



**Benefit for The Bili Project Foundation**  
In Association with the Better Life Foundation

**The 2019 Ride for Dads Golf Classic**  
A 2019 Mercedes-Benz Dealer Championships Event  
Serrano Country Club | Monday April 22nd, 2019

Presented By:

**Mercedes-Benz of El Dorado Hills**  
Member of the Von Housen Automotive Group

Individual golf packages & sponsorship opportunities available - [www.ridefordads.com](http://www.ridefordads.com)  
Or call Mark Pallone, (919) 349-1470, [mpallone@me.com](mailto:mpallone@me.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. **Learn more at:** <http://ridefordads.com>
- **The Bili Project Foundation:** The 2019 tournament is in support of The Bili Project, a Hepatobiliary Cancer Awareness and Research Program. Its mission is to reduce the incidence and improve the outcomes of Hepatobiliary cancers by promoting research to identify biomarkers and therapeutic targets. **Learn more at:** <http://thebiliproject.org>

# The Venue and Event

- Monday April 22nd, 2019
- 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
- 10:30 - Check in
- 10:30 - 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 - Drawings and Auctions
- 8:00 - Event Ends





# Mercedes-Benz Dealer Championships

- Trophies and a Trip for Two Winners \* \*\*
  - Winners from this event advance to the Western National Final at Pinehurst Resort, NC
  - Includes four day/three night trip for competitive golf & evening hospitality functions
  - National Final winners will advance to compete as Team USA at the 2020 World Final
- Gifts and Prizes \*
  - Players receive a Cobra Puma Golf tee gift: A Mercedes-Benz branded backpack
  - Hole-in-One - Opportunity to win a 2019 Mercedes-Benz A 220 4MATIC Sedan
  - Closest to the Pin Prize: Cobra UltraLight Golf Bag
- Mercedes-Benz Dealer Championships Info <http://www.mbdealerchampionships.com>

\*Contest rules provided at the event, minimum 48 eligible golfers, must be an amateur golfer & over 21 to participate. Please note: State sales tax will be billed for the value of prize items by Mercedes-Benz. Mercedes-Benz reserves the right to alter current policies surrounding the Mercedes-Benz Dealer Championships — including, but not limited to hole-in-one competition, gifts and prizing, player restrictions, and requirements and details for Eastern or Western National Final tournament.

\*\*Golfers that participated in the 2018 National Final at The Four Seasons at Las Colinas will not be eligible to advance to the 2019 National Final



# Golf Sponsorships

<p><b>Platinum Sponsor - \$ 7,000</b></p> <p>Name and/or logo included in advertising &amp; PR</p> <p>Two Foursomes</p> <p>Sponsorship Recognition</p> <ul style="list-style-type: none"> <li>• Banner at event (Banner provided by sponsor)</li> <li>• One Tee-box Sign</li> <li>• Logo on Golf Cart Sign on all golfer carts</li> <li>• Sponsor Provided promotional materials in gift bags</li> <li>• Recognition at dinner</li> </ul>	<p><b>Silver Sponsor - \$ 2,500</b></p> <p>One Foursome</p> <p>Sponsorship Recognition</p> <ul style="list-style-type: none"> <li>• One Tee-box Sign</li> <li>• Sponsor Provided promotional materials in gift bags</li> <li>• Recognition at dinner</li> </ul>	<p><b>Individual Golfer Pass - \$ 300</b></p> <ul style="list-style-type: none"> <li>• Greens Fee and Cart</li> <li>• Putting green, Driving range</li> <li>• Box lunch</li> <li>• Beer/soda/water on course</li> <li>• Dinner</li> </ul>
<p><b>Gold Sponsor - \$ 3,500</b></p> <p>Name and/or logo included in advertising &amp; PR</p> <p>One Foursome</p> <p>Sponsorship Recognition</p> <ul style="list-style-type: none"> <li>• Banner at event (Banner provided by sponsor)</li> <li>• One Tee-box Sign</li> <li>• Logo on Golf Cart Sign on all golfer carts</li> <li>• Sponsor Provided promotional materials in gift bags</li> <li>• Recognition at dinner</li> </ul>	<p><b>Bronze Sponsor - \$ 1,500</b></p> <p>One Foursome</p> <p>Sponsorship Recognition</p> <ul style="list-style-type: none"> <li>• One Tee-box Sign</li> </ul>	<p><b>Dinner Only - \$ 60</b></p> <p>Join us for the dinner event Attend the auction for great items!</p>
	<p><b>Foursome - \$ 1,200</b></p> <p>4 Individual Golfer Passes</p>	<p><b>Reserved Dinner Table for 10 - \$ 1,000</b></p> <p>Ten Dinner Passes</p> <p>Sponsorship Recognition</p> <ul style="list-style-type: none"> <li>• Reserved Table with Sponsor sign</li> <li>• One Tee-box Sign</li> <li>• Sponsor Provided promotional materials in gift bags</li> </ul>





# Tournament Sponsorships

<p><b>Lunch Host - \$ 2,700</b></p> <ul style="list-style-type: none"> <li>• Food for all golfers and volunteers (~134). ~\$2700 in house catering, or you provide</li> <li>• Signage at check-in</li> <li>• Sponsor Provides a significant item for the auction</li> <li>• Sponsor Provided promotional materials in gift bags</li> <li>• Two dinner passes</li> </ul>	<p><b>Golf Ball Sponsor \$ 900</b></p> <ul style="list-style-type: none"> <li>• Logo on Golf Balls given to players</li> <li>• Recognition on printed promotional materials</li> <li>• Two dinner passes</li> <li>• 4 week lead time required for Logo printing</li> <li>• Balls supplied by Ride for Dads</li> </ul>
<p><b>Beer/Soda/Water Course Host \$ 1,500</b></p> <ul style="list-style-type: none"> <li>• Beer/Soda/Water provided on course at several holes</li> <li>• Signage at locations</li> <li>• Two dinner passes</li> </ul> <p style="text-align: right; color: green; font-weight: bold; transform: rotate(-15deg);">Sold Out</p>	<p><b>Marshmallow Drive Sponsor \$ 500</b></p> <ul style="list-style-type: none"> <li>• Signage at tee-box</li> <li>• Recognition to announce winner</li> <li>• Two dinner passes</li> </ul> <p style="text-align: right; color: green; font-weight: bold; transform: rotate(-15deg);">Sold Out</p>
<p><b>Longest Drive Sponsor \$ 500</b></p> <ul style="list-style-type: none"> <li>• Signage at check-in and tee-box</li> <li>• Recognition at dinner to announce winner</li> <li>• Two dinner passes</li> </ul> <p style="text-align: right; color: green; font-weight: bold; transform: rotate(-15deg);">Sold Out</p>	<p><b>Hole Sponsor - \$ 750</b></p> <ul style="list-style-type: none"> <li>• Ability to set up on one hole, holes to be determined, rules and restrictions to be provided.</li> <li>• Signage at Tee-box, call for availability past 4/10/19</li> <li>• Two dinner passes</li> <li>• Sponsor Provided promotional materials in gift bags</li> </ul>
<p><b>Tee / Green Sponsor \$ 250</b></p> <ul style="list-style-type: none"> <li>• Tee-box sign or Green-side sign</li> </ul>	