Mercedes-Benz of El Dorado Hills

Member of the Von Housen Automotive Group

Presents:

Ride for Dads Golf Classic

A 2018 Mercedes-Benz Dealer Championships Event

In Association with the Better Life Foundation

To Benefit the Leukemia and Lymphoma Society

Serrano Country Club | April 23rd, 2018

Individual golf packages and sponsorship opportunities available - www.ridefordads.com

Mark Pallone, (**919**) 349-1470, mpallone@me.com or Mary Caulder, (916) 817-2721, marycldr8@gmail.com

What is Ride for Dads?

- The Ride for Dads team was formed by Mary Caulder and Valerie Antkowiak who lost their fathers to cancer. They stood by their dads as they battled with the disease for many years consisting of both triumph and despair. This inspired them to help others who battle this disease, not just dads, but moms, children and friends.
- Together we are a group of cyclists who are dedicated to raising money to benefit the Leukemia & Lymphoma Society and honoring the memories of Jack Caulder and Jerry Antkowiak.
- **Our Goal:** To raise $200,000 for the Leukemia & Lymphoma Society (LLS).
- Upon reaching our goal this will enable Ride for Dads to present two LLS research grants, one for Jack and one for Jerry.
- **Leukemia & Lymphoma Society** is the world's largest voluntary health agency dedicated to blood cancer. Their mission is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world and provides free information and support services.

Mercedes-Benz of El Dorado Hills Presents Ride for Dads Golf Classic, April 23rd at Serrano Country Club

The Venue and Event

- April 23rd, 2018
- Designed by internationally renowned golf course architect, Robert Trent Jones, Jr., Serrano Country Club is a private country club located in the golden highlands of Serrano in El Dorado Hills, CA. The 18-hole golf course is just less than 7,000 yards, and plays to a par-72
- 5005 Serrano Pkwy, El Dorado Hills, CA 95762
- Golfers enjoy lunch, beer, soda and water on the course and then dinner with wine from Skinner Vineyards
- 10:45 - Check in
- 11:00 - Putting/Chip/Range Open, Contests
- 11:30 - Lunch
- 12:00 - Shotgun Start
- 12:01 - Beer, Soda, Water on Course
- 5:00 - Dinner with Wine
- 5:30 - Raffles and Auctions
- 8:00 - Event Ends

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Mercedes-Benz Dealer Championships

- Trophies and a Trip for Two Winners*
  - Winners from this event will advance directly to the National Final
  - Includes four day/three night trip with 2 rounds of competitive golf & evening hospitality functions
  - National Final winners will advance to compete as Team USA at the 2019 World Final
- Gifts and Prizes
  - Cobra Puma Golf is the Official Equipment provider
  - All Players Receive Cobra Puma Golf tee gift– logo'd shoe bag
  - Hole-in-One - All players will have an opportunity to win a 2018 GLC 300 Coupe
  - Closest-to-the pin & Longest Drive prize
  - Please note: State sales tax will be billed for the value of gift items
- Test-drive program
  - All players will be invited to the Mercedes-Benz of El Dorado Hills dealership for a test drive
  - As a thank you, players who test-drive will receive a Cobra Lightweight Stand Bag. MSRP $160

*Contest rules to be provided at the event, minimum 48 eligible golfers, must be an amateur golfer and over 21 to participate. http://www.mbdealerchampionships.com

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Golf Sponsorships

Gold Sponsor - $ 3,500

Sponsor
- Name and/or logo included in advertising & PR

One foursome including
- Greens Fee, putting green and driving range & cart use
- Box lunch, beer/soda/water on course, dinner
- VIP seating at dinner, plus 4 additional Dinner Only seats

Sponsorship Recognition
- Banner at event (Banner provided by sponsor)
- One Tee-box Sign
- Logo on Golf Cart Sign on all golfer carts
- Sponsor Provided promotional materials in gift bags
- Recognition at dinner
- Logo on www.ridefordads.com

Leukemia & Lymphoma Society (LLS) Regional Recognition
- Promotion and publicity through LLS outlets
- Recognized support on the LLS Greater Sacramento Area Chapter Facebook page as well as all Team in Training pages
- Access to promote at Team in Training team rides

Silver Sponsor - *$ 2,500*

One foursome including
- Greens Fee, putting green and driving range & cart use
- Box lunch, beer/soda/water on course, dinner

Sponsorship Recognition
- One Tee-box Sign
- Sponsor Provided promotional materials in gift bags
- Recognition at dinner
- Logo on www.ridefordads.com

Bronze Sponsor - *$ 1,500*

One foursome including
- Greens Fee, putting green and driving range & cart use
- Box lunch, beer/soda/water on course, dinner

Sponsorship Recognition
- One Tee-box Sign
- Logo on www.ridefordads.com

Foursome Sponsor - *$ 1,200*

One foursome including
- Greens Fee, putting green and driving range & cart use
- Box lunch, beer/soda/water on course, dinner

Sponsorship Recognition
- Logo on www.ridefordads.com

Individual Golfer - *$ 300*

One individual player pass including
- Greens Fee, putting green and driving range & cart use
- Box lunch, beer/soda/water on course, dinner

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Host Sponsorships

Lunch Host - $ 2,700

- Food for all golfers and volunteers (~134). $2700 in house catering, or you provide
- Signage at check-in
- Sponsor Provides a significant item for the auction
- Logo on www.ridefordads.com
- Sponsor Provided promotional materials in gift bags
- 2 VIP seats at dinner

Wine Host (Sold out)

- *Served at dinner, Sponsor provides all wine*
- *Opportunity to take orders for wine*
- *Signage at check-in*
- *Sponsor Provides a significant item for the auction*
- *Recognition at dinner*
- *Logo on www.ridefordads.com*
- *2 VIP seats at dinner*

Beer/Soda/Water Course Host (Sold Out)

- *Beer/Soda/Water provided on course at several holes*
- *Signage at locations*
- *Logo on www.ridefordads.com*
- *2 VIP seats at dinner*

Dinner Only - $ 55 for one non golfing diner

- Enjoy dinner with your golfer

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Course Contest Sponsorships

Hole-in-one Sponsor (Sold Out)

- *Recognition Signage as Hole-in-one sponsor on Vehicle displayed during tournament*
- *Recognition as Hole-in-one Sponsor on Golfer invitations and information confirmation sheets sent to all golfers*
- *Logo on www.ridefordads.com*
- *Recognition signage on course for Hole-in-one sponsor on Vehicle hole*
- *Sponsor Provided promotional materials in gift bags*
- *2 VIP seats at dinner*
- *Sponsor provided hole monitors to confirm winner*

Longest Drive Sponsor (Sold Out)

- *Signage at check-in and tee-box*
- *Recognition at dinner to announce winner*
- *Logo on www.ridefordads.com*
- *2 VIP seats at dinner*

Closest to the Pin Sponsor (Sold Out)

- *Signage at check-in and tee-box*
- *Recognition at dinner to announce winner*
- *Logo on www.ridefordads.com*
- *2 VIP seats at dinner*

Tee / Green Sponsor $250

- Tee-box sign or Green-side sign
- Logo on www.ridefordads.com

Recognition Sponsorships

Golf Ball Sponsor $1,500

- Logo on Golf Balls given to all players on golf cart (one sleeve per)
- Recognition on printed promotional materials
- Logo on www.ridefordads.com
- 2 VIP seats at dinner
- 4 week Lead time required for Logo printing
- Balls supplied by Ride for Dads

Gift Bag Sponsor $500

- Gift bags given to all golfers (~124) with your company logo (Ride for Dads will provide bags)
- Recognition Signage as Gift Bag Sponsor at check-in
- Logo on www.ridefordads.com
- Sponsor Provided promotional materials in gift bags
- 2 VIP seats at dinner

VIP Sponsor - $1,500

- Signage at Tee-box, check-in area and at dinner
- Recognition at dinner
- 4 VIP seats at dinner
- Logo on www.ridefordads.com
- Invited to have up to 2 people with promotional table
- Sponsor Provided promotional materials in gift bags

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