

2025
LUNG
CANCER
INITIATIVE
GOLF
CLASSIC



Sponsorship Package

OCTOBER 6, 2025

Lonnie Poole Golf Course
NC State University



In memory of
Susan C. Hicks



LUNG CANCER INITIATIVE
A NETWORK OF HOPE AND ACTION

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About Lung Cancer Initiative

Lung cancer claims more lives than any other cancer—as many as breast, colon, and prostate cancers combined. In 2025, an estimated 226,650 people in the U.S. will be diagnosed with lung cancer, with 8,810 new cases expected in North Carolina alone. Although lung cancer has the highest mortality rate of all cancer types, it receives far less federal funding than other cancers. Research dollars for lung cancer trail behind those allocated for breast, prostate, and colon cancers, even though it causes more deaths than any of them. In light of the tremendous need for more research funding as well as programs to assist the many thousands of people affected by lung cancer, Lung Cancer Initiative (LCI) has developed impactful programs that provide vital resources, education and awareness, and financial assistance for patients in need.

Lung Cancer Initiative seeks to address the tremendous need for more research funding as well as programs to support the many thousands of people in our community impacted by lung cancer. Our mission is to advance survivorship and provide support to those affected by lung cancer through research, education and access programs. As the state's leading non-profit organization supporting lung cancer research and education, LCI specializes in connecting patients, survivors and loved ones with the medical and research communities. Our goal is to fuel medical discovery, increase survival, and provide a network of hope and action for those facing lung cancer. We have a high standard of fiscal responsibility for the funds we raise, and we pledge to maintain that standard while increasing advocacy across our state.

Where the Money Goes

RESEARCH: Lung cancer research is a key priority for LCI as it is making a tremendous difference in extending lung cancer survival and giving hope to people facing this disease. We are also committed to providing opportunities for researchers earlier in their careers to encourage their continued growth and involvement in the field of lung cancer. **Since our founding in 2008, LCI has funded \$3.4 million in lung cancer research!**

SURVIVOR SUPPORT AND ACCESS TO CARE PROGRAMS: LCI offers a variety of programs and resources designed to support lung cancer survivors and their caregivers at all stages of their journey, from diagnosis to long-term survivorship. Our **Survivor Engagement Program** includes monthly survivor lunches, an annual Survivor Wellness Retreat, and other survivor networking events. LCI also assists lung cancer patients in need through the **Tomma Hargraves Gas Card Program** and the **Patient Emergency Fund**, which help patients access their treatment and meet their basic needs during treatment.

EDUCATION AND AWARENESS PROGRAMS: Together with our partners at cancer centers and local organizations, LCI offers a wide variety of educational opportunities for everyone in our community!

- **Our Community Education programs** allow members of the community to come together to hear the latest information about lung cancer screening, research, treatment options, and related topics.
- **Patient Education** is also a priority. We distribute free print and online materials to patients and physician offices, which provides patients with vital information to help them and their caregivers better understand a diagnosis of lung cancer and make well-informed decisions about their care and treatment.
- **We also offer Provider Education** opportunities, which offer health care professionals information on how to improve lung cancer screening rates, keep up with research advancements, and increase awareness of LCI's patient support programs so that they can share them with their patients.



Playing With A Purpose...

The Lung Cancer Initiative Golf Classic, held in memory of Susan C. Hicks, will bring together more than 150 participants to make a meaningful impact on those affected by lung cancer. This year's event will take place on October 6, 2025, at Lonnie Poole in Raleigh.

The day will feature a range of activities, from exciting contests on the course to a silent auction, lunch, and a barbecue dinner. It will be a time to celebrate, remember, and take action, offering hope to individuals and families impacted by lung cancer. We invite you to join other corporate and community leaders in supporting this cause. Every dollar raised brings us closer to a cure!



Tournament Highlights

- Four person Captain's Choice format
- Registration includes green fees, tournament gift, range balls, cart, lunch and dinner
- Fun activities on the golf course
- Prizes for top teams
- Silent auction/raffle





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Susan C. Hicks

The 2025 Lung Cancer Initiative Golf Classic (spring event) is being held in memory of Susan C. Hicks, a loving wife and mother, who lost a short battle to lung cancer at the young age of 51. Susan was a friend to everyone she met and was very active in the community and her church. She became involved with the children and youth at First Presbyterian Church in Newton. FPC Newton was so impressed with her work that they hired Susan as both its Children and Youth Director. These interests led her to run for the Newton Conover City School Board; she was elected and was Vice Chairman at the time of her death. Susan wanted to beat cancer and survive to help others fight this battle. Her legacy is being carried on through the Susan C. Hicks Hope Charities, a partner of Lung Cancer Initiative.



Susan C. Hicks

A Legacy of Support

Several families have made a lasting impact as a part of Lung Cancer Initiative's golf tournament series. From our first tournament in memory of Thom Wood at Buies Creek, to our tournament in Hickory in memory of Harold Morrow and Susan C. Hicks to the Lung Cancer Initiative Golf Classic in memory of Ben Hynson, LCI golf tournaments have united families and communities in memory of their loved ones and furthered our organization's impact across the state.



Ben Hynson





FALL GOLF - Classic -

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Sponsorship and Participation Opportunities

PRESENTING SPONSOR: \$10,000

- Presenting Sponsor company included in event name as the "Lung Cancer Initiative Golf Classic Presented by [COMPANY NAME]"
- Three foursomes in the Classic
- Includes Pin Flag with company logo or name of loved one
- Promotion as "Presenting Sponsor" in all tournament marketing and press releases
- Logo included on all event collateral materials including print advertising, event invitation, website and recognition in the Lung Cancer Initiative e-newsletter
- Logo prominently displayed on sponsor banner at the event as "Presenting Sponsor"
- A table and tent to promote your business at the event
- Tournament gift for each player

EAGLE SPONSOR: \$5,000

- Two foursomes in the Classic
- Includes Pin Flag with company logo or name of loved one
- Logo included on all event collateral materials including print advertising, event brochures, event banner, website and recognition in Lung Cancer Initiative e-newsletter
- Logo prominently displayed on sponsor banner at the event as Eagle Sponsor
- A table provided at event to promote your business
- Tournament gift for each player

BIRDIE SPONSOR: \$2,500

- One foursome in the Classic
- Includes Pin Flag with company logo or name of loved one
- Logo included on event banner and website
- Logo prominently displayed on sponsor banner at the event as Birdie Sponsor
- A table provided at event to promote your business
- Tournament gift for each player

PAR SPONSOR: \$1,250

- One foursome in the Classic (must sign up as a team)
- Tournament gift for each player



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Sponsorship and Participation Opportunities

LUNCH SPONSOR: \$2,500

- Banner provided at the event with company name on it as the "Lunch Sponsor"
- One foursome in the Classic
- Promoted as "Lunch Sponsor" in all tournament and marketing materials
- A table provided at the lunch location to promote your business
- Tournament gift for each player

DRIVING RANGE SPONSOR: \$500

- Includes sign with company name at driving range
- Company name and sponsorship level included on event banner

TEE SPONSOR: \$500

- Includes a sign at the tee with company name and pin flag (flag is yours to keep)
- Company name and sponsorship level included on event banner

PIN FLAG: \$100

- Company or individual's logo/name on a Pin Flag located on a green at the event (flag is yours to keep)

TOURNAMENT PACKAGE: \$75 (AVAILABLE AT EVENT)

- Includes one mulligan, five raffle tickets, and more!

TEAM FUNDRAISING:

- To further our efforts to support more lung cancer research, education and access programs, all teams are challenged to fundraise as a match to their sponsorship amount. Team fundraising pages will be available through the event website, and awards will be given to top fundraisers during the tournament. Once a team has initially set-up and paid for sponsorship, team fundraising information will be distributed to team captains via email. Team fundraising is optional.

To sign up for a sponsorship, simply complete the enclosed **sponsor commitment form**. Once the completed form is received, we will contact you to discuss, confirm and implement your sponsorship. Your support is sincerely appreciated.



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Sponsorship Commitment Form

SPONSOR/
PARTICIPATION
LEVELS
(check all that apply)

- Presenting Sponsor \$10,000
- Eagle Sponsor \$5,000
- Birdie Sponsor \$2,500
- Par Sponsor \$1,250
- Lunch Sponsor \$2,500
- Driving Range Sponsor \$500
- Tee Sponsor \$500
- Pin Flag \$100
- In-Kind Donation

Company Name (list exactly as should appear in promotional materials)

Mailing Address (including city, state and zip):

Contact Person Title

Email Website

Phone Fax

METHOD OF PAYMENT (check one)

- Send Invoice
- Full Payment Enclosed
 - Check made payable to: **Lung Cancer Initiative** (include **Golf** in the memo)
 - VISA MASTERCARD AMEX

Name on card Total to charge

Card # CVC Code Expiration Date

IN-KIND DONATION

Value: \$_____

Description of product or services donated:

LOGO

Submit a high-resolution logo in .PNG or .JPG formats to SOehler@LungCancerInitiative.org. Inclusion of logos on printed event materials is dependent upon sponsorship level and procurement date in relation to printing deadlines.

EVENT DAY EXHIBITION

Do you plan to exhibit at the event? yes no

Please mail or fax completed form and payment to Lung Cancer Initiative, 5171 Glenwood Avenue, Suite 401, Raleigh, NC 27612, phone: 919-784-0410

Signature Date



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Player Information

SPONSOR NAME: _____

Player #1 (Captain) Name

Player #1 Mailing Address (including city, state and zip)

Player #1 Email

Player #1 Phone

Player #2 Name

Player #2 Email

Player #2 Phone

Player #3 Name

Player #3 Email

Player #3 Phone

Player #4 Name

Player #4 Email

Player #4 Phone

Player #1 (Captain) Name

Player #1 Mailing Address (including city, state and zip)

Player #1 Email

Player #1 Phone

Player #2 Name

Player #2 Email

Player #2 Phone

Player #3 Name

Player #3 Email

Player #3 Phone

Player #4 Name

Player #4 Email

Player #4 Phone

If additional foursomes purchased, copy this form to provide player information for additional teams.



Why Sponsor a Charitable Event?

Sponsoring a Lung Cancer Initiative event such as the **LCI Golf Classic** benefits companies in a variety of ways:

- Demonstrates your company's interest in **supporting and sustaining important advocacy work** that furthers lung cancer research and survivorship programming.
- Builds employee morale and company pride while representing your organization's **commitment to social responsibility and the community**.
- **Enhances your organization's image**, prestige and credibility through supporting a cause that your target market finds attractive.
- Serves as an effective marketing tool and can be a means of **accessing a wide range of audiences** such as decision makers in business, government and, of course, patients or customers.
- Builds **recognition for your company as a civic leader** by partnering with a respected advocacy organization that directly funds lung cancer research and awareness programs.

GUIDESTAR & CHARITY NAVIGATOR RATINGS

Lung Cancer Initiative has earned the 2025 Platinum Seal of Transparency, the highest level of recognition offered by Candid/GuideStar, as well as a Four Star rating by Charity Navigator.



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