



CONTRACTORS AGAINST CANCER

benefiting the Colorectal Cancer Alliance

October 5-6, 2025

Congressional Country Club
in Bethesda, Maryland





Dear friends,

We are delighted to chair the second annual Contractors Against Cancer golf tournament and concert to benefit the **Colorectal Cancer Alliance** — whose mission it is to end colorectal cancer in our lifetime. We are teaming up with celebrities, local businesses, fellow contractors and clients to bring this one-of-a-kind experience to the DMV. We are motivated to make a tangible impact on cancer and need your support to make it possible!

We are hosting this golf tournament as a way to honor the people impacted by colorectal cancer and advance the Alliance's mission. Colorectal cancer is the second deadliest cancer and is, unfortunately, the leading cause of cancer-related deaths for men under 50 and the second leading cause of cancer-related deaths for women under 50.

Colorectal cancer is extremely common, deadly, and underfunded. But it's also highly preventable with screening. Through your participation, we can get more people screened, help more patients navigate treatment so they don't feel alone, and fund innovative research to end this disease once and for all.

Last year's event was a huge success! We danced the night away to an unforgettable concert featuring some of our favorite artists and weathered the rain for a round of golf — all while raising nearly \$600,000.

We're crossing our fingers for a beautiful weekend in Bethesda, Maryland, October 5–6, and are looking forward to an unforgettable experience at the prestigious and world renowned Congressional Country Club. All of it in benefit of a critical mission. We hope you'll join us!

Thank you for your consideration, and please let the Alliance team know how we can get you involved in this life-saving event.

Sincerely,

Doug Riley, Event Chair

Todd Joyce, Dan Kelbaugh, Nick Laubach, Michael Leisher, Rossana Mahvi, Ray Mikell, Joe Pioli, Jim Schnorr, Jack Schulz, Jon Thomas, Host Committee

SPONSORSHIP CONTACTS:

Kristen Cagadas — Senior Manager of Development, Colorectal Cancer Alliance | kcagadas@ccalliance.org | (202) 688-3162

Jennifer Rosenblatt — Senior Manager of Special Events, Colorectal Cancer Alliance | jrosenblatt@ccalliance.org | (202) 558-0582

Colorectal Cancer Alliance

The Colorectal Cancer Alliance is a national nonprofit committed to ending colorectal cancer. Working with our nation of passionate allies, we diligently support the needs of patients and families, caregivers, and survivors; eagerly raise awareness of prevention and early detection via on-time screening; and continually strive to fund critical research. As allies in the struggle, we are fiercely determined to end colorectal cancer within our lifetime.

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

We are a nation of allies

As the largest and most impactful national organization focused on ending colorectal cancer, we are the go-to resource and ally for anyone touched by this disease. For these reasons, nationally-renowned corporations, industry leaders, and foundations have joined our nation of allies to end colorectal cancer within our lifetime and achieve their corporate social responsibility goals.

Yearlong reach:

- @ 133K email contacts
- 📄 1.9M web page views annually
- f 266K social media followers
- 📺 7B media impressions
- 👥 13.4K Blue Hope Nation community members
- 📞 10K Helpline and navigation calls annually
- 🚶 12K Walk to End Colon Cancer participants
- 🤝 2K active volunteers nationwide
- 📺 820M Nielsen audience TV and radio PSA





Event Schedule

SUNDAY, October 5TH

- Registration
- Tailgate at Congressional Country Club
- Welcome & Live Auction
- Concert

MONDAY, October 6TH

- Registration & Breakfast
- Celebrity Invitational at Congressional Country Club
- Post-Play Awards & Reception

NOTE: Times will be provided closer to the event.

| SPONSORSHIP OPPORTUNITIES | PRESENTING SPONSOR \$100,000 | PLATINUM SPONSOR \$75,000 | GOLD SPONSOR \$50,000 |
|---|--|---|---|
| Round of golf at Congressional Country Club | 8 Players | 4 Players | 4 Players |
| Option to be paired with a celebrity player or host a 5th golfer | ✓ | ✓ | ✓ |
| Commemorative photo with celebrity | ✓ | ✓ | ✓ |
| Golfer gift experience featuring unique event selections | 8 Players | 4 Players | 4 Players |
| Breakfast, on-course stations and Golf Awards Reception | 8 Players | 4 Players | 4 Players |
| Tickets to Sunday tailgate, auction and concert | 75 | 50 | 30 |
| Opportunity to provide branded premium item for golfers and celebrities | ✓ | ✓ | ✓ |
| Recognition on tournament sponsor board | Presenting Level | Platinum Level | Gold Level |
| Logo inclusion on event website | Presenting Level | Platinum Level | Gold 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 | Presenting Level | Platinum Level | Gold Level |
| Logo inclusion on event emails | Presenting Level | Platinum Level | Gold Level |
| Opportunity to address the audience | One (1) minute of remarks at the concert and one (1) minute of remarks prior to tee off | One (1) minute of remarks at the concert | One (1) minute of remarks prior to tee off |
| Logo inclusion on stage signage | ✓ | - | - |
| Onstage note of thanks/recognition | ✓ | ✓ | ✓ |
| Company logo and brand integration into event signage and materials | Presenting Level | Platinum Level | Gold Level |
| Opportunity to activate on a selected hole (tee area or green) | ✓ | ✓ | ✓ |
| Signage on a selected hole (tee area or green) | ✓ | ✓ | ✓ |
| Full rights to event logo | ✓ | ✓ | ✓ |
| Preferred event lodging rates | ✓ | ✓ | ✓ |

| SPONSORSHIP OPPORTUNITIES | RED CARPET SPONSOR \$40,000 | GOLF BREAKFAST SPONSOR \$35,000 | AUCTION SPONSOR \$35,000 | AWARDS RECEPTION SPONSOR \$35,000 | CONCERT SPONSOR \$35,000 |
|---|------------------------------------|--|--|---|--|
| Round of golf at Congressional Country Club | 4 Players | 4 Players | 4 Players | 4 Players | 4 Players |
| Option to be paired with a celebrity player or host a 5th golfer | ✓ | ✓ | ✓ | ✓ | ✓ |
| 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 Golf Awards Reception | 4 Players | 4 Players | 4 Players | 4 Players | 4 Players |
| Tickets to Sunday tailgate, auction and concert | 12 | 12 | 12 | 12 | 12 |
| Opportunity to provide branded premium item for golfers and celebrities | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition on tournament sponsor board | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo inclusion on event website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Onstage note of thanks/recognition | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo inclusion on signage and brand integration | - | Into Golf Breakfast | Into Live Auction | Into Awards Reception | Into Concert |
| Company logo on red carpet photo backdrop Step & Repeat | ✓ | - | - | - | - |
| Opportunity to address the audience | - | One (1) minute of remarks prior to tee off | Company mention in Live Auction text sent to attendees | One (1) minute of remarks at the Awards Reception | One (1) minute of remarks prior to the Concert |
| Preferred event lodging rates | ✓ | ✓ | ✓ | ✓ | ✓ |

Additional Event Sponsorship opportunities include:

Tailgate Sponsor, After Party Sponsor, Gifting Experience Sponsor and Screening Sponsor

Sponsorship Opportunities

Foursome, Hole, & Individual

| SPONSORSHIP OPPORTUNITIES | FOURSOME ELITE SPONSOR \$30,000 | FOURSOME SPONSOR \$20,000 | HOLE SPONSOR \$10,000 | INDIVIDUAL SPONSOR \$6,000 |
|---|---------------------------------|---------------------------|-----------------------|----------------------------|
| Round of golf at Congressional Country Club | 4 Players | 4 Players | 1 Player | 1 Player |
| Option to be paired with a celebrity player or host a 5th golfer | ✓ | ✓ | - | - |
| Commemorative photo with celebrity | ✓ | ✓ | ✓ | ✓ |
| Golfer gift experience featuring unique event selections | 4 Players | 4 Players | 1 Player | 1 Player |
| Breakfast, on-course stations and Golf Awards Reception | 4 Players | 4 Players | 1 Player | 1 Player |
| Tickets to Sunday tailgate, auction and concert | 12 | 8 | 4 | 2 |
| Recognition on tournament sponsor board | ✓ | - | ✓ | - |
| Logo inclusion on event website | ✓ | ✓ | ✓ | - |
| Opportunity to provide branded premium item for golfers and celebrities | ✓ | - | ✓ | - |
| Opportunity to activate on a selected hole (tee area or green) | ✓ | - | ✓ | - |
| Signage on a selected hole (tee area or green) | ✓ | - | ✓ | - |
| Preferred event lodging rates | ✓ | ✓ | ✓ | ✓ |

HOST COMMITTEE

Todd Joyce Ray Mikell
 Dan Kelbaugh Joe Pioli
 Nick Laubach Jim Schnorr
 Michael Leisher Jack Schulz
 Rossana Mahvi Jon Thomas

The event is chaired by **Doug Riley**,
 President/CEO of **Thos. Somerville Co.**