

# The **BOTTOMS UP** Invitational

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

benefiting the colorectal cancer alliance

**September 15-16, 2024**

**Brooklawn Country Club**

**Fairfield, Connecticut**



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



Dear friends,

Lindsay and I are delighted to host the third 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 a 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 two 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 Alliance does it all.

Last year's event was a huge success! We danced the night away to a one-of-a-kind concert featuring some of our favorite artists and weathered the rain for a round of golf — all while raising more than \$1.2 million.

We're crossing our fingers for a beautiful weekend in Fairfield, Connecticut, September 15-16, and looking forward to another unforgettable experience of connecting with friends old and new. 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 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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## 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:

We will save **100,000** lives through screening by 2029.

We will reach **750,000** patients and caregivers annually by 2024.

We will provide **\$30 million** in colorectal cancer research funding over the next five years.

## 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:

- @ 120K email contacts
- 💻 1.4M website sessions
- f 224K social media followers
- 📺 7B media impressions
- 👥 13K Blue Hope Nation members
- ☎ 19K Helpline calls
- 🚶 1.9K volunteers nationwide
- ❤️ 15K Walk to End Colon Cancer participants



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



# Event Schedule

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

- Reception at Total Mortgage Arena
- Welcome & Live Auction
- Concert | 6:00 PM

## MONDAY, SEPTEMBER 16<sup>TH</sup>

- Registration & Breakfast | 10:00 AM
- Celebrity Invitational at Brooklawn Country Club | 11:30 AM
- Post-Play Awards & Reception | 4:00-6:00 PM

*NOTE: Times are subject to change.*

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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 Brooklawn Course	8 Players	4 Players	4 Players
Pairing with celebrity partner for each foursome	✓	✓	✓
Commemorative photo with celebrity	✓	✓	✓
Golfer Gift Bags featuring unique event selections	8	4	4
Breakfast, On-Course Stations, and Golf Awards Reception	8 Players	4 Players	4 Players
Tickets to Sunday Evening Reception, Auction, and Concert; includes floor access, food & beverage	50	30	20
Recognition on tournament sponsor board	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	-
Company logo and brand integration into event signage and materials	Platinum Level	Gold Level	Silver Level
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)	✓	✓	✓
Opportunity to include Premium Branded Item in Golfer Gift Bags	✓	✓	✓
Paid Digital Marketing	Boosting of 2 Facebook posts	-	-
Organic Social Media Marketing	Recognition in social media posts (6) on Alliance social media channels	Recognition in social media posts (4) on Alliance social media channels	Recognition in social media posts (2) on Alliance social media channels
Logo inclusion on Event Emails	Platinum Level	Gold Level	Silver Level
Inclusion in one (1) Alliance Monthly Newsletter	Platinum Level	Gold Level	Silver Level
Logo inclusion on Event Website	Platinum Level	Gold Level	Silver Level
Full Rights to Event Logo	✓	✓	✓
Complimentary Rooms at host hotel	3	2	1
Preferred Event Lodging Rates at host hotel	✓	✓	✓

<b>SPONSORSHIP OPPORTUNITIES</b>	<b>CONCERT RECEPTION SPONSOR \$40,000</b>	<b>RED CARPET SPONSOR \$40,000</b>	<b>AFTER PARTY SPONSOR \$40,000</b>	<b>GOLF BREAKFAST SPONSOR \$40,000</b>	<b>AWARDS RECEPTION SPONSOR \$40,000</b>
Round of golf at Brooklawn Course	4 Players	4 Players	4 Players	4 Players	4 Players
Pairing with celebrity partner (one per foursome)	✓	✓	✓	✓	✓
Commemorative photo with celebrity	✓	✓	✓	✓	✓
Golfer Gift Bags featuring unique event selections	4	4	4	4	4
Breakfast, On-Course Stations, and Golf Awards Reception	4 Players	4 Players	4 Players	4 Players	4 Players
Tickets to Sunday Evening Reception, Auction, and Concert; includes floor access, food & beverage	10	10	10	10	10
Recognition on tournament sponsor board	✓	✓	✓	✓	✓
Opportunity to address the audience	-	-	One (1) minute of remarks at the After Party	One (1) minute of remarks before tee off	One (1) minute of remarks at the Awards Reception
Logo inclusion on signage and brand integration	into concert reception	-	into After Party	into Golf Breakfast	into Awards Reception
Company logo on red carpet photo backdrop Step & Repeat	-	✓	-	-	-
Onstage note of thanks from Craig and Lindsay	✓	✓	✓	✓	✓
Logo inclusion on scrolling concert marquee	✓	✓	✓	✓	✓
Opportunity to include premium branded item in golfer gift bags	✓	✓	✓	✓	✓
Logo inclusion on event website	✓	✓	✓	✓	✓
Preferred event lodging rates at host hotel	✓	✓	✓	✓	✓



# Sponsorship Opportunities

## Foursome, Hole, & Individual

SPONSORSHIP OPPORTUNITIES	FOURSOME SPONSOR \$20,000	HOLE SPONSOR \$15,000	INDIVIDUAL SPONSOR \$5,000
Round of golf at Brooklawn Course	4 Players	1 Player	1 Player
Pairing with celebrity partner (one per foursome)	✓	✓	✓
Commemorative photo with celebrity	✓	✓	✓
Golfer Gift Bags featuring unique event selections	4	1	1
Breakfast, On-Course Stations, and Golf Awards Reception	4 Players	1 Player	1 Player
Tickets to Sunday Evening Reception, Auction, and Concert; includes floor access, food & beverage	8	8	2
Recognition on tournament sponsor board	✓	✓	-
Logo inclusion on scrolling concert marquee	✓	✓	-
Signage on a selected hole (tee area or green)	-	✓	-
Opportunity to include Premium Branded Item in Golfer Gift Bags	✓	✓	✓
Logo inclusion on event website	✓	✓	✓
Preferred event lodging rates at host hotel	✓	✓	✓







## This event is produced by Empire Sports

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