our website until April 2018.
- Additional recognition will be posted on both the Lagoon and Ocean Courses.
- Company will also be recognized during cocktail party.
- Option to include items/literature in goodie bags.

**\$10,000 Luncheon Sponsor** (1 sponsorship is available for this event.)

- 1 foursome (women only) is invited to join the golf tournament.
- 8 cocktail party tickets will be made available.
- Prominent signage at golf event and program premier billing.
- Company name/logo will be displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo/website link will be included on our website until April 2018.
- Additional recognition will be posted on both the Lagoon and Ocean Courses.
- Company will also be recognized during golf event.
- Option to include items/literature in goodie bags.

**\$5,000 Front Nine or Back Nine Sponsor** (1 of each is available)

- 1 foursome (women only) is invited to join the golf tournament.
- 4 cocktail party tickets will be made available.
- Company name/logo will be on the hole flags on either the front nine greens on the Ocean and Lagoon Courses or the back nine greens on the Ocean and Lagoon Courses.
- Company name/logo will be displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo/website link will be included on our website until April 2018.
- Company will also be recognized during golf tournament luncheon.
- Option to include items/literature in goodie bags.

**\$5,000 Marketing Sponsor** (1 available)

- 1 foursome (women only) is invited to join the golf tournament.
- 4 cocktail party tickets will be made available.
- Company name/logo will be displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo/website link will be included on our website until April 2018.
- Additional recognition will be posted on both the Lagoon and Ocean Courses.
- Company will also be recognized during golf tournament luncheon.
- Option to include items/literature in goodie bags.

### **\$5,000 Awards & Gifts Sponsor** (1 available)

- 1 foursome (women only) is invited to join the golf tournament.
- 4 cocktail party tickets will be made available.
- Company name/logo will be displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo/website link will be included on our website until April 2018.
- Additional recognition will be posted on both the Lagoon and Ocean Courses.
- Company will also be recognized during golf tournament luncheon.
- Option to include items/literature in goodie bags.

### **\$5,000 Beverage Cart Sponsor** (1 available)\*

\* Drinks to be provided by Pink Ribbon Golf Classic

- 1 foursome (women only) is invited to join the golf tournament.
- 4 cocktail party tickets will be made available.
- Prominent signage on both beverage carts.
- A company representative may ride on each beverage cart (total of two carts).
- Company name/logo will be displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo/website link will be included on our website until April 2018.
- If provided by sponsor, usage of company logo cups permitted.  
**(Approval of logo cups is required from Pink Ribbon Committee.)**
- Option to include items/literature in goodie bags.

### **\$5,000 Breakfast Sponsor** (1 available)\*

\* Breakfast to be provided by Pink Ribbon Golf Classic

- 1 foursome (women only) is invited to join the golf tournament.
- 4 cocktail party tickets will be made available.
- Prominent signage at player registration and in locker room.
- Up to two company representatives may greet golfers at player registration.
- Company name/logo will be displayed in all media and programs and at the cocktail party and golf tournament.
- Company name/logo/website link will be included on our website until April 2018.
- Option to include items/literature in goodie bags.

### **\$3,000 Golf Cart Sponsor** (Several available)

- 2 golfers (women only) may join the tournament **or** 4 cocktail party tickets will be made available.
- Company logo/ad to appear multiple times on media screen in every golf cart at tournament.
- Company name/logo will be displayed in all media and programs and at golf tournament.
- Company name/logo/website link will be included on our website until April 2018.
- Option to include items/literature in goodie bags.

### **\$1,500 Hole Sponsor**

- 1 tee sign on each of the tournament golf courses (Lagoon and Ocean Courses).
- Recognition in Golf Classic program and on Pink Ribbon Golf Classic website.

### **Friends of Pink Ribbon** (\$250 or more)

- Recognized on Friends of Pink Ribbon tee sign and in program with other Friends of Pink Ribbon companies and individuals.

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## **About Us**

The Pink Ribbon Golf Classic is an all-volunteer, non-profit event created in 2006 to raise funds for local breast cancer research and related services at Baptist Medical Center Beaches and Mayo Clinic-Jacksonville. We operate as a 501(c)(3) under the Baptist Health Foundation umbrella. To date, over \$1,200,000 has been raised and our goal for 2017 is to raise at least \$150,000. Contributions to Baptist Medical Center Beaches over the years have helped purchase state-of-the-art equipment and specifically assisted with the following:

- Purchasing a SenoClaire breast tomosynthesis with three-dimensional imaging technology.
- Purchasing bi-directional dopplers that repair cells damaged by radiation during breast reconstruction.
- Purchasing an x-ray pathology unit, known as a Faxitron, that results in even faster and more accurate diagnoses.
- Purchasing a digital mammography unit that helps diagnose breast cancer earlier and with greater accuracy.
- Hiring of a Breast Cancer Care Coordinator, who supports patients with every aspect of treatment to include life as a breast cancer survivor.
- Underwriting an educational forum on the hereditary risk of breast and ovarian cancers, the connection between these cancers, and the ensuing discovery of the BRCA 1 & 2 genes.
- Establishing the Support & Survivorship Program at Hill Breast Center that offers everything from yoga to cooking classes, seminars and other services enhancing patients' lives during and after treatment.
- Purchasing new mammography/MRI gowns.
- Helping cover medical costs incurred by breast cancer patients, who are not covered by health insurance.
- Establishing an endowment to provide a consistent source of funds to support breast cancer related needs.

In regards to Mayo Clinic-Jacksonville, contributions made by The Pink Ribbon Golf Classic over the past ten years have principally supported pioneering research. Highlights of our contributions include the following:

- Supporting the Breast Cancer Genome Guided Therapy Study (BEAUTY). BEAUTY is a ground-breaking, national genetic clinical trial designed to help researchers and physicians better understand the role genetics play in breast cancer treatment so that they can develop more personalized therapies for breast cancer patients now and in the future.
- Supporting the research of Sarah A. McLaughlin, M.D., who is attempting to identify factors that put women at risk of lymphedema, as there has been little advancement in this area. This knowledge would help women not only understand their own risk of lymphedema, but aid in the development of novel treatments to help prevent it.
- Supporting the breast cancer research of Edith A. Perez, M.D., E. Aubrey Thompson, Ph.D., and their team in the Mayo Clinic Breast Cancer Translational Genomics Program. This renowned team has developed an analytical infrastructure that has positioned Mayo Clinic as one of the global leaders in breast cancer genomics.
- Purchasing a biopsy system that is used in conjunction with the digital breast tomosynthesis (often referred to as a tomo or DBT). This integral piece of equipment gives radiologists the ability to locate and accurately target regions of interest for biopsy, resulting in a seamless, streamlined procedure.

Administrators at both Baptist Medical Center Beaches and Mayo Clinic-Jacksonville have emphasized the importance of this financial support. This type of local commitment helps them attract and retain medical talent. In the words of Dr. McLaughlin from the Mayo Clinic-Jacksonville, "Being part of Mayo Clinic facilitates unique opportunities to interact with patients, identify a clinical question that is relevant to patient care, and act.....in a timely, meaningful way. Through the support of benefactor funds, it allows us to consistently and steadily work toward a solution.....it allows immediate application of our work, which is very satisfying to many patients and a primary reason they seek our care."

### **Event Line-Up**

The **Tee Off Cocktail Party & Auction** will be held on Wednesday, October 4<sup>th</sup> at a private home in Marsh Landing in Ponte Vedra Beach. Attendees include 225 community members (golfers & non-golfers). Join us as we kick off our fundraising efforts with heavy hors d'oeuvres, open bar, & a silent auction. **NEW THIS YEAR** – We will be featuring local artists, who will also attend the event. Valet parking is included.

The **Women's Golf Tournament & Awards Luncheon** will be held on Thursday, October 12<sup>th</sup> at the Ponte Vedra Inn & Club. As a Founding Partner, Ponte Vedra Inn & Club has hosted this event since inception. Attendees include upwards of 200 women golfers from Ponte Vedra and the surrounding communities who are executives, business owners, mothers, retirees, and young professionals. Golfers start the day with a light breakfast and end with a tasty lunch during which prizes are awarded to many participants. Cart fees are also included for participants.

The **David Yurman Trunk Show** will be held at Underwood Jewelers in Ponte Vedra Beach November 16<sup>th</sup>-18<sup>th</sup>. Each year Underwood's partners with a designer, such as David Yurman, so that a portion of the proceeds from the sales at the trunk show can be donated to The Pink Ribbon Golf Classic. Underwood's also hosts a cocktail reception during the trunk show at which time the **check presentation** to our beneficiaries is held.

### **Media Coverage**

A variety of marketing techniques across multiple channels are used to reach a wide audience. Whether you are a new company seeking to get the word out about your product or service or an established company interested in reaching a new market segment, we can assist with your goal. Our audience enjoys supporting local businesses.