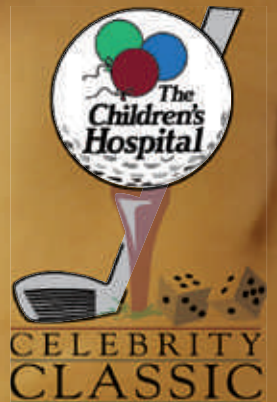


# *Sponsorship* Opportunities



# CHILDREN'S HOSPITAL

## Friends and Supporters:

### Children's Hospital Friends and Supporters:

Children provide so much joy in our lives. Their smiles brighten any day. Their laughter reminds us of what is good in the world.

However, a sudden illness can make the smiles and laughter give way to pain and tears. That's where The Children's Hospital at The Medical Center of Central Georgia comes in. A talented, caring staff of doctors and nurses work wonders with our children to deliver the very best pediatric healthcare available in this region.

But these highly trained professionals need your support. By sponsoring our annual Celebrity Classic Weekend, you and your company will help enhance medical care at The Children's Hospital and join others in guaranteeing our next generation grows up strong and healthy. Not only will you help our children, you'll have a blast doing it. The entire weekend is filled with fun, excitement, and opportunities to talk with kids and parents who know first-hand the wonderful work done at our Children's Hospital.

Please show your support as a sponsor and participant in the Celebrity Classic. Your time and money will go a long way towards providing all of our children with a bright future.

Sincerely,

*Frank Malloy*

Frank Malloy  
Honorary Chairman  
19th Annual Celebrity Classic



Bobby Tinley performs for patients

## Event Schedule

*April 16-18, 2011*

- John Odom, MLB, with patient    Celebrity Casino Night ..... Saturday, April 16, 6:30 p.m.  
Goodwill /Anderson Conference Center
- Celebrity/Sponsor Tour..... Sunday, April 17, 10:30 a.m.-12:30 p.m.  
The Children's Hospital
- Butler Lexus Celebrity / Sponsor Scramble..... Sunday, April 17, 2 p.m. Tee Times  
Idle Hour Club - Duck Swann Par        3 Course
- Celebrity Golf Tournament ..... Monday, April 18, 8 a.m. & 1:30 p.m. Tee Times  
Idle Hour Country Club

# Tucker Story

Haddock, GA

Mike and Dottie Tucker beamed with joy when they were told they would be expecting their first child in early fall of 2009. What they were not expecting was their son, Will, to arrive 13 weeks before his due date. In late June, Dottie, then 27 weeks pregnant, was experiencing fluid loss and felt that things were not normal with her pregnancy. With a mother's intuition, Dottie's feeling was correct, and she was experiencing pre-term labor. June 18th, Dottie was admitted to Te Medical Center of Central Georgia, where doctors worked patiently to stop her labor, but on Father's Day, June 27, 2009, Mike and Dottie's son was born at just 2 pounds and 7 ounces. He was immediately taken to the Neonatal Intensive Care Unit of Te Children's Hospital. "When we were able to see Will, I could not believe how small he was, he was just 14 inches long—the size of a ruler. To see my son's first moments of life like this was heartbreaking, but the staff reassured us he was in the right place and they were doing everything they could to care for him," says Mike. Will was placed on a ventilator and several medications to stabilize and mature his lungs. Just three weeks after he was born, Dottie and Mike held Will for the first time. "Getting the opportunity to hold him for the first time was amazing. It meant so much to us to be able to have the staff there as we held him. It is a moment, we will never forget," says Dottie. During his 3 month stay in the Neonatal Intensive Care Unit, Will experienced many ups and downs as a premature infant, but now at almost two years old, you would not know that he was 13 weeks premature. "The staff

of the Neonatal Intensive Care Unit was outstanding! They not only provided medical support for our son, but also emotional support for me and my wife. We owe the life of our son to them," says Mike Tucker.



Dottie and Will Tucker

*For Goodness Sake.*

**—OVERALL EVENT PRESENTING SPONSOR—**



Les Jones and Bob Jones of Kroger with miracle children, the Wilson triplets.



SUPPORTING THE CHILDREN'S HOSPITAL  
FOR MORE THAN 20 YEARS.

**THANK YOU, KROGER!**

# Golf Tournament

## Sponsorship Opportunities



### OVERALL EVENT PRESENTING SPONSOR

**\$25,000 —(ONE SOLD)**

#### Networking Opportunities

- 30 Celebrity Meet & Greet tickets
- Invitation to brunch & tour

#### Event Participation

- 15 golf entries
- 30 Celebrity Casino Night tickets.

#### Customized Promotional Package

- Priority inclusion in all event media coverage
- Recognition on Medcen Community Health Foundation donor wall
- Your logo/hyperlink on Medcen website
- Golf banner and hole sponsorship sign
- Recognition at Celebrity Casino Night
- Priority listing in Celebrity Classic Weekend program
- Listing in Medcen Happenings magazine (circulation 10,000)

### DIAMOND SPONSOR

**\$15,000**

#### Networking Opportunities

- 18 Celebrity Meet & Greet tickets
- Invitation to brunch & tour

#### Event Participation

- 9 golf entries
- 18 Celebrity Casino Night tickets.

#### Customized Promotional Package

- Recognition on Medcen Community Health Foundation donor wall
- Your logo/hyperlink on Medcen website
- Golf banner and hole sponsorship sign
- Recognition at Celebrity Casino Night
- Prominent listing in Celebrity Classic Weekend program
- Listing in Medcen Happenings magazine (circulation 10,000)

### PLATINUM SPONSOR

**\$10,000**

#### Networking Opportunities

- 12 Celebrity Meet & Greet tickets
- Invitation to brunch & tour

#### Event Participation

- 6 golf entries
- 12 Celebrity Casino Night tickets

#### Customized Promotional Package

- Recognition on Medcen Community Health Foundation donor wall
- Your logo/hyperlink on Medcen website
- Golf banner and hole sponsorship sign
- Recognition at Celebrity Casino Night
- Prominent Listing in Celebrity Classic Weekend program
- Listing in Medcen Happenings magazine (circulation 10,000)

### GOLD SPONSOR

**\$7,500**

#### Networking Opportunities

- 8 Celebrity Meet & Greet tickets
- Invitation to brunch & tour

#### Event Participation

- 4 golf entries
- 8 Celebrity Casino Night tickets

#### Customized Promotional Package

- Your logo/hyperlink to your website on Medcen website
- Golf banner and hole sponsorship sign
- Recognition at Celebrity Casino night
- Listing in Celebrity Classic Weekend program
- Listing in Medcen Happenings magazine (circulation 10,000)

### SILVER SPONSOR

**\$5,000**

#### Networking Opportunities

- 6 Celebrity Meet & Greet tickets
- Invitation to brunch & tour

#### Event Participation

- 3 golf entries
- 6 Celebrity Casino Night tickets

#### Customized Promotional Package

- Recognition at Celebrity Casino Night
- Golf banner and hole sponsorship sign
- Listing in Celebrity Classic Weekend program
- Listing in Medcen Happenings magazine (circulation 10,000)

### BRONZE SPONSOR

**\$3,000**

#### Networking Opportunities

- 4 Celebrity Meet & Greet tickets
- Invitation to brunch & tour

#### Event Participation

- 2 golf entries
- 4 Celebrity Casino Night tickets

#### Customized Promotional Package

- Golf banner and hole sponsorship sign
- Listing in Celebrity Classic Weekend program
- Listing in Medcen Happenings magazine (circulation 10,000)

### HOLE SPONSOR

**\$1,500**

#### Networking Opportunities

- 2 Celebrity Meet & Greet tickets
- Invitation to brunch & tour

#### Event Participation

- 1 golf entry
- 2 Celebrity Casino Night tickets

#### Customized Promotional Package

- Hole sponsorship sign
- Listing in Celebrity Classic Weekend program
- Listing in Medcen Happenings magazine (circulation 10,000)

### INDIVIDUAL PLAYER

**\$750**

#### Event Participation

- 1 golf entry
- 2 Celebrity Casino Night tickets

### SCOREBOARD SPONSOR

**\$500 per panel (4 panels available)**

- Displayed during Sunday, Celebrity Meet & Greet and Golf Tournament
- Used as background for all Golf Tournament Team Photos





# Celebrity Casino Night

## Sponsorship Opportunities

### PRESENTING SPONSOR

**\$5,000**

#### Networking Opportunities

- 8 Celebrity Meet & Greet tickets

#### Event Participation

- 20 Celebrity Casino Night tickets

#### Customized Promotional Package

- 3 sponsor-showcased gaming tables
- Display of your company's banner at Casino Night
- Showcased rotation of logo on big screen slide show at Casino Night
- Your logo/Hyperlink on Medcen website
- Showcased listing in the Celebrity Classic/ Casino Night program
- Listing in Medcen Happenings magazine (circulation 10,000)
- Discount on additional Casino Night tickets

### ACE

**\$2,000**

#### Networking Opportunities

- 6 Celebrity Meet & Greet tickets

#### Event Participation

- 16 Celebrity Casino Night tickets

#### Customized Promotional Package

- 2 sponsor-showcased gaming tables
- Logo featured on big screen slide show at Casino Night
- Listing on the Celebrity Classic website
- Featured listing in the Celebrity Classic/ Casino Night program
- Listing in Medcen Happenings magazine (circulation 10,000)
- Discount on additional Casino Night tickets

### KING

**\$1,250**

#### Networking Opportunities

- 2 Celebrity Meet & Greet tickets

#### Event Participation

- 12 Celebrity Casino Night tickets

### Customized Promotional Package

- 1 sponsor-showcased gaming table
- Logo featured on big screen slide show at Casino Night
- Listing on the Celebrity Classic website
- Featured listing in the Celebrity Classic Weekend program
- Listing in Medcen Happenings magazine (circulation 10,000)
- Discount on additional Casino Night tickets

### QUEEN

**\$600**

#### Event Participation

- 8 Celebrity Casino Night tickets

#### Customized Promotional Package

- Listing on Celebrity Classic website
- Featured listing in the Celebrity Classic Weekend program
- Listing in Medcen Happenings magazine (circulation 10,000)
- Discount on additional Casino Night tickets

### JACK

**\$400**

#### Event Participation

- 4 Celebrity Casino Night tickets

#### Customized Promotional Package

- Featured listing in the Celebrity Classic Weekend program
- Listing in Medcen Happenings magazine (circulation 10,000)
- Discount on additional Casino Night tickets

### AUCTION DONATIONS

#### Event Participation

- 2 Celebrity Casino Night tickets

#### Customized Promotional Package

- Listing in auction brochure and on item display
- Additional benefits may be available based on the value of the donation.

# Celebrity Classic weekend Supporters

## Sponsorship Opportunities

### FRIEND

**\$1,500**

#### Customized Promotional Package

- Listing in Celebrity Classic W program
- Your logo/hyperlink on Medcen website
- Listing in the Medcen Happenings magazine (circulation 10,000)

### PAL

**\$500**

#### Customized Promotional Package

- Listing in Celebrity Classic Weekend program
- Listing on Celebrity Classic website
- Listing in the Medcen Happenings magazine (circulation 10,000)

### IN-KIND DONATIONS

Various opportunities are available including, but not limited to, hotel rooms, event beverages, signage production, and participant bags or gifts.



Joey Browner, NFL, with Children's Hospital patient

# LEXUS CHAMPIONS FOR CHARITY

## Raffle



# Nakeia Brooks

Macon, Georgia

— Presented by Butler Lexus —

## Raffle Tickets ... \$100 each

**GRAND PRIZE WINNER RECEIVES AN ALL-EXPENSE PAID TRIP FOR TWO PLAYERS TO PARTICIPATE IN THE LEXUS CHAMPIONS FOR CHARITY NATIONAL CHAMPIONSHIP AT PEBBLE BEACH RESORT.**

PACKAGE INCLUDES:

- Airfare
- Meals
- Lodging
- Entertainment
- 3 days/54 holes at Pebble Beach Golf Links, The Links at Spanish Bay, and Spyglass Hill Golf Course

*(PACKAGE COVERS GOLFERS ONLY)*

**PRIZE DRAWING TO BE HELD AFTER CELEBRITY GOLF TOURNAMENT, APRIL 18, 2011.**

For raffle ticket purchases contact:

**Mike McCollum at 478-633-7686**

**[mccollum.mike@mccg.org](mailto:mccollum.mike@mccg.org)**

Raffle Tickets purchase available online at

**[www.medcenfoundation.org](http://www.medcenfoundation.org)**

**BUTLER LEXUS CELEBRITY / SPONSOR PAR 3 TOURNAMENT SUNDAY, APRIL 17, 2:00 PM**

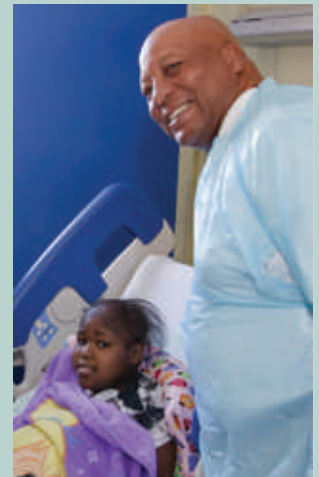
Idle Hour Club Albert "Duck" Swann Par 3 Course

- Teams comprised of one Celebrity and two sponsor participants
- Space for this event is limited to first 24 sponsor participants
- Celebrity Classic Sponsor may secure a spot with purchase of ONE Lexus Champions for Charity Raffle Ticket

The word cancer seemed surreal especially to 12 year old Nakeia Brooks of Macon, Georgia. The word just simply did not exist in her vocabulary until she was diagnosed on March 18th, 2010 with Acute Bithenotypic Leukemia. Just before her diagnosis, Nakeia's mother Marqueta Lucas, noticed that she had sinus problems and was also being more passive in nature especially when it came to playing with her brother and sister Marqueta took Nakeia to her pediatrician where he ordered a blood test. Much to their dismay the test determined she had leukemia. Nakeia was sent directly to The Children's Hospital. On the day she was admitted, Nakeia underwent a spinal tap bone marrow biopsy and began chemotherapy for not only one type, but for 2 different types of leukemia. Nakeia was diagnosed with both acute lymphoblastic leukemia and acute myelogenous leukemia. "For a child to be diagnosed with 2 types of leukemia is very rare. She is getting double chemotherapy treatments unlike someone who has one type of cancer" says Marqueta. Nakeia spent two and one-half months in The Children's Hospital. "At the beginning of this, I did not know whether my child was going to live or die, but the doctors and the staff of the hospital helped us see there was hope," says Marqueta. Almost a year after being diagnosed, Nakeia is now on a maintenance program where she is receiving treatments once a month instead of three times a week. "The Children's Hospital is wonderful. There is not one person who does not know you by name and that is important not just to me, but to Nakeia. They do so much for her and when she comes to the hospital, she is not afraid. She says cancer is not going to win because she is a cancer survivor. She is a MIRACLE," exclaims Marqueta.



*Nakeia Brooks*



*Bonecrusher Smith with Nakeia Brooks*

# Sponsorship Registration

## Celebrity Classic Weekend Benefiting The Children's Hospital



By marking the box below, you are indicating that you wish to purchase a Celebrity Classic Weekend 2011 sponsorship. Payment must be received in full 30 days post signing. Please make all checks payable to The Children's Hospital. (We also accept electronic payment at [medcenfoundation.org](http://medcenfoundation.org). All major credit cards accepted.)

Please retain a copy of this form for your records. For information regarding event details or sponsorship, contact **Mike McCollum** at 478-633-7686 or [McCollum.Mike@mccg.org](mailto:McCollum.Mike@mccg.org).

I want to support life-saving efforts at The Children's Hospital at The Medical Center of Central Georgia by purchasing the following sponsorship(s):

### CLASSIC WEEKEND SPONSORSHIP

- Overall Weekend Presenting Sponsor .....\$25,000
- Diamond Sponsor ..... \$15,000
- Platinum Sponsor..... \$10,000
- Gold Sponsor ..... \$7,500
- Silver Sponsor .....\$5,000
- Bronze Sponsor .....\$3,000
- Hole Sponsor .....\$1,500
- Individual Player .....\$750
- Scoreboard Sponsor..... \$500

### CLASSIC CASINO NIGHT SPONSORSHIP

- Presenting Sponsor ..... \$5,000
- Ace Sponsor .....\$2,000
- King Sponsor .....\$1,250
- Queen Sponsor.....\$600
- Jack Sponsor..... \$400
- I would like to donate the following item(s) to the Casino Night auction.

### CELEBRITY CLASSIC WEEKEND SUPPORTER SPONSORSHIP

- Friend Sponsor ..... \$1,500
- Pal Sponsor .....\$500
- I would like to donate the following item(s) for the golf goodie bags.

### LEXUS CHAMPIONS FOR CHARITY RAFFLE

- Raffle Ticket.....\$100
- Yes, I would like to participate in the Butler Lexus Celebrity/Sponsor Par 3 Tournament

Preferred tee time for Monday rounds:  8 a.m. or  1:30 p.m. **will be determined on a first-come, first-served basis.**

Company (as it should appear on sponsorship materials) \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

- **FAX SIGNED AGREEMENT TO:** 478-749-9139, Attn: Mike McCollum
- **MAKE CHECKS PAYABLE TO:** The Children's Hospital
- **AND MAIL TO:** 858 High Street, Macon, GA 31201, Attn: Mike McCollum

*SPONSORSHIP DEADLINE FOR LOGO PRINTING: MARCH 11*

#### LOGO SUBMISSION REQUIREMENTS:

Logos must be e-mailed to Mike McCollum at [McCollum.Mike@mccg.org](mailto:McCollum.Mike@mccg.org) by March 13 as follows:

- Digital jpeg and eps formats
- Color and b/w formats

Thank You for Your Sponsorship!



## *Did You Know?*

**In recent years, proceeds from  
Celebrity Classic Weekend have funded:**

- Pediatric Ambulance
- The expansion of the Level II Neonatal Intensive Care nursery
- Renovation of the General Pediatric floor, Children's Hospital Outpatient Services (CHOPS), and the Pediatric Intensive Care Unit (PICU) of The Children's Hospital
- The establishment of the HOPE (Hematology/Oncology Place of Excellence) Center
- Expansion of the Level III Neonatal Intensive Care Unit (NICU)
- The establishment of Pediatric Intermediate Care Unit
- The purchase of child-friendly, life saving medical equipment.



*For Goodness Sake.*

–OVERALL EVENT PRESENTING SPONSOR–

**MEDCEN**  
COMMUNITY HEALTH FOUNDATION  
*The Medical Center of Central Georgia  
Central Georgia Health System*

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858 High Street, Macon, GA 31201  
[www.medcenfoundation.org](http://www.medcenfoundation.org)