

The **BOTTOMS UP**[®] Invitational

PRESENTED BY **CRAIG MELVIN**
& **LINDSAY CZARNIAK**

benefiting the colorectal cancer alliance

September 13-14, 2026

Shorehaven Golf Club
Norwalk, Connecticut



www.bottomsupinvitational.org





Dear Friends,

We are honored to host the **fifth annual Bottoms Up® Invitational** benefiting the **Colorectal Cancer Alliance**, whose mission is to end colorectal cancer in our lifetime. When we began this event five years ago, it was a way to honor Craig's brother, **Lawrence Meadows**, who we lost to colon cancer at just 43, and a way to support an organization that brought us healing and hope. **What started as a tribute has grown into a movement** - one that fuels research, saves lives, and drives meaningful change. Craig proudly serves on the Alliance's Board of Directors, and together we remain committed to advancing its mission so that fewer families experience the heartbreak that ours did.

Colorectal cancer is now the leading cause of cancer-related deaths for men and women under 50. It's common, deadly, and underfunded - yet highly preventable through screening. Your participation helps more people get screened early, ensures patients never face treatment alone, and accelerates the research needed to improve diagnosis, treatment, and survivorship.

The Bottoms Up Invitational has become something extraordinary because of you. Each year, the event grows in excitement, generosity, and impact. The star-studded concert and celebrity golf invitational at Shorehaven Golf Club have become unforgettable experiences, uniting supporters, survivors, celebrities, and friends with incredible purpose.

Our goal has always been to exceed expectations - not just in creating a memorable event, but in driving real progress against colorectal cancer. **Surpassing our \$1 million fundraising goal year after year** speaks to the power of this community and your belief in the cause. Together, we are expanding screenings, advancing research, supporting patients, and saving lives.

Thank you for your consideration and for helping make the Bottoms Up Invitational a force for hope and lasting change. Please let the Alliance staff know how we can get you involved in this life-saving event.

Sincerely,
Craig Melvin and Lindsay Czarniak

SPONSORSHIP CONTACTS:

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About the Alliance

The Colorectal Cancer Alliance exists to end this disease in our lifetime. Founded in 1999 by a group of volunteer advocates, the Alliance is now the largest nonprofit dedicated to colorectal cancer in the world. Every day, we revolutionize research, treatment, awareness, and prevention to save lives. Through community-based interventions, cutting-edge research, and innovative patient-centric cancer care programs, the Alliance is driving real change. The Bottoms Up Invitational makes action possible, raising funds to ensure more people survive colorectal cancer.

STRATEGIC GOALS:

Raise the screening rate to 80% and save **100,000 lives**

Improve the five-year survival rate of mCRC from **13% to 35%**

Invest and influence **\$500 million** in CRC research

2026 CRC Projections

158,850 estimated cases in 2026 for men and women

55,230 estimated CRC deaths in 2026 for men and women

Source: American Cancer Society



Our Lifesaving Work

We advocate for prevention to save lives.

Each year, we deliver tens of thousands of screening recommendations, provide thousands of test kits and colonoscopies to high-risk individuals, and share the power of prevention through targeted media, partnerships, and events.

We magnify support to improve outcomes.

The Alliance provides one-on-one navigation through our free Helpline and chat, streamlines access to support and resources through our patient and caregiver hub BlueHQ, and builds community with online and on-the-ground activations and programs.

We accelerate research to end this disease.

Project Cure CRC is assembling the largest colorectal cancer patient registry in the world; fast-tracking new therapies; funding high-risk, high-reward science; and innovating patient care. By combining powerful science, vast patient data, and a nationwide network, we can shift from incremental progress to transformational change.

Yearlong Impact

20,164 patients assisted via live or clinical navigation, identifying **45,000** barriers to care

13,348 participants in the Walk to End Colon Cancer across **16** cities

22 researchers funded by Project Cure CRC

87,528 hours of ally volunteerism

21,171 test recommendations provided via the screening quiz

7 billion impressions across all media

1,490 comfort bags given to patients at cancer centers

**ONE GOAL:
END COLORECTAL
CANCER WITHIN OUR
LIFETIME**



Event Schedule

SUNDAY, SEPTEMBER 13TH

- Reception featuring dining and cocktails
- Welcome & Live Auction
- Concert

MONDAY, SEPTEMBER 14TH

- Registration & Breakfast
- Celebrity Invitational at Shorehaven Golf Club
- Post-Play Awards & Reception

NOTE: Times will be provided closer to the event.

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SPONSORSHIP OPPORTUNITIES	PLATINUM SPONSOR \$200,000	GOLD SPONSOR \$125,000	SILVER SPONSOR \$75,000
Round of golf at Shorehaven Golf Club	8 Players	4 Players	4 Players
Pairing with a celebrity partner for each foursome	✓	✓	✓
Commemorative photo with celebrity	✓	✓	✓
Golfer gift experience featuring unique event selections	8 Players	4 Players	4 Players
Breakfast, on-course stations and Awards Reception	8 Players	4 Players	4 Players
Tickets to Sunday reception, auction and concert; includes floor access, food & beverage	50	30	20
Complimentary rooms at host hotel	2	1	-
Opportunity to provide branded premium item to golfers and celebrities	✓	✓	✓
Recognition on tournament sponsor board	Platinum Level	Gold Level	Silver Level
Logo inclusion on event website	Platinum Level	Gold Level	Silver Level
Organic social media marketing	Recognition in four (4) social media posts on Alliance social media channels with sponsor tagging (if applicable & provided)	Recognition in three (3) social media posts on Alliance social media channels with sponsor tagging (if applicable & provided)	Recognition in two (2) social media posts on Alliance social media channels with sponsor tagging (if applicable & provided)
Inclusion in one (1) Alliance monthly newsletter	Platinum Level	Gold Level	Silver Level
Logo inclusion on event emails	Platinum Level	Gold Level	Silver Level
Opportunity to address the audience	One (1) minute of remarks at concert and one (1) minute of remarks prior to tee off	One (1) minute of remarks at concert	One (1) minute of remarks prior to tee off
Company logo and brand integration into event signage and materials	Platinum Level	Gold Level	Silver Level
Full rights to event logo	✓	✓	✓
Logo inclusion on stage signage	✓	-	-
Onstage note of thanks from Craig and Lindsay	✓	✓	✓
Signage and opportunity to activate on a selected hole (tee area or green)	✓	✓	✓
Preferred event lodging rates at host hotel	✓	✓	✓

SPONSORSHIP OPPORTUNITIES	AUCTION SPONSOR \$40,000	AWARDS RECEPTION SPONSOR \$40,000	SCREENING SPONSOR \$40,000	RED CARPET SPONSOR \$40,000	GOLF BREAKFAST SPONSOR \$40,000
Round of golf at Shorehaven Golf Club	4 Players	4 Players	4 Players	4 Players	4 Players
Pairing with celebrity partner for each foursome	✓	✓	✓	✓	✓
Commemorative photo with celebrity	✓	✓	✓	✓	✓
Golfer gift experience featuring unique event selections	4 Players	4 Players	4 Players	4 Players	4 Players
Breakfast, on-course stations and Awards Reception	4 Players	4 Players	4 Players	4 Players	4 Players
Tickets to Sunday reception, auction and concert; includes floor access, food & beverage	12	12	12	12	12
Recognition on tournament sponsor board	✓	✓	✓	✓	✓
Logo inclusion on event website	✓	✓	✓	✓	✓
Opportunity to provide branded premium item to golfers and celebrities	✓	✓	✓	✓	✓
Logo inclusion on signage and brand integration	into Auction	into Awards Reception	into Screening Initiative	-	into Golf Breakfast
Company logo on red carpet photo backdrop Step & Repeat	-	-	-	✓	-
Opportunity to address the audience	-	One (1) minute of remarks at the Awards Reception	-	-	One (1) minute of remarks prior to tee off
Onstage note of thanks from Craig and Lindsay	✓	✓	✓	✓	✓
Preferred event lodging rates at host hotel	✓	✓	✓	✓	✓

Custom Sponsorships Available

Sponsorship Opportunities

Foursome, Hole, & Individual

SPONSORSHIP OPPORTUNITIES	FOURSOME SPONSOR \$25,000	HOLE SPONSOR \$15,000	INDIVIDUAL SPONSOR \$6,000
Round of golf at Shorehaven Golf Club	4 Players	1 Player	1 Player
Pairing with celebrity partner for each foursome	✓	✓	✓
Commemorative photo with celebrity	✓	✓	✓
Golfer gift experience featuring unique event selections	4 Players	1 Player	1 Player
Breakfast, on-course stations and Awards Reception	4 Players	1 Player	1 Player
Tickets to Sunday reception, auction and concert; includes floor access, food & beverage	10	4	2
Recognition on tournament sponsor board	✓	✓	-
Logo inclusion on event website	✓	✓	✓
Opportunity to provide branded premium item to golfers and celebrities	✓	✓	-
Signage and opportunity to activate on a selected hole (tee area or green)	-	✓	-
Preferred event lodging rates at host hotel	✓	✓	✓





This event is produced by Empire Sports

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