



CONTRACTORS AGAINST CANCER

benefiting the Colorectal Cancer Alliance

August 25-26, 2024

TPC Potomac at Avenel Farm
Potomac, Maryland





Dear friends,

We are delighted to chair the inaugural 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. As the fourth most common and second deadliest cancer in the U.S., far too many families are experiencing the shock of diagnosis, the pain of treatment 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 more patients navigate treatment so they don't feel alone, and fund innovative research to end this disease once and for all. The Alliance does it all.

This two-day event August 24 and 25 will feature a Sunday evening concert with celebrated musician Edwin McCain and special guest Ryan Cabrera. Edwin, who's been called "a great American romantic," gained national fame for his hits "I'll Be" and "I Could Not Ask For More." Ryan has been performing since the early 2000's and is best known for the hit "On The Way Down." The Sunday evening concert will include a program and live auction.

On Monday, we'll gather for a round of golf at TPC Potomac at Avenel Farm with each foursome paired with a celebrity. We're crossing our fingers for a beautiful weekend in Potomac and we look forward to an 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,

Doug Riley, Event Chair, and **The Host Committee:**

**Todd Joyce, Dan Kelbaugh, Nick Laubach, Michael Leisher,
Ray Mikell, Joe Pioli, Jack Schulz, Jon Thomas**

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:

- @ 120K email subscribers
- 💻 1.4M web page views annually
- f 223K social media followers
- 👍 7.7B media impressions
- 📺 863M Nielsen audience TV and radio PSA
- 👥 13.1K Blue Hope Nation community members
- ☎ 22K Helpline calls annually
- 🚶 15K Walk to End Colon Cancer participants
- ❤️ 1.9K active volunteers nationwide





Event Schedule

SUNDAY, AUGUST 25TH

- Registration
- Reception at TPC Potomac at Avenel Farm
- Welcome & Live Auction
- Concert

SCHEDULED TO PERFORM



Edwin McCain
Singer, Songwriter, and Guitarist



Ryan Cabrera
Singer and Songwriter

MONDAY, AUGUST 26TH

- Registration & Breakfast | 8:00 AM
- Celebrity Invitational at TPC Potomac at Avenel Farm | 10:00 AM
- Post-Play Awards & Reception

NOTE: Times are subject to change.



www.contractorsagainstcancer.org

SPONSORSHIP OPPORTUNITIES	PRESENTING SPONSOR \$100,000	PLATINUM SPONSOR \$75,000	GOLD SPONSOR \$50,000	SILVER SPONSOR \$35,000
Round of Golf on TPC Potomac at Avenel Farm	8 Players	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	8	4	4
Breakfast, On-Course Stations, and Golf Awards Reception	8 Players	8 Players	4 Players	4 Players
Tickets to Sunday Evening Reception, Auction, and Concert	75	50	30	20
Opportunity to include Branded Premium Item in VIP Golfer Gift Bags	✓	✓	✓	✓
Recognition on tournament sponsor board	Presenting Level	Platinum Level	Gold Level	Silver Level
Logo inclusion on Event Website	Presenting Level	Platinum Level	Gold Level	Silver Level
Paid Digital Marketing	Boosting of two (2) Facebook posts	Boosting of one (1) Facebook post	-	-
Organic Social Media Marketing	Recognition in six (6) social media posts on Alliance social media channels	Recognition in four (4) social media posts on Alliance social media channels	Recognition in two (2) social media posts on Alliance social media channels	Recognition in one (1) social media post on Alliance social media channels
Inclusion in one (1) Alliance Monthly Newsletter	Presenting Level	Platinum Level	Gold Level	Silver Level
Logo inclusion on Event Emails	Presenting Level	Platinum Level	Gold Level	Silver 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	-	-
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	Silver Level
Signage on a selected hole (tee area or green)	✓	✓	✓	✓
Full Rights to Event Logo	✓	✓	✓	✓
Preferred Event Lodging Rates	✓	✓	✓	✓

SPONSORSHIP OPPORTUNITIES	RED CARPET SPONSOR \$30,000	GOLF BREAKFAST SPONSOR \$25,000	AUCTION SPONSOR \$25,000	AWARDS RECEPTION SPONSOR \$25,000	CONCERT RECEPTION SPONSOR \$20,000
		SOLD	SOLD	SOLD	SOLD
Round of Golf on TPC Potomac at Avenel Farm	4 Players	4 Players	4 Players	4 Players	4 Players
Pairing with celebrity partner for each foursome	✓	✓	✓	✓	✓
Commemorative photo with celebrity	✓	✓	✓	✓	✓
Golfer Gift Bags featuring unique event selections	✓	✓	✓	✓	✓
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	10	10	10	10	10
Opportunity to include Branded Premium Item in Golfer Gift Bags	✓	✓	✓	✓	✓
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	Presented by recognition, with logo inclusion into Auction, Auction website and name mention in auction text to attendees	Into Awards Reception	Into Concert Reception
Company logo on red carpet photo backdrop Step & Repeat	✓	-	-	-	-
Opportunity to address the audience	-		-	One (1) minute of remarks at the Awards Reception	-
Preferred Event Lodging Rates	✓	✓	✓	✓	✓

Sponsorship Opportunities

Foursome, Hole, & Individual

SPONSORSHIP OPPORTUNITIES	FOURSOME SPONSOR \$12,000	HOLE SPONSOR \$7,500	INDIVIDUAL SPONSOR \$3,000
Round of Golf on TPC Potomac at Avenel Farm	4 Players	1 Player	1 Player
Pairing with celebrity partner for each 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	8	4	2
Recognition on tournament sponsor board	-	✓	-
Logo Inclusion on Event Website	✓	✓	-
Opportunity to include Premium Branded Item in Golfer Gift Bags	-	✓	-
Signage on the selected hole (tee area or green)	-	✓	-
Preferred Event Lodging Rates	✓	✓	✓

HOST COMMITTEE

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

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



Sponsors

PRESENTING SPONSOR



Thos. Somerville Co.
Distributors of Plumbing, Heating & Air Conditioning Supplies

GOLD SPONSOR



EVENT SPONSORS



FOURSOME SPONSORS



CAPITAL
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HOLE SPONSORS



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