

# The **BOTTOMS UP®** Invitational

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

benefiting the colorectal cancer alliance

**September 14-15, 2025**

Shorehaven Golf Club  
Norwalk, Connecticut



[www.bottomsupinvitational.org](http://www.bottomsupinvitational.org)





Dear friends,

Lindsay and I are delighted to host the fourth annual Bottoms Up Invitational to benefit the **Colorectal Cancer Alliance** — whose mission it is to end colorectal cancer in our lifetime — and we would be thrilled to have your support and participation.

In addition to being an anchor for NBC News and co-host of The Today Show, I proudly sit on the Alliance's Board of Directors. This organization is doing incredible work in a field that is near to my heart. We lost my brother, Lawrence Meadows, to colon cancer at the age of 43 just four years ago.

We are hosting this golf tournament as a way to honor Lawrence and advance the Alliance's cause. As the fourth most common and second deadliest cancer in the U.S., far too many families are experiencing the pain of diagnosis and the anguish of loss.

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 patients navigate treatment, and fund innovative research to end this disease once and for all.

The Bottoms Up Invitational started as a vision and has grown into a truly special event, and we're thrilled that each year it continues to surprise and delight our sponsors, guests and participants. The star-studded concert at Total Mortgage Arena and the celebrity golf invitational at Shorehaven Golf Club have become highlights for so many, and seeing the excitement and generosity of everyone involved is always inspiring.

Our goal has always been to exceed expectations—not just for the event, but for the impact it can make against colorectal cancer. Surpassing our ambitious fundraising goal of over \$1 million year after year is a testament to the incredible support from our community. It's an honor to be part of something so meaningful, and we're grateful for the opportunity to help drive such important progress.

Thank you for your consideration, and 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:**

**Kristen Cagadas** — Director of Development and Special Events, Colorectal Cancer Alliance | [kcagadas@ccalliance.org](mailto:kcagadas@ccalliance.org) | (202) 688-3162

**Jennifer Rosenblatt** — Director of Development and Special Events, Colorectal Cancer Alliance | [jrosenblatt@ccalliance.org](mailto: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 established 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 subscribers
- f 266K social media followers
- 820M Nielsen audience TV and radio PSA
- 1.9M web page views
- 7B media impressions
- 10K patients received expert navigation
- 13.4K Blue Hope Nation community members
- 12K Walk to End Colon Cancer participants
- 2K active volunteers nationwide



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



# Event Schedule

## SUNDAY, SEPTEMBER 14<sup>TH</sup>

- Tailgate at Total Mortgage Arena
- Welcome & Live Auction
- Concert

## MONDAY, SEPTEMBER 15<sup>TH</sup>

- 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

**Marquee**

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
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; includes floor access, food & beverage	50	30	20
Complimentary Rooms at host hotel	3	2	1
Opportunity to provide branded premium item for 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	✓	-	-
Logo inclusion on center hang	✓	-	-
Onstage note of thanks from Craig and Lindsay	✓	✓	✓
Logo inclusion on scrolling concert marquee	✓	✓	✓
Signage 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	TAILGATE 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
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; includes floor access, food & beverage	10	10	10	10	10
Recognition on tournament sponsor board	✓	✓	✓	✓	✓
Logo inclusion on event website	✓	✓	✓	✓	✓
Opportunity to provide branded premium item for golfers and celebrities	✓	✓	✓	✓	✓
Logo inclusion on signage and brand integration	into Auction	into Awards Reception	into Tailgate	-	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	✓	✓	✓	✓	✓
Logo inclusion on scrolling concert marquee	✓	✓	✓	✓	✓
Preferred event lodging rates at host hotel	✓	✓	✓	✓	✓

**Additional Event Sponsorship opportunities include:**  
After Party Sponsor and Screening Sponsor

# Sponsorship Opportunities

## Foursome, Hole, & Individual

SPONSORSHIP OPPORTUNITIES	FOURSOME SPONSOR \$20,000	HOLE SPONSOR \$15,000	INDIVIDUAL SPONSOR \$5,000
Round of golf at Shorehaven Golf Club	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	1 Player	1 Player
Breakfast, on-course stations and Golf Awards Reception	4 Players	1 Player	1 Player
Tickets to Sunday tailgate, auction and concert; includes floor access, food & beverage	8	4	2
Recognition on tournament sponsor board	-	✓	-
Logo inclusion on event website	✓	✓	-
Opportunity to provide branded premium item for golfers and celebrities	-	✓	-
Signage on a selected hole (tee area or green)	-	✓	-
Logo inclusion on scrolling concert marquee	✓	✓	-
Preferred event lodging rates at host hotel	✓	✓	✓







## This event is produced by Empire Sports

### CONTACTS:

Tournament Director — **Paul Graham** | [paul@empiresportssc.com](mailto:paul@empiresportssc.com) | (803) 960.3516

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