

SHANDEX GROUP

PRESENTS

# ANNE MURRAY

## CHARITY GOLF CLASSIC

in support of Colon Cancer Canada



**Front Row L to R:** Marlene Streit, Dr. Roberta Bondar. **Middle Row L to R:** Steve Smith, Mag Ruffman, Jeff Hutcherson, Anne Murray, Seamus O'Regan, Alan Thicke. **Back Row L to R:** Tom Cochrane, Pat Foran, Damon Allen, Neil Crone (2013)

*"Enjoy a rare opportunity to golf and socialize with some famous and familiar Canadian personalities, while raising money to combat the second leading cause of cancer-related deaths in Canada."*

- Anne Murray



[www.coloncancercanada.ca](http://www.coloncancercanada.ca)

# ANNE MURRAY CHARITY GOLF CLASSIC

## In Support of Colon Cancer Canada

### SPONSORSHIP

Get out your clubs for the 6th Annual Anne Murray Charity Golf Classic on Tuesday June 24, 2014 at Angus Glen Golf Club in Markham, Ontario. Each year, the tournament is made possible through the generous support of our sponsors and volunteers.

From its simple beginnings as an opportunity to honour colon cancer patients, the tournament has grown in exciting new ways with the addition of Anne Murray and her celebrity guests. It is now an annual event that brings out over 200 players on a double course at one of the Toronto area's finest courses.

#### **THE SECOND LEADING CAUSE OF CANCER-RELATED DEATH IN NORTH AMERICA...**

90% of colon cancers could be cured through timely screening.

Sadly, as it stands today most are caught too late and nearly 50% of those diagnosed will die of their disease.

Colon Cancer Canada is committed to prevention by reducing wait times for patients requiring colonoscopy testing and ensuring that there is cohesive support for a screening strategy.

Colon Cancer Canada has already opened new colonoscopy suites and increased capacity in several hospitals and key cancer centres in the Greater Toronto Area. These include Toronto General Hospital, Mount Sinai Hospital and Sunnybrook and Women's College Health Sciences Centre. With your help, we can continue this vital work.

## EVENT HIGHLIGHTS

**DATE:** June 24th, 2014

**LOCATION:** Angus Glen Golf Club

**DETAILS:**

- 18 holes of championship golf
- delicious lunch at the club
- entertaining on-course activities
- cocktail reception
- fabulous dinner
- amazing silent and live auctions

**PARTICIPANT FEE:** \$400 (includes HST)



Jeff Hutcheson & Brian Williams

**Thank you to our sponsors for their past support:**

- Shandex Group
- PENTAX Medical
- Bayer Healthcare
- CTV
- TELUS
- Olsen Europe
- Fan 590 Radio
- EMI Music Canada



Bobby Orr at live auction



Kurt Browning & Damon Allen



Judith Kyrinis & Jann Arden



Tom Cochrane & Vicki Eves

## ANNE MURRAY

Anne Murray lost her dear friend and manager to colon cancer when he was only 49 years old. Over the years, Anne wanted to align herself with a charity that was close to her heart and to promote a cause to make a difference. After meeting with Colon Cancer Canada co-founder Bunnie Schwartz, Anne has given new life to the golf tournament with more participants, more funds raised, extensive media coverage and celebrity support.

## COLON CANCER CANADA

Colon Cancer Canada was founded in 1996 by Bunnie Schwartz and her niece, Amy Lerman-Elmaleh. After great personal tragedy and loss they took action to try and make a difference for the thousands of Canadians who battle colon cancer each and every year. CCC has launched national campaigns to make sure that others would learn what their family learned too late: colon cancer is preventable, not inevitable – and with appropriate and timely screening, it is highly treatable.

Colon Cancer Canada has evolved into a powerful, national organization that is dedicated to saving lives through increasing public awareness, promoting easy access to screening, funding research initiatives and providing support to colon cancer patients and their families.

## THE OPPORTUNITY

*We invite you to become a supporter of the 2014 Anne Murray Charity Golf Classic in support of Colon Cancer Canada. This year's event is a premiere fundraising golf tournament and charity auction. Our goal is to raise \$200,000 to make a difference in the field of colorectal cancer. The money raised will fund research initiatives, campaigns to increase public awareness and networks to provide education and patient support. Sponsorship of the tournament offers the opportunity to:*

- *Develop an association with an important cause and respected organization;*

***Colon Cancer Canada is supported by a number of well-respected medical professionals including:***

*-Dr. Zane Cohen, MD, FRCS(C), Professor of Surgery, University of Toronto, Director, The Zane Cohen Centre- Mt. Sinai Hospital*

*-Dr. Steven Gallinger, MD, MSc, FRCS, Professor of Surgery, Head, HPB Surgical Oncology, University Health Network & Mount Sinai Hospital Senior Scientist, Samuel Lunenfeld Research Institute- University of Toronto*

*-Dr. Malcolm J. Moore, MD, Head, Division of Medical Oncology, Hematology Princess Margaret Hospital*

*-Dr. Andy Smith, MD, MSc, FRCSC, FACS, Chief, Odette Cancer Centre, Sunnybrook & Regional Vice President, Cancer Care Ontario, Bernard and Ryna Langer Chair, Division of General Surgery- University of Toronto*

*-Cancer Care Ontario*

*-Ontario Association of Gastroenterology*

- *Showcase your product/ brand to a desirable target audience;*  
*Colon Cancer Canada's participants include celebrities, business and community leaders and healthcare professionals*
- *Offer exposure at a high-profile event that attracts national media coverage while providing a vehicle through which your organization can fulfill your philanthropic mandate;*
- *Enhance your community investment program;*
- *Host key clients in a fun and relaxed setting;*

*This package outlines numerous levels of sponsorship and related benefits. It can be further customized to meet your specific marketing needs.*

## SPONSORSHIP OPPORTUNITIES

Presenting Sponsor	\$25,000
Host Sponsor	\$20,000
Tournament Sponsor	\$15,000
Course Sponsor	\$10,000
Dinner Sponsor	\$10,000
Lunch Sponsor	\$7,500
Cocktail Reception Sponsor	\$6,500
Gifting Sponsor	\$6,500
Golf Cart Sponsor	\$5,000
On-Course Activities Sponsor	\$3,500
Corporate Foursome	\$2,300
Hole Sponsors	\$1,000

## 2014 ANNE MURRAY CHARITY GOLF CLASSIC PRINCIPAL SPONSORS BENEFITS CHART

Sponsorship Level	Corporate Logo in all Tournament Advertising	Opportunity to Address Players at Podium	Product Placement During Event	18 Pin Flags x 2 Courses	36 Tee Blocks x 2 Courses	Category Specific Signage	Golf Hole Sign	Logo on Sponsor Boards and Sponsor Video Loop At Event	Number of Foursomes Included	Event Profile on CCC Website
Presenting Sponsor \$25,000	●	●	●	●		●	●	●	4	●
Host Sponsor \$20,000			●		●	●	●	●	3	●
Tournament Sponsor \$15,000			●			●	●	●	3	●
Course Sponsor \$10,000			●			●	●	●	2	●
Dinner Sponsor \$10,000			●			●	●	●	2	●
Lunch Sponsor \$7,500			●				●	●	1	●

\*Further customization is available. Please contact Colon Cancer Canada President Bunnie Schwartz at 416-785-0449 extension 223 to discuss sponsorship acknowledgement preferences

## 2014 ANNE MURRAY CHARITY GOLF CLASSIC SUPPORTING SPONSORS BENEFITS CHART

Sponsorship Level	Corporate Logo in all Tournament Advertising	Opportunity to Address Players at Podium	Product Placement During Event	18 Pin Flags x 2 Courses	36 Tee Blocks x 2 Courses	Category Specific Signage	Golf Hole Sign	Opportunity to Sample on Hole (pending approval)	Logo on Sponsor Boards and Sponsor Video Loop At Event	Number of Foursomes Included	Event Profile on CCC Website
Cocktail Reception Sponsor \$6,500			●				●		●	1	●
Giftng Sponsor \$6,500 **							●		●	1	●
Golf Cart Sponsor \$5,000									●	1	●
On-Course Activity Sponsor \$3,500										Golf for 2 Players	●
Corporate Foursome \$2,300										1	●
Hole Sponsor \$1,000							●	●		0	●

\*Further customization is available. Please contact Colon Cancer Canada President Bunnie Schwartz at 416-785-0449 extension 223 to discuss sponsorship acknowledgement preferences

\*\* Gifting sponsor will receive their logo on the packaging of the player gift



# ANNE MURRAY CHARITY GOLF CLASSIC

**JUNE 24, 2014**

Bunnie Schwartz, President of Colon Cancer Canada, is looking forward to hearing from you to discuss any specific sponsorship customizations that your company might require or to assist with any questions about the event. She can be reached at 416-785-0449 extension 223.

We wish to participate in the Anne Murray Charity Golf Classic at the following level:

Presenting Sponsor	<b>\$25,000</b>
Host Sponsor	<b>\$20,000</b>
Tournament Sponsor	<b>\$15,000</b>
Course Sponsor	<b>\$10,000</b>
Dinner Sponsor	<b>\$10,000</b>
Lunch Sponsor	<b>\$7,500</b>
Cocktail Reception Sponsor	<b>\$6,500</b>
Gifting Sponsor	<b>\$6,500</b>
Golf Cart Sponsor	<b>\$5,000</b>
On-Course Activities Sponsor	<b>\$3,500</b>
Corporate Foursome	<b>\$2,300</b>
Hole Sponsor	<b>\$1,000</b>

Please record your company information as follows:

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_

Address: \_\_\_\_\_

Artwork/Logo Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_

A special thank you for your support!

In lieu of sponsorship, our donation in the amount of \$ \_\_\_\_\_ is enclosed.

Method of Payment: Visa MasterCard Amex

Card #: \_\_\_\_\_ Expiry: \_\_\_\_\_

Signature: \_\_\_\_\_

Cheque enclosed (Please make payable to Colon Cancer Canada)

Please return this form to:

Kathy Morin, Colon Cancer Canada

5915 Leslie Street, Suite 204, Toronto ON M2H 1J8

Tel: 416.785.0449 ext. 230 Fax: 416.785.0450

[kathy@coloncancer.ca](mailto:kathy@coloncancer.ca)