Dear friends,

Lindsay and I are delighted to host the second annual Bottoms Up Invitational to benefit the Colorectal Cancer Alliance — whose mission it is to end colorectal cancer in our lifetime — and we would be thrilled to have your support and participation.

In addition to being an anchor for NBC News and a host of The Today Show, I proudly sit on the Alliance’s Board of Directors. This organization is doing incredible work in a field that is near to my heart. We lost my brother, Lawrence Meadows, to colon cancer at the age of 43 just two years ago.

We are hosting this golf tournament as a way to honor Lawrence and advance the Alliance’s cause. As the fourth most common and second deadliest cancer in the U.S., far too many families are experiencing the pain of diagnosis and the anguish of loss.

Colorectal cancer is extremely common, deadly, and underfunded. But it’s also highly preventable with screening. Through your participation, we can get more people screened, help patients navigate treatment, and fund innovative research to end this disease once and for all. The Alliance does it all.

Last year’s event was a huge success! We danced the night away to a one-of-a-kind concert featuring some of our favorite artists and enjoyed golfing at the impeccable Shorehaven Golf Club — all while raising more than $1.1 million.

We’re crossing our fingers for a beautiful weekend in Norwalk, Connecticut September 24-25, and looking forward to another unforgettable experience of connecting with friends old and new. All of it in benefit of a critical mission. We hope you’ll join us!

Thank you for your consideration, and please let the Alliance staff know how we can get you involved in this life-saving event.

Sincerely,
Craig Melvin and Lindsay Czarniak

SPONSORSHIP CONTACTS:
Regan Huneycutt — Chief Development Office, Colorectal Cancer Alliance | rhuneycutt@ccalliance.org | (202) 207-0254
Kristen Cagadas — Assistant to the Chief Development Officer, Colorectal Cancer Alliance | kcagadas@ccalliance.org | (202) 688-3162
Colorectal Cancer Alliance

The Colorectal Cancer Alliance is a national nonprofit committed to ending colorectal cancer. Working with our nation of passionate allies, we diligently support the needs of patients and families, caregivers, and survivors; eagerly raise awareness of prevention and early detection via on-time screening; and continually strive to fund critical research. As allies in the struggle, we are fiercely determined to end colorectal cancer within our lifetime.

We are a nation of allies

As the largest and most established national organization focused on ending colorectal cancer, we are the go-to resource and ally for anyone touched by this disease. For these reasons, nationally-renowned corporations, industry leaders, and foundations have joined our nation of allies to end colorectal cancer within our lifetime and achieve their corporate social responsibility goals.

Yearlong reach:
- 117K email contacts
- 1.7M+ web page views annually
- 184K+ social media followers
- 3B+ media impressions
- 12K+ Blue Hope Nation community members
- 11K Helpline and navigation calls annually
- 10K Walk to End Colon Cancer participants
- 13K+ volunteers nationwide

Strategic Goals:

We will save 100,000 lives through screening by 2029.

We will reach 750,000 patients and caregivers annually by 2024.

We will provide $30 million in colorectal cancer research funding over the next five years.

ONE GOAL: END COLORECTAL CANCER WITHIN OUR LIFETIME.
Event Schedule

SUNDAY, SEPTEMBER 24TH

• Reception at Total Mortgage Arena
• Welcome & Live Auction
• Concert | 6:00 PM

MONDAY, SEPTEMBER 25TH

• Registration & Breakfast | 8:30 AM
• Celebrity Invitational at Shorehaven Golf Course | 10:00 AM
• Post-Play Awards & Reception | 3:00-5:00 PM

NOTE: Times are subject to change.

www.bottomsupinvitational.org
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
<th>Platinum Sponsor $200,000</th>
<th>Gold Sponsor $125,000</th>
<th>Silver Sponsor $75,000</th>
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</thead>
<tbody>
<tr>
<td>Round of Golf on Shorehaven Course</td>
<td>8 Players</td>
<td>4 Players</td>
<td>4 Players</td>
</tr>
<tr>
<td>Pairing with celebrity partner for each foursome</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Commemorative photo with celebrity</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Golfer Gift Bags featuring unique event selections</td>
<td>8</td>
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</tr>
<tr>
<td>Breakfast, On-Course Stations, and Golf Awards Reception</td>
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</tr>
<tr>
<td>Tickets to Sunday Evening Reception, Auction, and Concert; includes floor access, food &amp; beverage</td>
<td>50</td>
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<tr>
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<td>Preferred Event Lodging Rates at host hotel</td>
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<td>✓</td>
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<tr>
<td>Opportunity to include Premium Branded Item in Golfer Gift Bags</td>
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<tr>
<td>Recognition on tournament sponsor board</td>
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<td>Gold Level</td>
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</tr>
<tr>
<td>Logo inclusion on Event Website</td>
<td>Platinum Level</td>
<td>Gold Level</td>
<td>Silver Level</td>
</tr>
<tr>
<td>Paid Digital Marketing</td>
<td>Boosting of 2 Facebook posts</td>
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<td>-</td>
</tr>
<tr>
<td>Organic Social Media Marketing</td>
<td>Recognition in social media posts (6) on Alliance social media channels</td>
<td>Recognition in social media posts (4) on Alliance social media channels</td>
<td>Recognition in social media posts (2) on Alliance social media channels</td>
</tr>
<tr>
<td>Inclusion in one (1) Alliance Monthly Newsletter</td>
<td>Platinum Level</td>
<td>Gold Level</td>
<td>Silver Level</td>
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<tr>
<td>Logo inclusion on Event Emails</td>
<td>Platinum Level</td>
<td>Gold Level</td>
<td>Silver Level</td>
</tr>
<tr>
<td>Opportunity to address the audience</td>
<td>One (1) minute of remarks at concert and One (1) minute of remarks prior to tee off</td>
<td>One (1) minute of remarks at concert</td>
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<tr>
<td>Company logo and brand integration into event signage and materials</td>
<td>Platinum Level</td>
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<td>Full Rights to Event Logo</td>
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<td>Logo inclusion on stage signage</td>
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## Sponsorship Opportunities

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<tr>
<th>SPONSORSHIP OPPORTUNITIES</th>
<th>AUCTION SPONSOR $40,000</th>
<th>AWARDS RECEPTION SPONSOR $40,000</th>
<th>CONCERT RECEPTION SPONSOR $35,000</th>
<th>RED CARPET SPONSOR $35,000</th>
<th>GOLF BREAKFAST SPONSOR $35,000</th>
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<tr>
<td>Logo inclusion on signage and brand integration</td>
<td>presented by recognition, with logo inclusion into Auction, Auction website and name mention in auction text to attendees into Awards Reception into Reception - into Golf Breakfast</td>
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<tr>
<td>Company logo on red carpet photo backdrop Step &amp; Repeat</td>
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This event is produced by Empire Sports

CONTACTS:
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Tournament Coordinator — Alexa Devine Harnig | alexa@empiresportssc.com | 843.343.7451
Tournament Operations — Frank Antonelli | fcantonelli@aol.com | 843.224.6859
Tournament Administrator — Stacey Rosone | stacey@empiresportssc.com | 917.836.4497

Photo credits: Sean Fowler, Jerri Graham, www.shorehavennc.org