

Presented by:

**SWORD FLOYD & MOODY, PLLC**  
**ATTORNEYS AT LAW**

11<sup>th</sup> annual  
*Pro-Am Classic*  
Golf Tournament September 1, 2010

Sponsored by Pattie A. Clay Foundation



# Dear Friend of Pattie A. Clay Regional Medical Center

As chairmen of the 2010 Pro-Am Classic, we want to personally invite you to join us for what promises to be an unbelievable event.

The annual Pattie A. Clay Pro-Am Classic Charitable Golf Tournament is scheduled for Wednesday, September 1, 2010, at The Arlington Club in Richmond, Kentucky. If you were unable to join us last year, you are in for a real treat as this is a very beautiful and special golf course. It has recently been renovated and offers challenges for all levels of golfers.

The day will begin with a full lunch and tee-off at noon. Snacks and plenty of assorted beverages will be available all afternoon. This year, following golf, we are again planning a fabulous "awards" dinner reception.

We look forward to a fantastic day, complete with great golf, awesome food, and good fellowship. It is also a major fundraiser for "our" hospital. With the early start, we should conclude the evening by 7:30 PM. Additional dinner guests are welcome to join the fun. Reservations for dinner only are required.

Please see enclosed registration/sponsorship form. Sword, Floyd and Moody has again enthusiastically purchased the presenting sponsorship and will be actively promoting the tournament. Additional sponsorship opportunities are detailed within this brochure.

Thanks to the support of our golfers and sponsors, the tournament was a huge success last year. The sold-out event raised over \$38,000 for the hospital's endowment fund.

Remember that all of this fun is for a great cause. By supporting the Pro-Am Classic, you'll be helping us provide lifesaving equipment that will allow Pattie A. Clay to maintain the level of excellence that our community deserves. Get ready for a memorable day... and help us make a difference in the lives of our patients.

Please do not hesitate to call should you have any questions. Pattie A. Clay thanks you again for your support.

See you at the Classic!

Sincerely,



Bob Hudson  
CEO  
Pattie A. Clay Regional Medical Center

## About Pattie A. Clay Foundation

The Pattie A. Clay Foundation was created to help Pattie A. Clay Regional Medical Center meet the needs of patients, employees and members of the community. Established in 1999, The Foundation formalized more than 100 years of philanthropy. Through annual gifts, endowment assets and funding of major facilities, technologies and programs, The Pattie A. Clay Foundation and the community members who support it help ensure the Medical Center's continued leadership in health care.

# Great Teams Make Great Things Happen - Sponsor the Classic Today!

Stand out and be recognized as a supporting partner of the 2010 Pattie A. Clay Pro-Am Classic. We invite you to join other elite sponsors as they help to further advance the quality of care at Pattie A. Clay Regional Medical Center.

## 2010 Pattie A. Clay Pro-Am Classic Sponsorship Opportunities

• Presenting Sponsor	\$10,000
• Major Sponsor	\$6,000
• Gold Sponsor	\$2,500
• Tee Sponsor	\$1,500
• Green Sponsor	\$1,000
• Contributing Sponsor	\$500
• Awards Dinner Reception	\$75
• Contest Sponsor	\$500
• Cart Sponsor	\$300

\*\*Circle sponsorship level preferred.

Once you've selected your desired level of sponsorship, please complete the form below, detach and mail to: Pattie A. Clay Foundation • PO Box 1600 • Richmond, Ky. 40476

### Company or Individual Name

(please print and list name as it should appear on all publicity)

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### Contact:

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### Address:

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Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

This will confirm your commitment or corporate sponsorship as indicated above.

Authorized Signature

Date

## 2010 Pattie A. Clay Pro-Classic Opportunities and Benefits

### Presenting Sponsor \$10,000

All press releases, posters, flyers and the official program will highlight the company name. A customized banner featuring the company name will be on display throughout the event.

### Major Sponsor (\$6,000)

*We are looking for major sponsors to underwrite:*

*(1) Dinner • (1) Golf gifts and prizes • (1) Greens and cart fees*

Will underwrite specific major expenses of the tournament. All press releases, posters, flyers and the official program will highlight the company name. A customized banner featuring the company name will be on display throughout the event.

### Gold Sponsor (\$2,500)

- Quarter page ad in souvenir tournament program
- Three playing spots
- Listing on PAC Foundation Web site
- Corporate name on sponsor board and other sponsor listings

### Tee Sponsor (\$1,500)

- Three playing spots
- The company or individual will be professionally featured on a tee sign.

### Green Sponsor (\$1,000)

- The company or individual will be professionally featured on a specific green
- Two tickets to the Pro-Am Classic dinner
- Corporate name on Sponsor Board and other sponsor listings

### Contributor(\$500)

- Two tickets to the Pro-Am Classic dinner
- Corporate name on Sponsor Board and other sponsor listings

### Awards dinner Reception Only (\$75)

### Contest Sponsor (\$500)

(Closest to the Pin – Longest Drive – Putting Contest)

- Sign with corporate logo at the appropriate tournament venue.
- Recognition in souvenir program

### Cart Sponsor (\$300)

- Sponsor Name on every golf cart sign

# Sponsorship Levels for Pattie A. Clay Pro-Am

This is an opportunity for community-minded organizations to support “our” hospital with a donation in combination with a marketing program designed to highlight the community spirit of the sponsor. Income from this tournament will truly aid the hospital in its mission to provide top quality health care to the residents of Madison and the surrounding counties. This is a win-win situation for the hospital, the corporate sponsors and the residents of our community.

## **Presenting Sponsor (\$10,000)**

All press releases, posters, flyers and the official program will highlight the company name. A customized banner featuring the company name will be on display throughout the event. This sponsorship level includes golf for 10 in the Classic. A detailed description of all marketing benefits is enclosed.

## **Major Sponsor (\$6,000)**

Will underwrite specific major expenses of the tournament. All press releases, posters, flyers and the official program will highlight the company name. A customized banner featuring the company name will be one display throughout the event.

This sponsorship level includes:

- Full page ad in souvenir tournament program
- Six playing spots
- Three additional tickets to the Pro-Am Classic dinner
- Sponsor name & logo featured on invitation
- Logo on table toppers at event
- Name recognition in all forms of advertising associated with event including:
  - Display board in front of hospital
  - Display case in hospital
  - Logo in Vision quarterly newsletter (October) (12,000+ circulation)
  - Link to sponsor webpage and information in “This Week in Health” (500+ circulation)
  - Logo in advertisement in Richmond Register the day following the event
  - Link to sponsor webpage on hospital website
  - Easel board at event
  - MedCenter Displays in hospital (July, August, September)
  - Corporate name inclusion in all tournament signage
  - Ability to have a booth/display table at the event
  - Recognition at the dinner

We are looking for major sponsors to underwrite:

(1) Dinner      (1) Golf gifts and prizes      (1) Greens and cart fees

## **Gold Sponsor (\$2,500)**

- Quarter page ad in souvenir tournament program
- Three playing spots
- Listing on PAC Foundation Web site
- Corporate name on sponsor board and other sponsor listings

## **Tee Sponsor (\$1,500)**

Three playing spots • The company or individual will be professionally featured on a tee sign

## **Green Sponsor (\$1,000)**

The company or individual will be professionally featured on a specific green • Two tickets to the Pro-Am Classic dinner • Corporate name on Sponsor Board and other sponsor listings

## **Contributor (\$500)**

Two tickets to the Pro-Am Classic dinner • Corporate name on Sponsor Board and other sponsor listings

## **Contest Sponsor (\$500)**

Closest to the Pin      Longest Drive      Putting Contest

Sign with corporate logo at the appropriate tournament venue • Recognition in souvenir program

## **Cart Sponsor (\$300)**

Name and logo on every golf cart sign

## **Awards dinner Reception Only (\$75)**

All correspondence with the press and the public will feature an acknowledgement of the generosity and community spirit of our sponsors. Donations in excess of \$200 are tax deductible.