



The Bili Project Foundation 2020 Golf Classic

Sponsorship & Promotions

Team Bili Project 2020 Golf Classic

April 20, 2020

Serrano Country Club

12pm Shotgun Start

Golfers from Northern California, the Bay Area and beyond will converge at the acclaimed Serrano Country Club to support The Bili Project Foundation. Funds raised through The Bili Project Foundation support the Kathy Barboza Young Investigator Award at UCSF in honor of Mike Lax and Robert DePriest.

About The Bili Project Foundation

The Bili Project Foundation's mission is to reduce the incidence and improve the outcome of Hepatobiliary cancers, which are cancers of the liver, gallbladder or bile ducts (Cholangiocarcinoma). We fund & promote research to identify early signs and symptoms as well as treatment options for this silent, fast acting group of cancers.

Goals:

- ▶ The Bili Project Foundation has already fulfilled its first goal in funding the launch of the new arm of gastrointestinal oncology research at UCSF by creating a tissue tumor bank to advance methods of early detection, treatments and cures of Hepatobiliary cancers. Help us as we continue to work towards meeting our goals.
- ▶ Maintain the UCSF tissue tumor bank, which will facilitate UCSF's and other collaborating institutions' ongoing research of Hepatobiliary cancers.
- ▶ Provide an online portal for ongoing education about risk/symptoms of Hepatobiliary cancers.
- ▶ Raise awareness and support of Hepatobiliary cancers.

In 2019, a group of friends fueled by the diagnosis of our friend Kathy, formed Team Bili Project and took Lake Tahoe by storm. Our 15 riders & supporters raised over \$100,000.00 for the UCSF Hepatobiliary Team. Together, we funded the inaugural Kathy Barboza Young Investigator Award. As our research team works to put those dollars to use beating cancer, we are continuing to raise funds and awareness for these rare and deadly cancers. Join us and join the fight for the future of cancer treatments.



Presenting Sponsorship Opportunity

- ▶ \$10,000
- ▶ 1 Available
- ▶ The Bili Project presenting sponsor will be featured as the tournament presenter on all materials & promotions, and include an item in the tournament goodie bags. The presenting sponsor will be able to host 1 activation on course, will be invited to bring 3 Foursomes to golf & dinner, and will be invited to meet our research team for the 2020 award check presentation. The presenting sponsor logo will also be featured on the front of all Team Bili Project apparel for the season.



Diamond Sponsorship Opportunity

- ▶ \$5,000
- ▶ 4 Available
- ▶ The Diamond level sponsor will be welcomed to the tournament with 2 foursomes available for golf and the dinner event. Sponsorship will be recognized with 4 tee box signs on course as well as the opportunity to host an on-course activation. Sponsorship also includes option to contribute collateral in the tournament goodie bags, promotion on all tournament & Team Bili Project materials and apparel. Diamond sponsors will also be invited to meet The Bili Project Foundation research team at UCSF for the 2020 award check presentation.



Gold Sponsorship Opportunity

- ▶ \$2500
- ▶ 8 Available
- ▶ The Gold level sponsor will be welcomed to the tournament with 1 foursome available for golf and the dinner event. Sponsorship will be recognized with 3 tee box signs on course as well as the opportunity to contribute collateral in the tournament goodie bags. Sponsorship also includes promotion on all tournament materials & Team Bili Project apparel.



Silver Sponsorship Opportunity

- ▶ \$1,000
- ▶ 10 Available
- ▶ The Silver level sponsor is recognized with 2 tee box signs on course as well as the opportunity to include collateral in the tournament goodie bags. Sponsorship also includes promotion on all tournament materials and 2 guest passes to the dinner.



Hole Sponsor Opportunity

- ▶ \$750
- ▶ 6 Available
- ▶ The Hole sponsor will be recognized on the tournament website as well as on course at the featured event hole. Sponsor will have the option to create an activation on course marketing their business. Hole sponsor will have a direct connection with every player and the opportunity to provide their own giveaways at their hole at the discretion of the tournament committee. Sponsor will be given 2 dinner passes.



Tournament Feature Opportunity

- ▶ \$500
- ▶ 3 Available
- ▶ The Tournament Feature sponsor will be recognized on the tournament website as well as on course at the featured event hole. Sponsor will choose from available features. Below are the optional in-tournament features:
 - ▶ Longest Drive
 - ▶ Closest to the Pin
 - ▶ Marshmallow Drive



Tee Sign Opportunity

- ▶ \$250
- ▶ The Tee Sign sponsor will be recognized with a full color, professionally printed sign on a tournament tee box. Tee sign sponsor will also be recognized on the tournament website.



In Kind Donor Opportunity

- ▶ In Kind Donor will be recognized on the tournament website as well as in print at the activation area.
- ▶ Donations are needed for the following areas:
 - ▶ *Silent Auction*: High level prizes including experiences or items will be auctioned at the tournament dinner.
 - ▶ *Drawing Prizes*: A variety of prizes including gift cards, giveaways and items to be raffled throughout the event.
 - ▶ *Wine Pull*: Donations of wine, champagne and port will be accepted for our wine pull. Guests will be able to purchase a cork for \$20 which will correlate with a surprise bottle to take home!

Sponsorship Opportunity Overview

| | TEE SIGN | FEATURE SPONSOR | HOLE SPONSOR | SILVER SPONSOR | GOLD SPONSOR | DIAMOND SPONSOR | PRESENTING SPONSOR |
|----------------------------|----------|-----------------|----------------|----------------|--------------|-----------------|--------------------|
| Tee Sign | 1 Sign | 1 Sign | 1 Sign | 2 signs | 3 signs | 4 Signs | On all Tee Signs |
| Website Promo | X | X | X | X | X | X | X |
| Tournament Print Materials | X | X | X | X | X | X | X |
| Team Bili Print Materials | | X | X | X | X | X | X |
| Goodie Bag Insert | | | *on site promo | X | X | X | X |
| Logo on Apparel | | | | | X | X | Front of Apparel |
| Foursome | | | | | 1 Foursome | 2 Foursomes | 3 Foursomes |
| Tournament Dinner | | | 2 | 2 | 4 | 8 | 12 |
| On Course activation | | | X | | | X | X |
| Meet Research Team | | | | | | X | X |
| Title Placement | | | | | | | X |