



GRGC Committee

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Friends,

On behalf of the Board of Directors for The Blood Cancer Foundation of Michigan (BCFM), formerly Children's Leukemia Foundation of Michigan, and the Gray's Reef Golf Committee, we invite you to join us as a sponsor for the **2021 Gray's Reef Golf Classic**, which will be held **Tuesday, August 24** at **The R&S Sharf Golf Course at Oakland University**. Bringing together 150+ golf enthusiasts and supporters from the business community, this outstanding event includes 18 holes of golf, lunch on the turn, and a strolling dinner with a premium bar and awards.

Since 2006, the Gray's Reef team has been dedicated to raising funds for the crucial programs and services BCFM provides for more than 2,800 patients, and nearly 10,000 members of their families, who are fighting blood cancer in the State of Michigan. This includes BCFM's very own Director of Patient Support, Melissa Antoncic, whom event attendees had the pleasure of hearing from last year after golfing.

Melissa was diagnosed with acute lymphocytic leukemia in 2000 when she was 19 years old. She went through two years of chemotherapy and radiation. Melissa has been a blood cancer survivor for 21 years and currently works with the BCFM team to support patients and families through their unique blood cancer journey.



Melissa Antoncic

Thanks to our supporters, we've raised over \$1.4 million to date for patients and families living with blood cancer, and we have our sights set on an additional \$130k this year! Importantly, **100% of our event proceeds stay right here in Michigan to ensure BCFM can continue to deliver the services that empower patients to take control of their lives**, while maintaining stability for their families through comprehensive support— including education, mental health, emotional, social and financial support.

As a sponsor of this event, you will become a key source of hope and inspiration for families in need as they travel a road that is often long and arduous, and most always expensive. We hope you will join us in our effort to envelope them with a blanket of care.

Enclosed you will find additional information about the organization, as well as the benefits you will receive in recognition of your generous support. Should you have any questions, please do not hesitate to contact BCFM's Director of Development **Stacey Anderson** at **616-481-9632** or **sanderson@leukemiamichigan.org**.

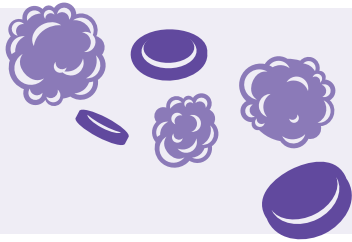
Thank you in advance!

Kind Regards,
Gray's Reef Golf Committee

TO BENEFIT


The Blood Cancer
Foundation of Michigan™
— Supporting —
Patients & Families

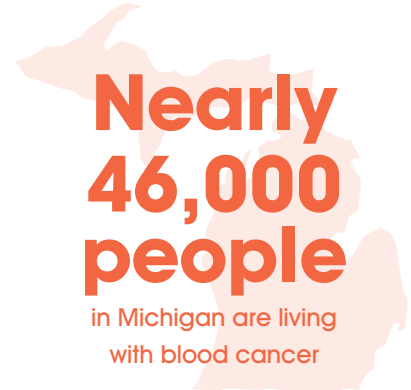
Formerly Children's Leukemia Foundation of Michigan®



Blood cancers are cancers of the blood, bone marrow or lymph nodes that affect normal blood cell production or function. Leukemia, lymphoma, and multiple myeloma are the most common blood cancers.



someone in Michigan
learns they have blood
cancer, with **5,900**
people diagnosed
each year



Common Symptoms:

- Fatigue
- Feeling weak or breathless
- Fever or night sweats
- Significant bruising or bleeding
- Pain in bones or joints
- Frequent infections



Common Psychosocial Issues:

- Fear of recurrence
- Grief
- Depression
- Body image
- Survivor guilt
- Relationships
- Workplace



Common Financial Issues:

- Denial of insurance coverage
- Difficulty finding jobs
- Lost wages and insurance benefits
- Rising medical costs
- Costs for treatment outside hometown (travel, lodging, etc.)

For
Nearly **70**
Years

BCFM has provided support, education and guidance.



30,000+

Patients and family members
BCFM has supported since
its inception



\$100,000

Dollars in financial assistance
provided to patients and
families last year



1,700 Hours

Spent listening, advocating
for and supporting patients
and family members last year



30+

Fun outings planned for
patients and families
each year



Established in 2006, Gray's Reef Golf Classic (GRGC) brings together 150+ golf enthusiasts and supporters from the business community for a fun and relaxing day at The R&S Sharf Golf Course at Oakland University. GRGC has raised nearly \$1.4 million since its founding and provides great exposure to a multitude of business categories.

10:30 AM Registration | 12:30 PM Shot Gun | Strolling Dinner and Awards to Follow

SPONSORSHIP OPPORTUNITIES

Sponsorship Benefits	\$20,000 Presenting Sponsor	\$10,000 Platinum Sponsor	\$7,500 Gold Sponsor	\$5,000 Silver Sponsor	\$3,500 Bronze Sponsor	\$2,500 Cart Sponsor	\$500 Hole Sponsor
Placement on promotional material , including: welcome signage, onsite signage, event program	Presenting sponsor logo placement with event logo on all materials	Premium logo placement on all materials	Large logo placement on all material	Logo on welcome and onsite event signage	Listing on select event signage and program	Listing in program	Listing in program
Digital promotion: recognition and highlights of partnership on BCFM website, social media platforms, e-blasts, and more	Logo aligned with event logo on all digital GRGC mentions Customized recognition plan to match CSR needs, including social media take-over days, video(s) addressing BCFM audience and spotlights	Specific spotlights, tags and cross-promotional opportunities leading up to, and post-, event	Specific tags and multiple mentions on social media leading up to, and post-, event	Mentions on BCFM social media leading up to, and post-, event	Mention and acknowledgments post-event on BCFM social media	Mention on BCFM social media	
Logo display in golf carts during event	Logo placement (aligned prominently with event logo)					Name display on cart signage with option to add logoed item (no outside food or beverage) in carts	
Specialty live onsite social promotion , highlighting partnership and event presence	Live event photos/updates posted to BCFM social media, tagging corporate social handles (2X)	Live event photos/updates posted to BCFM social media, tagging corporate social handles (1X)	Posed event photos from event, tagged to company's social media	Tagged photos posted from event			
Company name/logo on signage at specific holes (first come, first served)	Representation on all holes with aligned logo placement	Option for logo representation on hole (1)				Option for logo representation on hole (1)	Option for logo representation on hole (1)
Company name/logo presentation throughout event	Prominent display on all signage with event logo	Premium logo placement on dining banners, halfway point and bar signage	Secondary logo placement on dining banners, halfway point and bar signage	Logo placement on banners and signage at key stops within the course	Logo on halfway point signage	Listing in event program	Listing in event program
BCFM Corporate Support Profile	Exclusive spotlight story in newsletter and website	Logo and mention within newsletter and logo on website	Logo and listing within newsletter and website	Logo and listing on website	Listing on website	Listing on website	Listing on website
Banner placement throughout the event	Logo aligned with event logo as presenting sponsor	Premium logo placement	Secondary logo placement	Logo placement			
Dedicated display table at event registration and during event dinner	Premium table placement	Secondary logo placement	Table placement				
Opportunity to address participants during opening remarks	:30 speaking opportunity						
Eight (8) golfers (sponsor may propose teams)	X	X	X	X			
Four (4) golfers (sponsor may propose team(s))					X	X	

All golfers receive: Lunch on the turn, 18 holes of golf and dinner with premium open bar

Social Media postings are seen by more than 7,000 followers per posting between Facebook, LinkedIn, Instagram and Twitter

All packages are subject to emerging Oakland County COVID-19 restrictions. BCFM will reallocate visibility and participation options as equitably as possible through other events and opportunities should cancellation occur due to COVID-19

Print deadlines may apply

GRAY'S REEF GOLF CLASSIC

Tuesday, August 24, 2021
The R&S Sharf Golf Course, Oakland University
Expected Attendance: 150-200 Guests



The R&S Sharf Golf Course | Oakland University | 492 Golf View Ln | Rochester MI 48309 | 248.364.6300

Tuesday, August 24, 2021

10:30 AM Registration

12:30 PM Shot Gun

Strolling Dinner and Awards to Follow

SPONSORSHIP OPPORTUNITIES

- | | | |
|--|--|--|
| <input type="checkbox"/> Presenting Sponsor \$20,000 | <input type="checkbox"/> Platinum Sponsor \$10,000 | <input type="checkbox"/> Gold Sponsor \$7,500 |
| <input type="checkbox"/> Silver Sponsor \$5,000 | <input type="checkbox"/> Bronze Sponsor \$3,500 | <input type="checkbox"/> Cart Sponsor \$2,500 |
| <input type="checkbox"/> Hole Sign Sponsor \$500 | <input type="checkbox"/> Foursome \$2,000 | <input type="checkbox"/> Individual Golfer \$500 |
| <input type="checkbox"/> Dinner Only \$100 | <input type="checkbox"/> I can't attend, please accept my donation of \$ _____ | |

Total: \$ _____

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____ Email: _____

Method Of Payment: ☐ Visa ☐ MasterCard ☐ Amex ☐ Discover

Credit Card # _____ Exp. Date _____

3-4 Digit Code _____ Signature: _____

☐ Check Enclosed. Please Make Check Payable To: The Blood Cancer Foundation of Michigan

Foursome #1:

Name: _____ Name: _____

Email: _____ Email: _____

Name: _____ Name: _____

Email: _____ Email: _____

Foursome #2:

Name: _____ Name: _____

Email: _____ Email: _____

Name: _____ Name: _____

Email: _____ Email: _____

Foursome #3:

Name: _____ Name: _____

Email: _____ Email: _____

Name: _____ Name: _____

Email: _____ Email: _____

To register by phone, please call BCFM at 248-530-3012 or e-mail: graysreef@leukemiamichigan.org

To register by mail, send form to: The Blood Cancer Foundation of Michigan

Gray's Reef Golf Classic

27240 Haggerty Rd, Suite E-15

Farmington Hills, MI 48331

TO BENEFIT



The Blood Cancer Foundation of Michigan

Supporting Patients & Families

Formerly Children's Leukemia Foundation of Michigan®

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The R&S Sharf Golf Course, Oakland University
Expected Attendance: 150-200 Guests

GRAY'S REEF GOLF CLASSIC