

EIGHTH ANNUAL

Hope INVITATIONAL

Denver's Premier
Golf Event!

JUNE 10, 2013

Colorado Golf Club

HOPEINVITATIONAL.COM

Honorary Chair:
Coach George Karl
Head Coach, Denver Nuggets



The best
birthday
ever

2013

Celebrating 100 years of the American Cancer Society.





2013 Committee Members

SPECIAL THANKS TO OUR 2013 COMMITTEE MEMBERS:

CHAIR:

REED SMITH, COBIZ INSURANCE

MARK BORER, DCP MIDSTREAM PARTNERS

MARC NEELY, CIGNA

TROY REISNER, DELOITTE & TOUCHE

DR. JODI CHAMBERS, ST. ANTHONY HOSPITAL

JOSH WILSON, FIRST WESTERN TRUST BANK

JANE JACHOWICZ, PARKER ADVENTIST HOSPITAL

DIANA DREMAN, DELOITTE & TOUCHE

BRETT WININGHAM, BENEFITMALL

Past sponsors and partners supporting the Hope Invitational and the fight against cancer:

A&E Tire	Colleen Schwarz	Kroenke Sports	RK Mechanical
ACI Services *	Continental Airlines	LabCorp *	Rocky Mountain Cancer Centers*
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*founding sponsors



Thank you!



Hello Friends,

Greetings from the American Cancer Society's eighth-annual Hope Invitational golf tournament. On behalf of CoBiz Insurance and the CoBiz Financial family of companies, I am honored to be serving as Executive Chair for this important and prestigious event.



CoBiz is a proud partner of American Cancer Society, supporting its mission to eliminate cancer and the devastating impact cancer has on our society. At CoBiz, we've seen firsthand the impact of cancer on so many lives. We understand the importance of assisting ACS in finding a cure against this formidable disease. American Cancer Society has also become an integral partner in our corporate employee wellness program, focused on prevention and education for our employees and their families.

Thanks to your continued efforts and support of events and this tournament, more than \$9 million in research will be funded right here in Colorado. Nationally, more than 11 million cancer survivors will celebrate another birthday, thanks in part to the progress made by the American Cancer Society, the "official sponsor of birthdays." In fact, in 2013 we'll celebrate the

100TH BIRTHDAY FOR AMERICAN CANCER SOCIETY!

The 2013 HOPE Invitational will be hosted at Colorado Golf Club, site of the 2013 Solheim Cup, the most exciting international event in women's golf. This first-class venue will once again deliver a memorable experience for our sponsors and their guests.

Please join us this 100th birthday year at the Hope Invitational. We need to continue to fight for every birthday threatened by cancer. In partnership with American Cancer Society, we will help our country stay well, get well, find cures and fight back.

In Good Health,

Reed Smith

Reed Smith
Vice President
CoBiz Insurance



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The Party JUNE 9, 2013

Committee members of the Hope Invitational & Ladies Hope Invitational continue to plan an exceptional pre-tournament function, returning this year to Palazzo Verdi in the Denver Tech Center. All participating sponsors, foursomes and partners of the Hope Invitational will be included in the *A Taste of Hope* cocktail party and auction. This artistic venue provides the perfect backdrop for an evening of hors d'oeuvres, signature cocktails and unique auction. Don't miss this special evening at *A Taste of Hope* with over 200 guests committed to finding a cure.



The Round JUNE 10, 2013

Home of the 2010 U.S. Senior Men's Open and the 2013 Solheim Cup, Colorado Golf Club provides the perfect setting for this high caliber tournament. The clubhouse and facilities will take your breath away even before heading out to the course with its panoramic views. For golfers of all abilities, this event will offer an exclusive, first-class entertainment and networking opportunity for executives and their key business partners.

You and your guests can expect a day filled with premium service, dining, entertainment and player amenities such as our Nike pro shop gift experience.

Our goal is to provide you with an experience unlike and other charity golf event you have attended. The Hope Invitational is an opportunity for Denver's community and business leaders to network with their peers in comfortable surroundings and learn more about the American Cancer Society and our mission to eliminate cancer.



The Ladies JUNE 10, 2013

Recently added to the Hope Invitational, a ladies only lunch, clinic and round of golf has been designed for women of all skill levels. This exclusive event will be held at the Colorado Golf Club main clubhouse and practice facilities with a 9-hole round on the "short course". Hope ladies will enjoy premium amenities and gift packages designed just for them. ***This event sold out in 2012, so don't miss this unique day of golf.***



If you need additional information or have questions, please contact:

Jane Barnes, Distinguished Events Director
2255 S. Oneida St., Denver, CO 80224
Phone: 720-524-5446 • Fax: 303-759-1615
jane.barnes@cancer.org



2013 Ladies Hope Invitational

MONDAY, JUNE 10, 2013 | COLORADO GOLF CLUB

THE AMERICAN CANCER SOCIETY LADIES' HOPE INVITATIONAL – A NEW ADDITION TO THE CLASSIC AND DISTINGUISHED HOPE INVITATIONAL.

The Inaugural Ladies Hope Invitational was a hit! Sold out well before the tournament, our guests soon learned how we “tee it up” and fight cancer in a significant way. This year, help us celebrate our 100th Birthday as we work to “finish the fight” and save even more lives. **As the official sponsor of birthdays, we are working hard to help everyone celebrate more birthdays.**

The new Ladies Hope Golf Committee is planning this exceptional day of golf for women only at the beautiful Colorado Golf Club! There will be two different 9-hole rounds – one in the morning and one in the afternoon. A golf clinic will be available for all golfers as well as a great lunch and program at the club. Join the **Lunch Bunch** and participate in the clinic and luncheon only if you like.

After our round (or clinic depending on the schedule you select), everyone will return to the clubhouse for awards, have the opportunity to learn more about the American Cancer Society, our programs and resources, and connect with others. A main goal of this event will be to raise awareness for women's cancer issues. Speakers may include researchers, local survivors and others from the Denver community passionate to find a cure.

Sponsorship and underwriting opportunities are limitless, but don't delay! Top sponsorships were sold early last year and all foursomes sold out months before the event. Opportunities are listed below:

- Clinic Sponsor \$5,000
- Luncheon Sponsor \$3,000
- Awards Reception Sponsor \$3,000
- Foursomes \$1,500

For additional details, please contact Jane Barnes at the numbers below.

LOOKING FORWARD TO SEEING YOU THERE!

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2013 Sponsorship Opportunities

100TH BIRTHDAY (PRESENTING) SPONSOR (\$35,000)

HELP US CELEBRATE A VERY SPECIAL BIRTHDAY FOR 2013 AND SAVE EVEN MORE LIVES!

BENEFITS

- Company name and logo recognition on all event collateral and media pieces as “100th Birthday Sponsor of the Hope Invitational”
- Prominent signage at Hope Invitational and *Taste of Hope* with “Presented by (your company)”
- Speaking opportunity both day of golf and at Taste of Hope event
- Sponsor recognition at *A Taste of Hope* function and inclusion of twenty (20) guests (reserved tables)
- **Golf amenities for three (3) foursomes including greens fees, premium gift packages, lunch, awards reception**
- **One Colorado Golf Club cottage package (two nights, two rounds of golf for 4, with flexibility in date used)**
- A complimentary Workplace Solutions Assessment where no-cost employee programs can be customized to fit your specific needs and have a positive impact on your company's bottom line.
- Full page advertisement in souvenir event program
- Exclusive signage on one hole
- Opportunity to join the Executive Committee
- Supporter recognition on new 2013 website (logo and link to your company)
- 1st right of refusal for 2014 Hope Invitational.



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2013 Sponsorship Opportunities

AMERICAN CANCER SOCIETY MISSION SPONSORS (\$20,000)

HELP OTHERS GET WELL, STAY WELL, FIGHT BACK AND FIND CURES!

Choose one of the four mission messages and help bring our message to the Hope Invitational Guests. Each Mission Sponsor will have the option to personally host a mission message table at both events, the Taste of Hope and Hope Invitational.

BENEFITS

- Your company is recognized as the “Get Well” (or other mission sponsor) in all Hope Invitational event collateral
- Your company has a “Get Well” (or other mission sponsor) ad on the Hope Invitational website highlighting your company’s wellness message (to be approved by the American Cancer Society) with a link to your business
- **Golf amenities for two (2) foursomes in the Hope Invitational tournament including green fees, premium gift packages, lunch, and awards reception**
- Opportunity to host a “Get Well” (or other mission sponsor) table at both events highlighting a mission message for the American Cancer Society. Work alongside the American Cancer Society to bring your company’s wellness message or program to the event
- Sixteen (16) tickets to *A Taste of Hope* function with reserved tables
- Welcome signage recognition with logo at both dinner and day of golf
- Exclusive signage on one hole
- Half-page advertisement in souvenir event program
- Announcements and recognition at both the *Taste of Hope* and tournament
- Opportunity to join the Executive Committee
- Mission Sponsor level logo recognition in the souvenir event program



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2013 Sponsorship Opportunities

GOLD SPONSOR – \$15,000

- Company name and logo recognition on all event collateral and media pieces as “Gold Sponsor”
- Full page advertisement in souvenir event program
- Sponsor recognition at *A Taste of Hope* function and inclusion of sixteen (16) guests (reserved tables)
- **Golf amenities for two (2) foursomes including greens fees, premium gift packages, meals and awards reception**
- Exclusive signage on one hole
- Opportunity to join the Executive Committee
- Supporter recognition on new 2013 website (logo and link to your company)

A TASTE OF HOPE SPONSOR – \$15,000

- Opportunity to welcome American Cancer Society’s distinguished guests to the *A Taste of Hope* dinner (Sunday, June 9th), alongside our Presenting Sponsor of the Hope Invitational
- **Golf amenities for one (1) foursome including greens fees, premium gift packages, meals and awards reception**
- Golf amenities for one (1) Ladies Hope Invitational foursome which includes meals, clinic, and premium gift package.
- Includes sixteen (16) dinner tickets to *A Taste of Hope* event.
- Prominent name & logo recognition on all available tournament & dinner materials at time of commitment
- Logo and name placement on *A Taste of Hope* event communications prior to event
- *A Taste of Hope* sponsored by: _____ (your company name)
- Prominent welcome signage at dinner
- Half-page advertisement in dinner/auction program
- Opportunity to join Executive Committee
- Supporter recognition on new 2013 website (logo and link to your company)

SILVER SPONSORS – \$10,000

- **Golf amenities for one (1) foursome in the Hope Invitational tournament including green fees, premium gift packages, meals and awards reception**
- Twelve (12) tickets to *A Taste of Hope* function
- Welcome signage recognition with logo at both dinner and day of golf.
- Exclusive signage on one hole
- Half-page advertisement in souvenir event program
- Announcements and recognition at both the *A Taste of Hope* and tournament.
- Opportunity to join the Executive Committee
- Supporter recognition on new 2013 website



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2013 Sponsorship Opportunities

BRONZE SPONSOR — \$6,000 Early bird price: \$5,000 prior to January 31, 2013*

- **Golf amenities for one (1) foursome in the Hope Invitational tournament including green fees, premium gift package, meals and awards reception**
- Eight (8) tickets to *A Taste of Hope* function
- Signage on one co-sponsored hole
- Bronze level logo recognition in the souvenir event program

**commitment forms sent to ACS office and payments made prior to January 31, 2013*

Upgrade your visibility and sponsorship package or purchase separately:

\$3,000 FORECADDY SPONSOR — A unique way to be visible throughout the round of golf and support the fight against cancer. Your logo will appear on every caddy bib during the round of golf. Includes 4 dinner tickets. (1 available)

\$3,000 BIRTHDAY CAKE & CHAMPAGNE SPONSOR — Be our party sponsor and provide the birthday cake and champagne for every guest at *A Taste of Hope*. Includes 4 dinner tickets. (1 available)

\$2,000 PAINTBRUSH SPONSOR — Host our beverage carts and beverage stations at the tournament and *A Taste of Hope* event. Includes 4 dinner tickets. (2 available)

\$2,000 CONTEST SPONSOR — Everyone loves fun, so showcase your business by being the center of all our golf contests. Sponsor our Hole in One activity and other contest prizes such as Nike drivers, golf bags, and other premium prizes. Signs and prizes provided for every Par 3. Includes 4 dinner tickets. (2 available)

\$2,000 TEE PRIZE SPONSOR — Logo recognition as Tee Prize Sponsor. Tee Prize Sponsors provide the first class “Nike Pro Shop Experience” for all of our guests. Includes 4 dinner tickets. (6 available)

\$2,000 CART SPONSOR — What better way to showcase your business than with your logo and website on every golf cart windshield. (1 available)

“HAPPY BIRTHDAY” SPONSOR — Wish the American Cancer Society a “Happy 100th Birthday!” We’ll have a card made just for you visible at both events recognizing you as a Happy Birthday Sponsor.

Option of: \$500 (2 dinner tickets), \$1,000 (4 dinner tickets) and \$1,500 (6 dinner tickets)



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2013 Sponsorship Confirmation

THANK YOU FOR JOINING US as a sponsor of the eighth annual Hope Invitational.

Please indicate your level of support below, complete the form and return it to the address listed below.

- ☐ Presenting Sponsor (\$35,000) ☐ Get Well, Stay Well, Fight Back, Find Cures Sponsor (\$20,000)
☐ Gold Sponsor (\$15,000) ☐ Silver Sponsor (\$10,000)
☐ Taste of Hope (\$15,000) ☐ Bronze Sponsor (\$6,000 [\$5,000 if prior to 1/31])
☐ Upgrade Your Visibility Packages (\$_____) ☐ Happy Birthday Sponsor (\$_____)

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ Title: _____

Work Phone: _____ Fax: _____

Contact E-mail: _____

Preferred method of communication: _____ Best time to contact: _____

Signature _____

- ☐ YES, WE WILL HAVE GOLFERS PARTICIPATING ON JUNE 10, 2013
☐ We cannot participate this year, but please accept our donation in the fight against cancer

Payment Amount: \$_____

Payment Method:

- ☐ Credit Card: ☐ Visa ☐ MasterCard ☐ Discover ☐ Amex

Card Number: _____ Expiration: _____

- ☐ A check is enclosed (*make checks payable to the American Cancer Society*)
☐ Please invoice me



Please return this completed form to Jane Barnes at the American Cancer Society.

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American Cancer Society Who We Are

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer through research, education, advocacy, and service.

We are Committed to You...to Saving Lives.

Our 2015 Outcomes are intended as visionary stretch goals to inspire us -- volunteers and staff -- to accelerate our work in the pursuit of the Society's life-saving Mission in five key areas:

Tobacco Use:

- Adult Smoking: Reduce the number of adults who use tobacco products by 1 million (28%) by 2015.
- Youth Smoking: Reduce to 15% the number of children under 18 who use tobacco in the Great West by 2015.

Colorectal Cancer:

- Increase by 1.8 million (80%) the number of people age 50 and over who have colorectal cancer screening consistent with Society guidelines by 2015.

Breast Cancer:

- Increase by 1.3 million (75%) the number of women age 40 and over who have breast cancer screening consistent with Society guidelines by 2015.

Cancer Resource Network:

- Provide relevant information and patient services to more than 116,000 (88%) cancer patients and their caregivers by 2015.

Overweight/Obesity:

- Adults: Reverse the adult overweight/obesity growth trend by 50%
- Youth: Reduce the youth overweight/obesity rate in the Great West to 20%



Helping You Stay Well

- The Great West Division motivates individuals to adopt behaviors which prevent cancer or detect it early: eliminate tobacco, get recommended cancer screenings, make healthy physical and nutrition choices.
- We help people quit smoking through our American Cancer Society Quit for Life® tobacco cessation program. The Society works with Free and Clear® to operate the program, which in 2010 enrolled more than 305,000 tobacco users helping them get on the path to a healthier life.
- Our guidelines for proper nutrition and physical activity and cancer screenings help doctors and average Americans understand how to reduce cancer risk and what tests they need to find cancer at its earliest most treatable stage.



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American Cancer Society

Who We Are *(continued)*

Helping You Get Well

- We continue to increase the number of cancer patients and families who take advantage of our programs and services, providing them with patient navigation, lodging, transportation and local community-based programs.
- Our phone lines are open every minute of every day to help connect people with the answers they need. Each year, we provide free information and support to the 850,000 people who call us at 1-800-227-2345.
- We're a trusted resource for the more than 25 million visitors to cancer.org, where we offer the latest information and news on cancer and help people locate resources in their community.
- The American Cancer Society Hope Lodge® has helped more than 55,000 cancer patients and their families save tens of millions of dollars in lodging costs each year by providing a free place to stay and a community of support while they undergo treatment far from home.
- The American Cancer Society Patient Navigator Program, helps guide people facing cancer through every step of their journey. In 2010, our navigators helped more than 82,000 people across the nation through their cancer experience and fulfilled more than 119,000 requests.

Finding Cures

- We've had a hand in nearly every major cancer breakthrough of the last century, including confirming the link between cigarette smoking and lung cancer, establishing the link between obesity and multiple cancers, developing drugs to treat leukemia and advanced breast cancer, and showing that mammography is the most effective way to detect breast cancer.
- We're the largest non-governmental funder of cancer research in the United States, having spent more than \$3.4 billion on cancer research since 1946. We spend approximately \$130 million each year on cancer research.
- We fund beginning researchers with cutting-edge ideas early in their careers – 46 of whom have gone on to win the Nobel Prize, the highest accolade in scientific achievement.

Fighting Back: through Advocacy and Local Events

- The Great West Division is a catalyst for collaborations-- aggressively pursuing partnerships with lawmakers, public health agencies, large employers, health plans and other systems to further cancer prevention and early detection.
- Nearly 79 percent of the US population is now covered by some sort of smoke-free workplace, restaurant, and/or bar law can breathe easier, thanks in part to the American Cancer Society and the American Cancer Society Cancer Action Network.
- Together with ACS CAN (acscan.org), we have helped pass state laws ensuring that people have access to and coverage for lifesaving cancer screenings and treatments, and supported the enactment and continued federal funding of the National Breast and Cervical Cancer Early Detection Program.
- One in every 100 Americans participates in one of the 5,150 American Cancer Society Relay For Life® events across the country. (relayforlife.org) and the American Cancer Society Making Strides Against Breast Cancer® event unites 800,000 walkers and more than 220 communities to help save lives from breast cancer and provide hope to people facing the disease.



THE OFFICIAL SPONSOR OF BIRTHDAYS.™

We **save lives** and create more birthdays
by helping you stay well, helping you get well,
by finding cures, and by fighting back.

cancer.org | 1.800.227.2345

Consulting:

A Service for Companies to Optimize
Health and Wellness Practices

Workplace Solutions

From the American Cancer Society

The American Cancer Society in the Fight Against Cancer

The American Cancer Society is the nation's leading organization dedicated to preventing cancer, fighting for every life in every community threatened by the disease. By joining forces with the American Cancer Society, you can offer your employees the most rewarding experience possible in the workplace, while helping us get closer to our ultimate goal: a world without cancer.

The American Cancer Society Workplace Solutions Consulting service provides your company with customized strategies for controlling health care costs and increasing productivity by creating a healthy organizational culture in which your employees can thrive. Built on a set of best practices proven effective at improving health, this service is backed by recommendations from national expert review boards.

Control Health Care Costs and Improve Employee Health

Health benefits represent the fastest-rising labor costs for employers today, and the indirect costs of poor health, including absenteeism and diminished job performance, can exceed direct costs many times over. When considering both direct and indirect costs, it is clear that employee health issues can have a major impact on your bottom line.

Research compiled by the Centers for Disease Control and Prevention (CDC) shows that chronic diseases – including cancer, diabetes, heart disease, respiratory disease, and stroke – account for 70 percent of all deaths and more than 75 percent of all health care expenditures. The CDC also found that:

- Productivity losses cost employers \$1,685 per employee per year.
- Poor health behaviors such as tobacco use, poor diet, physical inactivity, and alcohol abuse lead to an increased risk of chronic disease.
- Workplace health promotion programs can influence employees' health knowledge, skills, and behaviors.

Employees spend the majority of their waking hours at work, making the workplace a great environment where they can learn about important health behaviors and make healthy choices. Employees whose lifestyles include regular exercise and a healthy diet generally feel better, have more energy, are more productive, and are less likely to miss work.

Healthy Benefits, Policies, and Programs

A workplace environment that promotes good health is achieved with a combination of preventive health care benefits, proactive company policies, and wellness-oriented programs. We believe that efforts to control health-related costs must be matched with equal efforts to maintain an attractive health benefits package that satisfies your current employees and appeals to prospective ones.

The American Cancer Society can help your company design benefits, policies, and programs that maximize your company's health and wellness investment. The Society also offers programs that meet the health, wellness, and cancer-specific needs of your employees to help them get well and stay well.

Get Started Today

To participate in Workplace Solutions Consulting and learn how your company can improve employee health, visit the Contact Us page on acsworkplacesolutions.com or call 1-800-227-2345.



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