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.

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
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.

Every 90 minutes, someone in Michigan learns they have blood cancer, with 5,900 people diagnosed each year. Nearly 46,000 people in Michigan are living with blood cancer.

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

For more information, visit bloodcancerfoundationmi.org
 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

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>$20,000 Presenting Sponsor</th>
<th>$10,000 Platinum Sponsor</th>
<th>$7,500 Gold Sponsor</th>
<th>$5,000 Silver Sponsor</th>
<th>$3,500 Bronze Sponsor</th>
<th>$2,500 Cart Sponsor</th>
<th>$500 Hole Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Placement on promotional material, including: welcome signage, onsite signage, event program</td>
<td>Presenting sponsor logo placement with event logo on all materials</td>
<td>Premium logo placement on all materials</td>
<td>Large logo placement on all materials</td>
<td>Logo on welcome and onsite event signage</td>
<td>Listing on select signage and program</td>
<td>Listing in program</td>
<td>Listing in program</td>
</tr>
<tr>
<td>Digital promotion: recognition and highlights of partnership on BCFM website, social media platforms, e-blasts, and more</td>
<td>Logo aligned with event logo on all digital GRGC mentions</td>
<td>Specific spotlights, tags and cross-promotional opportunities leading up to, and post-, event</td>
<td>Specific tags and multiple mentions on social media leading up to, and post-, event</td>
<td>Mentions on BCFM social media leading up to, and post-, event</td>
<td>Mention and acknowledgments post-event on BFCM social media</td>
<td>Mention on BCFM social media</td>
<td></td>
</tr>
<tr>
<td>Logo display in golf carts during event</td>
<td>Logo placement (aligned prominently with event logo)</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Specialty live onsite social promotion, highlighting partnership and event presence</td>
<td>Representation on all holes with aligned logo placement</td>
<td>Live event photos/updates posted to BCFM social media, tagging corporate social handles (2X)</td>
<td>Live event photos/updates posted to BCFM social media, tagging corporate social handles (1X)</td>
<td>Posed event photos from event, tagged to company’s social media</td>
<td>Tagged photos posted from event</td>
<td>Option for logo representation on hole (1)</td>
<td>Option for logo representation on hole (1)</td>
</tr>
<tr>
<td>Company name/logo on signage at specific holes (first come, first served)</td>
<td>Logo alignment within newsletter and website</td>
<td>Prominent display on all signage with event logo</td>
<td>Premium logo placement on dining banners, halfway point and bar signage</td>
<td>Secondary logo placement on banners and signage at key stops within the course</td>
<td>Logo placement on halfway point signage</td>
<td>Listing in event program</td>
<td>Listing in event program</td>
</tr>
<tr>
<td>Company name/logo presentation throughout event</td>
<td>Logos and website</td>
<td>Logo and mention within newsletter and logo on website</td>
<td>Logo and listing on website</td>
<td>Logo and listing on website</td>
<td>Logo and listing on website</td>
<td>Listing on website</td>
<td>Listing on website</td>
</tr>
<tr>
<td>BCFM Corporate Support Profile</td>
<td>Exclusory spotlight story in newsletter and website</td>
<td>Logo and mention within newsletter and logo on website</td>
<td>Logo and listing on website</td>
<td>Logo and listing on website</td>
<td>Logo and listing on website</td>
<td>Listing on website</td>
<td>Listing on website</td>
</tr>
<tr>
<td>Banner placement throughout the event</td>
<td>Logo aligned with event logo as presenting sponsor</td>
<td>Premium logo placement</td>
<td>Secondary logo placement</td>
<td>Logo placement</td>
<td>Logo placement</td>
<td>Logo placement</td>
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<tr>
<td>Dedicated display table at event registration and during event dinner</td>
<td>Premium table placement</td>
<td>Secondary logo placement</td>
<td>Table placement</td>
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<tr>
<td>Opportunity to address participants during opening remarks</td>
<td>-30 speaking opportunity</td>
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<tr>
<td>Eight (8) golfers (sponsor may propose teams)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Four (4) golfers (sponsor may propose team(s))</td>
<td>X</td>
<td>X</td>
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</table>

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

SPONSORSHIP OPPORTUNITIES

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☐ Platinum Sponsor $10,000
☐ Gold Sponsor $7,500
☐ Silver Sponsor $5,000
☐ Bronze Sponsor $3,500
☐ Cart Sponsor $2,500
☐ Hole Sign Sponsor $500
☐ Foursome $2,000
☐ Individual Golfer $500
☐ Dinner Only $100
☐ 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:__________________________________________

Foursome #2:
Name:______________________________________________       Name:______________________________________________
Email:__________________________________________              Email:__________________________________________

Foursome #3:
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