



January 10, 2012

Dear Potential Sponsor,

Cancer will touch all of our lives in some way during our lifetime. It may have already touched yours. Next month we will be holding the 15th annual **Polar Challenge to Conquer Cancer** golf tournament to benefit the **American Cancer Society** to help fight this terrible disease and we would really appreciate your support through an event sponsorship. The funds raised from this event will benefit cancer research and support programs in North Carolina.

The **Polar Challenge to Conquer Cancer** has grown at a rapid pace since beginning fourteen years ago with a small group of 16 friends organizing a golf tournament to raise money for the **American Cancer Society**. Last year's events raised over \$36,000 bringing our 14 year event total contribution to over \$309,000. Our 2012 **Polar Challenge to Conquer Cancer** golf tournament will be held at Duke University Golf Club on Saturday, February 25th. This event includes a pre-tournament party for all golfers the evening before at Chatham Hill Winery in Morrisville. The pre-tournament party will include a silent auction. Sponsors have an excellent opportunity to gain great visibility among many potential customers here in the Triangle area, provide some nice benefits for your existing customers, and at the same time, helping to fund the valuable research needed to find a cure.

We would like to request your organization to seriously consider being a sponsor for the 2012 **Polar Challenge to Conquer Cancer** event. Your support can be at many different levels - please contact me to discuss sponsorship levels available and the Polar Challenge activities in our area. I will help you define the level of sponsorship that is the best fit for your company budget. For your convenience, I have attached a sponsorship form you may use to define your level of support for these important events. Simply note your level of sponsorship, sign the form, and return it with your check made out to the American Cancer Society, credit card information, or merchandise donation. You can also visit our event website if you would like to make your donation on-line. Our event website is www.thepolarchallenge.com.

Won't you please help us with a generous donation!

Sincerely,

Neil Banerjee

Neil Banerjee
Event Chairman
383-4588

Cancer Facts

50% of all men will get cancer in their lifetime.

33% of all women will get cancer in their lifetime.

American Cancer Society's
Polar Challenge to Conquer Cancer
Polar Challenge Golf Tournament Sponsorship Options

Hope Sponsor **\$5,000**

- Crusade Sponsor level benefits plus....
- Prominent location of company logo on the Polar Challenge home page & hotlink to your site
- Additional company banner displayed at Polar Challenge Golf Tournament (2 total)
- Corporate official presentation at Polar Challenge awards ceremony
- Additional foursome in Polar Challenge Golf Tournament (\$1,200 value) – (8 total)
- Your Company sign on every golf cart for Polar Challenge Golf Tournament (60 carts)

Crusade Sponsor **\$2,500**

- Victory Sponsor level benefits plus....
- Plaque of Appreciation from the American Cancer Society
- Company banner displayed at Polar Challenge Golf Tournament
- Two (2) additional golfers in Polar Challenge Golf Tournament (\$600 value) – (4 total)
- Two (2) additional tee signs to be displayed at Polar Challenge Golf Tournament (6 total)

Victory Sponsor **\$1,000**

- Inspiration Sponsor level benefits plus....
- Two (2) golfers in Polar Challenge to Conquer Cancer golf tournament (\$300 value)
- Two additional tee signs to be displayed at Polar Challenge Golf Tournament (4 total)
- Recognition signage at awards ceremony for golf tournament
- Verbal recognition of sponsorship at awards ceremony for golf tournament

Inspiration Sponsor **\$500**

- Spirit Sponsor Level Benefits plus....
- Certificate of Appreciation from the American Cancer Society
- Additional tee sign to be displayed at select hole at Polar Challenge Golf Tournament (2 total)
- American Cancer Society to provide wellness materials for your employees.

Spirit Sponsor **\$250**

- Your company logo on Polar Challenge website with hotlink to your website
- Tee sign to be displayed at select hole at Polar Challenge Golf Tournament
- Opportunity to include promo items in Tournament goody bags

***Auction Donor* (donation of item to be auctioned, raffled or given as a prize)**

- Name recognition on event signing and website
- Other benefits may be negotiated with ACS volunteer depending on value of item



The American Cancer Society's
Polar Challenge to Conquer Cancer
Polar Challenge Golf Tournament Sponsorship Form



Yes, I would like to be a sponsor for the American Cancer Society's 15th Annual Polar Challenge to Conquer Cancer event! Please check the level of sponsorship at which you would like to participate:

- \$ 5,000 Hope Sponsor
- \$ 2,500 Crusade Sponsor
- \$ 1,000 Victory Sponsor
- \$ 500 Inspiration Sponsor
- \$ 250 Spirit Sponsor
- Donation Made On-Line (credit card)
- Auction Donor: Underwriting/In-Kind Donor for Auction, Raffle or Event Expense

 (Please indicate what you are underwriting/donating and the estimated value.)

Name: _____

Company/Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail Address: _____

Payment Method (circle one): Check Credit Card: Master Card Visa AMEX

Credit Card #: _____ Exp. Date ____/____

Sponsorships may be accepted on-line at any of our event websites (see below).

Checks may be made payable to the [American Cancer Society](#).

Please complete and return to: Neil Banerjee
 2501 Powder Mill Ln.
 Chapel Hill, NC 27514

You may also email this form to:
banerjee@thepolarchallenge.com

A thank you letter will be sent to you for your sponsorship donation. The American Cancer Society, Southeast Division Tax ID number is #580659875.

If you have questions regarding this corporate sponsorship package please contact Neil Banerjee, American Cancer Society Volunteer at (919) 383-4588. Or for more information visit our website at www.thepolarchallenge.com.

Note: Name or Logo Recognition in advertisement is subject to deadlines.
 All cash donations are tax-deductible to extent by law.