



Cadillac.
INVITATIONAL

2008 Cadillac Invitational Golf Tournament

benefiting the



National Kidney Foundation™

of EAST TENNESSEE

Monday, July 21, 2008
The Virginian Golf Club
Bristol



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Titanium Sponsor \$7,500

Corporate Promotion and Branding

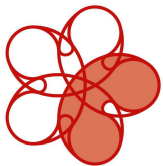
- Recognition on all signage created specifically for the event
- Opportunities to distribute premium items/samples at the event bearing corporate logo within tournament guidelines
- Prominent placement of corporate banner at event
- Product display/sampling on-site during the event
- Recognition at Awards reception
- Direct access to the entire field of participants
- Special Promotions to be negotiated

Corporate Entertainment

- One 18-hole foursome playing scramble golf
- Gift collection for each participant
- Lunch
- Awards Reception
- Volunteer opportunities for employees

Provision

Your sponsorship helps provide services and programs to kidney patients and family members in East Tennessee.



**National Kidney
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of EAST TENNESSEE

Cadillac Invitational Sponsored Locally by: Bill Gatton Cadillac



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Platinum Sponsor \$5,000

Corporate Promotion and Branding

- Opportunities to distribute premium items/samples at the event bearing corporate logo within tournament guidelines
- Prominent placement of corporate banner at event
- Product display/sampling on-site during the event
- Recognition at Awards reception
- Direct access to the entire field of participants
- Special Promotions to be negotiated

Corporate Entertainment

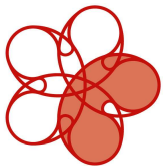
- One 18-hole foursome playing scramble golf
- Gift collection for each participant
- Lunch
- Awards Reception

Provision

Your sponsorship helps provide services and programs to kidney patients and family members in East Tennessee.

To complete your \$5,000 sponsorship, choose from:

- **\$5,000 Golf Shirt Sponsorship**
Includes all of the above plus;
Name/logo prominently displayed on golf shirts for all participants
- **\$5,000 Low Gross Flight Sponsorship**
Includes all of the above plus;
Company logo on all awards /prizes given to teams not eligible for the National Finals at TPC Sawgrass - presented by company representative



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Gold Sponsor \$3,500

Corporate Promotion and Branding

- Opportunities to distribute premium items/samples at the event bearing corporate logo within tournament guidelines
- Prominent placement of corporate banner at event

Corporate Entertainment

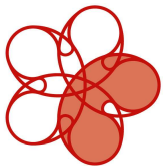
- One 18-hole foursome playing scramble golf
- Gift collection for each participant
- Lunch
- Awards Reception

Provision

Your sponsorship helps provide services and programs to kidney patients and family members in East Tennessee.

To complete your \$3,500 sponsorship, choose from:

- **\$3,500 Golf Hat Sponsorship**
Includes all of the above plus;
Name/logo prominently displayed on golf hats for all participants
- **\$3,500 Golf Towel Sponsorship**
Includes all of the above plus;
Name/logo prominently displayed on golf towels for all participants
- **\$3,500 Lunch Sponsorship**
Includes all of the above plus;
Name/logo recognition at tournament lunch
- **\$3,500 Awards Reception Sponsorship**
Includes all of the above plus;
Name/logo recognition at Awards Reception



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Silver Sponsor \$2,500

Corporate Promotion and Branding

- Opportunities to distribute premium items/samples at the event bearing corporate logo within tournament guidelines

Corporate Entertainment

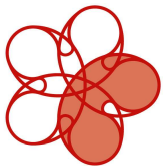
- One 18-hole foursome playing scramble golf
- Gift collection for each participant
- Lunch
- Awards Reception

Provision

Your sponsorship helps provide services and programs to kidney patients and family members in East Tennessee.

To complete your \$2,500 sponsorship, choose from:

- **\$2,500 Community Education Sponsorship**
Includes all of the above plus;
Name/logo prominently displayed on 18 kidney-fact signs placed on the golf course
- **\$2,500 Practice Facility Sponsorship**
Includes all of the above plus;
Name recognition on signage created specifically for the practice areas
- **\$2,500 Drink Cart Sponsorship**
Includes all of the above plus;
Name/logo recognition on drink carts
- **\$2,500 Golf Cart Sponsorship**
Includes all of the above plus;
Name/logo prominently displayed on all golf carts



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Bronze Sponsor \$1,500

Corporate Promotion and Branding

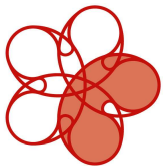
- Name recognition on a sign prominently displayed at the tee-box
- Opportunities to distribute premium items/samples at the event bearing corporate logo within tournament guidelines

Corporate Entertainment

- One 18-hole foursome playing scramble golf
- Gift collection for each participant
- Lunch
- Awards Reception

9 Available

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.



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Sponsorships \$1,000 or Less

Million Dollar Shoot-Out Sponsorship - \$1,000

- Name recognition on signage created specifically for the Million Dollar Shoot-Out

Volunteer Sponsorship - \$750

- Name/logo prominently displayed on caddy bibs worn by volunteers

Closest-to-the-Pin Contest Sponsorship - \$500

- Name recognition on signage created specifically for the Closest-to-the-Pin Contest

Ladies Longest Drive Contest Sponsorship - \$500

- Name recognition on signage created specifically for the Ladies Longest Drive Contest

Longest Drive Contest Sponsorship - \$500

- Name recognition on signage created specifically for the Longest Drive Contest

Straightest Drive Contest Sponsorship - \$500

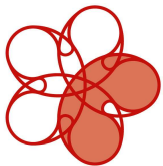
- Name recognition on signage created specifically for the Straightest Drive Contest

Flag Sponsorship - \$350

- Name recognition on an exclusive golf flag prominently displayed at the green

Hole Sponsorship - \$250

- Name recognition displayed at the tee-box



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Foursome Entry \$1,200

Tournament Package is All-Inclusive!

Lunch
Premium Golfer Gifts
Green Fees and Cart
Awards Reception
Individual Pre-Tournament Putting Contest
Individual Pre-Tournament Chipping Contest
GMAC Team Putting Contest

Limited to the first 36 paid foursomes.

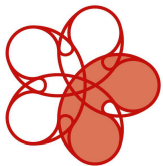
Prizes!

In the past, prizes have included Callaway golf clubs, Etonic golf shoes, Callaway golf balls, Greg Norman Apparel, and other custom gifts, complements of Cadillac Motor Car Division and GMAC

Cadillac Invitational Golfers are “Making Lives Better”

Entry fee of \$1,200; of which \$600 is tax deductible, helps support the National Kidney Foundation of East Tennessee, a major voluntary health organization, seeking to prevent kidney and urinary tract diseases, improve the health and well being of individuals and family members affected by these diseases and increase the availability of all organs for transplantation.

20 Million Americans - 1 in 9 adults - have chronic kidney disease. More than 20 million others are at increased risk. Kidney disease is one of the costliest illnesses in the United States today. High risk groups include those with: diabetes, hypertension, and family history of kidney disease.



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The Marketing Research (Participants Survey)

Golf

94% play 25 or more rounds of golf each year
55% play 50+ rounds of golf each year

Occupations/Professions

61% are Professionals/Owners/Managers

Annual Household Income

Average household income is \$131,500
63% report annual household income is \$100,000+
29% report annual household income is \$175,000+

Education

78% are college graduates
42% have post-graduate degrees

Leisure Activities

90% are members of private or
semi-private country clubs

Flying/Travel/Vacations

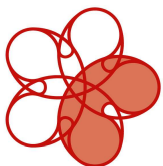
Participants fly/travel an average of 13 times
per year for business or pleasure

Age/Gender

Average age of participant is 45
Predominantly Male

Household

Average of 3.5 family members per household



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Details

Qualify for the National Finals at TPC Sawgrass in Ponte Verdi, FL

The eligible winning team from the this tournaments National Flight will be invited to enter the Cadillac Invitational National Finals at TPC Sawgrass in Ponte Verdi, Florida in January 2009. The National Finals is a 54-hole tournament.

(All registration fees and accommodations must be paid by the participants and all USGA Handicap's must be verified before prizes are distributed)

Tournament Format

The SCRAMBLE format is comprised of a round of golf with foursomes competing as a team for the lowest golf score. Each team member tees off and the best shot is selected. Play continues with all team members hitting from that spot. The process continues until the hole is complete. The team records one score and move on to the next hole.

Handicap Requirements

Competing foursomes in the **National Flight** must have a combined USGA Handicap Index of 43.0 or more. Only one team member may have a USGA Handicap Index of 8.0 or less. So everyone, regardless of their level of golf skill, has a great chance to win! All golfers competing for the National Finals at TPC Sawgrass and official tournament prizes are required to have a USGA sanctioned Handicap Index.

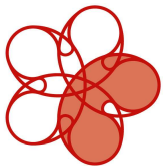
Golfer's handicaps are effective as of the latter of:

- (1) the day of registration and payment **or**
- (2) The day sixty days prior to the event

*Any team that contains a member who does not comply with each of these requirements, will be placed in the **Low Gross Flight** to compete for additional prizes.*

Northeast Tennessee Tournament History

The Northeast Tennessee Cadillac Invitational started in 1991 at the Johnson City Country Club. In 1993, the tournament was moved to *The Virginian Golf Club*. The 2008 Cadillac Invitational Golf Tournament will be celebrating the 16th Anniversary of being one of the select-six charity golf events held at *The Virginian Golf Club*. The National Kidney Foundation of East Tennessee is very honored and proud of this continuing partnership *to enhance the lives of everyone with, at risk of or affected by kidney disease.*



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2008 Cadillac Invitational Golf Tournament Sponsorship/Participation Commitment Form

The National Kidney Foundation of East Tennessee welcomes you as a sponsor of the 2007 Cadillac Invitational. We would appreciate the sponsorship contract be sent to the Foundation address below. Every attempt will be made to acknowledge you beyond the listed levels whenever the opportunity arises.

Please Type or Print:

Name of Sponsorship: _____

Sponsorship Amount:	\$	_____
Team:	\$	_____
Skins Game (optional)	\$	100 (team entry fee)
Total	\$	_____

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Method of Payment:

____ Payment is enclosed ____ Invoice me

____ Bill my: (credit card) ____ VISA ____ MasterCard ____ American Express

Card Number: _____ Exp: _____

Name on Card _____ Signature: _____

Please make checks payable to: **National Kidney Foundation of East Tennessee**
Tax ID# 62-0886595

THERE ARE TWO PLAYING FLIGHTS TO CHOOSE FROM.
ALL TEAMS ARE WELCOME TO PLAY IN EITHER CATEGORY.

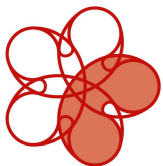
TO COMPETE IN THE NATIONAL FLIGHT FOR PRIZES, ALL TEAMS MUST CONSIST OF FOUR AMATEUR GOLFERS WHOSE USGA HANDICAP INDEXES TOTAL 43.0 OR MORE. ONLY ONE AMATEUR GOLFER ON EACH TEAM MAY HAVE A USGA HANDICAP INDEX OF 8.0 OR LESS.

Scorecards will not be an option to qualify for National Prizes for the 2008 Cadillac Invitational Golf Tournament.

THOSE TEAMS NOT MEETING THE ABOVE REQUIREMENTS,
WILL COMPETE IN THE LOW GROSS FLIGHT FOR PRIZES. ALL TEAMS WELCOME!

Mail commitment forms and payment to:

National Kidney Foundation of East Tennessee - PO Box 1135 - Blountville TN 37617
(423) 323-1650 - Fax (423) 283-9149 - www.kidneyetn.org



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**2008 Cadillac Invitational
Golfer Participation Agreement**
Entry Fee: \$300 per golfer or \$1,200 per golf team

1. Name _____ Shirt Size _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ GHIN #/USGA Handicap Index* _____
 Golf Course _____

2. Name _____ Shirt Size _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ GHIN #/USGA Handicap Index* _____
 Golf Course _____

3. Name _____ Shirt Size _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ GHIN #/USGA Handicap Index* _____
 Golf Course _____

4. Name _____ Shirt Size _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ GHIN #/USGA Handicap Index* _____
 Golf Course _____

Yes, I/We would like to participate in the additional Team and Player Activities:

___ Team Carry-over Skins Game = \$100 team entry fee (skins value determined by number of entrees)

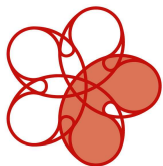
**THERE ARE TWO PLAYING FLIGHTS TO CHOOSE FROM.
ALL TEAMS ARE WELCOME TO PLAY IN EITHER FLIGHT.**

TO COMPETE IN THE NATIONAL FLIGHT FOR PRIZES, ALL TEAMS MUST CONSIST OF FOUR AMATEUR GOLFERS WHOSE USGA HANDICAP INDEXES TOTAL 43.0 OR MORE. ONLY ONE AMATEUR GOLFER ON EACH TEAM MAY HAVE A USGA HANDICAP INDEX OF 8.0 OR LESS.

Scorecards will not be an option to qualify for National Prizes for the 2008 Cadillac Invitational Golf Tournament.

THOSE TEAMS NOT MEETING THE ABOVE REQUIREMENTS, WILL COMPETE IN THE LOW GROSS FLIGHT FOR PRIZES. ALL TEAMS WELCOME!

Please contact Jamie Gray at 423-283-0963 with any questions regarding the handicapping.



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