

CI Society

Adam's Game Golf Classic

September 27, 2011



Royal Ontario Golf Club
6378 Trafalgar Road (South of 401)
www.royalontario.com

Adam was born with a broken immune system but thanks to an early diagnosis and a bone marrow transplant is now thriving!

He wants to help other kids.

Come out and join Adam on September 27, 2011 to raise funds for education and research for a cure for Primary Immunodeficiency.



Adam says
"The money we raise
will help lots more
kids get better".

Enjoy the full tournament experience at
Royal Ontario Golf Club for \$150 per person.

The CI Society exists for children like Adam

The CI Society provides patient support, education and research for a cure into Primary Immunodeficiency. As a leading national organization working with 10 health science centers and hospitals across Canada, we maintain administration costs at just 8% and uphold Imagine Canada's Ethical Fundraising and Financial Accountability Code.

Registered charity # 87276 0897 RR0001.
For more information on programs and services please visit www.cisociety.com.

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Adam a bone marrow transplant recipient will host the 5th annual CI Society Adam's Game Golf Classic at the Royal Ontario Golf and Country Club to help others born with a broken immune system.

Adam's Story

In 2001, Adam Cleveland was born with a broken immune system. He had a life threatening severe combined immunodeficiency disease (Bubble Boy Disease) and was put into reverse isolation for his own protection. In 2002, Adam was fortunate to receive a bone marrow transplant with a new immune system from an anonymous donor.

Adam's father, Blair Cleveland says:

"On Dec. 17, like every other Dec. 17 since 2002, we will have a small celebration – just Carol, Adam and me – to commemorate Adam's life-saving bone marrow transplant. It was that day that he received the stuff he needed to build a new and functioning immune system.

Since then, Adam's recovery has been painstakingly slow but he has made it appear easy because he starts every day with a grin and he immediately starts talking about his dreams and his plans for the day and then he almost always tells us about something that he finds funny.

Because he has such an excellent sense of humour and because he doesn't complain that much, it has become relatively easy for us to overlook the fact that he is still suffering. As a result of a rejection-style problem, he still has significantly reduced flexibility in key places like his hands, wrists and ankles - but he tries hard not to let it bother him.

This is why we created Adam's Game Golf Classic to raise money for education and research of Primary Immunodeficiency. Adam wants to help other kids like him."

What is Primary Immunodeficiency, PI, (commonly called "The Boy in the Bubble disease")?

The World Health Organization recognizes more than 150 forms of Primary Immunodeficiency (an umbrella term for more than 150 types of inherited defects in the immune system). It is something individuals are born with. It is genetically based and can affect anyone from any culture at any time. There is often no history of PI in family members. Newborns with the most severe form often go undiagnosed until it is too late for treatment. The CI Society is working to change that because, if diagnosed in time, there are treatments that can give children and adults a fighting chance.

The CI Society exists for children like Adam

Working to provide patient support, education and research for a cure for PI.

In 1999, Dr. Chaim Roifman, a global expert on Primary Immunodeficiency, along Mr. Jay Lefton and Mr. John Perl established the Canadian Immunodeficiency Society (CI Society). The CI Society is a national organization providing patient support, education and research into a cure for Primary Immunodeficiency (PI). Today the CI Society is a leading organization working with 10 health science centres and hospitals across Canada.

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CI Society Profile and Exposure

Website

An average of 400,000 website hits are received yearly. Our web audience is comprised of 2/3 English and 1/3 French.

Newsletter

As of June 2010, 700 national opt in subscribers, including 316 physicians, receive the CI Society's online newsletter.

Social/Electronic Marketing

A Facebook group and Be Someone's Angel cause were created in the fall of 2009 and have obtained 10% growth each month. Ads on Google and Facebook have received over 3 million impressions in 2010.

Media Exposure

CI Society news releases are published and archived on Canada Newswire. A series of Public Service Announcements are running on national radio (listen to them at our website under Media). News coverage of the 10 warning signs, patients' stories, and events have been published in various print media, and are raising awareness of the disease and the challenges. NewsCanada services reported over 7 million impressions were received in one year.

National Network of Health Sciences and Hospitals

Print and electronic materials are distributed to both physicians and patients through hospital clinics and at educational forums. The CI Society participates in a minimum of two national physician's conferences each year.

Publications/Resources

The CI Society is an affiliate with Canadahelps.org, Imagine Canada, the Canadian Book of Charities, and the Community of Science Funding Opportunities.

Community Involvement

The CI Society undertakes community events for fundraising and awareness. In 2009, over 1,000 individuals participated in events: Shop 'til You Drop at the Toronto Botanical Garden Centre, Adam's Game Golf Classic at Lionhead Golf Country Club, Family Movie Day at Rainbow Cinemas and our Rotary Club presentations.

Network Sites

Capital Health, Edmonton
(contact: Dr. Stuart Carr)

IWK Health Centre, Halifax
(contact: Dr. Tom Issekutz)

Hamilton Health Science Centre
(contact: Dr. Peter Dent)

Montreal Children's Hospital
(contact: Dr. Reza Alizadehfar)

CHU Sainte-Justine, Montreal
(contact: Dr. Elie Haddad)

Hôpital CHUQ-CHUL, Quebec City
(contact: Dr. Aubert Lavoie)

Toronto Hospital for Sick Children
(contact: Dr. Adelle Atkinson)

St. Paul's Hospital, University of B.C.
(contact: Dr. Amin Kanani)

B.C. Children's Hospital
(contact: Dr. Stuart Turvey)

Winnipeg Health Science Centre
(contact: Dr. Chrystyna Kalicinsky)

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2011 Sponsorship Opportunities

Your Benefits	Presenting Sponsor \$15,000	Dinner Sponsors \$5,000	Cart & Lunch Sponsors \$2,500	Diamond Sponsors \$1,500	Platinum Sponsors \$1,000	Gold & Hole in One Sponsors \$500	Hole Sponsors \$250
Recognition and link to your company website on CI Society Website (22,000 hits per month)	✓	✓	✓	✓	✓	✓	✓
Company onsite signage	Entrance Check-in Dinner Hall Lounge	Dinner Hall Lounge	Golf Carts Lunch Site Lounge	Lounge	Lounge	Sponsored Golf Holes Lounge	Sponsored Golf Hole
Recognition in online Tribute Book	1 full page colour ad	1 full page colour ad	½ page colour ad	¼ page colour ad	¼ page colour ad	Listing	Listing
Logo on CI Society Website (22,000 hits per month)	✓	✓	✓	✓	✓	✓	
Opportunity to showcase product sampling	✓	✓	✓	✓	✓		
Opportunity to place promotional materials in golfers welcome kit	✓	✓	✓	✓	✓		
Complimentary 18 holes of golf, dinner & lunch spots	8	4	4	4	2		
Display company banner onsite	✓	✓	✓	✓			
Opportunity to provide quote for Newsletter (over 600 opt in subscribers)	✓	✓					
Opportunity to speak on golf day	✓						

Prize Sponsors

Winning Men's Foursome

4 prizes valued between \$50 and \$100 each

Winning Ladies' Foursome

4 prizes valued between \$50 and \$100 each

Mixed Foursome

4 prizes valued between \$50 and \$100 each

Men's & Ladies' Closest to the Pin

– 2 prizes valued between \$50 and \$100 each

Men's & Ladies

Longest Drive

2 prizes valued between \$50 and \$100 each

In Kind Donations

(Raffle and Auction Items)

Your Benefits

- Recognition in online Tribute Book
- Listing on CI Society Website and within online newsletter

Your Benefits

- Prize sponsor category named after prize donors, i.e. ABC Company's Winning Men's Foursome
- Recognition in online Tribute Book
- Listing on CI Society Website and within online newsletter



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Thank you to our Generous Sponsors



2010 Sponsors

Dinner Sponsor

Talecris Biotherapeutics

Lunch Sponsor

Baxter Bioscience

Cart Sponsor

CSL Behring,
Biotherapies for Life™

Diamond Sponsors

Rands Watson Group,
Scotia McLeod
Unisync Group
Fionn MacCools
The Jewel 88.5 FM

Platinum Sponsors

Esselte Canada
Pizza Rustica
Acme-United Inc.
Closet & Storage Concepts

Gold Sponsors

Louisbourg Pipelines

Hole Sponsors

Armstrong Szewczyk Tobias
Co-operators, Yvonne Young
& Assoc.
Etherington & Vukets
Marty, Dooley & Partners
Mazda Canada
BDO Canada, Milton
Dixon Ticonderoga
Howard Lopez Music Group
Merry Maids, Milton
Royal LePage, Bashar Hadi

Hole in One Sponsors

Concept Ford, Georgetown
Donnell Insurance Brokers,
Burlington

Water Sponsor

Vaughan Mills Shopping
Centre

Entertainment Sponsor

Ron Korb

Men's Winning Foursome

Millcroft Physiotherapy and
Esselte Canada

Ladies/Mixed Winning Foursome

Vaughan Mills Shopping
Centre

Men's & Ladies Closest to the Pin

CIBC

Men's & Ladies Longest Drives

Edward Jones, Milton

Golfer Gift Bags

Unisync Group
CIBC
Purdy's Chocolates
Kernels Popcorn
Fionn MacCools
Closet & Storage Concepts
Vaughan Mills Shopping
Centre
New York Fries
Michelle Somers-Naylor, Avon
Pizza Rustica
Waterdown Optometric
Clinic, Dr. Thornborrow
Creepers Halloween
Superstores

Thank You For Your Support!



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Sponsor Commitment

Yes, We Want To Support Adam's Game Golf Classic!

Company: _____ Name: _____

Address: _____ City/Province: _____ Postal Code: _____

Phone: _____ Fax: _____ Email: _____

Sponsorship Opportunities

We would like to be a sponsor at Adam's Game Golf Classic 2011

- | | | |
|---|--|--|
| <input type="checkbox"/> Exclusive Presenting Sponsor \$15,000 | <input type="checkbox"/> Cart Sponsors \$2,500 | <input type="checkbox"/> Gold Sponsors \$500 |
| <input type="checkbox"/> Dinner Sponsors \$5,000 | <input type="checkbox"/> Diamond Sponsors \$1,500 | <input type="checkbox"/> Hole Sponsors \$250 |
| <input type="checkbox"/> Lunch Sponsors \$2,500 | <input type="checkbox"/> Platinum Sponsors \$1,000 | |
| <input type="checkbox"/> Hole in One Sponsors (Please provide details of prize) _____ | | |

Prize Sponsors—Please indicate type

- | | | |
|---|--|---|
| <input type="checkbox"/> Winning Men's Foursome | <input type="checkbox"/> Winning Ladies Foursome | <input type="checkbox"/> Winning Mixed Foursome |
| <input type="checkbox"/> Men's & Ladies Longest Drive | <input type="checkbox"/> Men's & Ladies Closest to the Pin | |

Item description: _____

Item \$ value: _____ To be picked up/delivered: _____

In Kind Donations (Raffle and Auction Items)

We would like to donate an item to be used as a prize at the golf tournament

Item description: _____

Item \$ value: _____ To be picked up/delivered: _____

Timing

All sponsorship opportunities are on a first come first committed basis. We ask that sponsorships and donations be committed no later than September 15, 2011 so that we can include your company name in all appropriate recognition and promotion. Artwork of your company name and logo is required by September 22, 2011. Please send in jpeg format to golf@cisociety.com. **Promotion of your participation will begin as soon as we receive your artwork.**

The CI Society reserves the right to approve all sponsorships and donations.

For accounting purposes a letter of receipt will be provided. According to Revenue Canada sponsorship and items donated may be written off as business promotion expenses. Please provide an invoice or statement of fair market value for items.

Signature _____ Date _____

Please fax to 416-964-6594, mail to CI Society P.O. Box 38540 3299 Bayview Ave. Toronto ON M2K 2Y5 or email to golf@cisociety.com

Thank You For Your Support!

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Golfer Sign Up



Golf Registration is \$150 per person

Each golfer will receive BBQ lunch, 18 holes of golf, power cart, prime rib buffet dinner.

Passport is \$25 per person

A passport includes one alcoholic drink, two mulligans and access to ALL specialty hole games. Passports will be available to purchase on game day or can be included with registration payment.

Days Schedule

Registration 11:00 AM
Driving Range 11:00 AM
BBQ Lunch Noon
Shotgun Start 1:00 PM
Format Best Ball Scramble
Cocktails 5:30 PM
Dinner 6:30 PM, followed by auction, raffles & more

Register early, only 144 golf spots available!

Golf Registration

The Adam's Game Golf Classic reserves the right to assign individual players to a foursome. However, if you wish to organize your own foursome, please indicate those with whom you wish to play.

Please check any of the following:

I / We will be golfing as Sponsor(s) I / We will be golfing as individual(s) (\$150 per golfer)

Golfer 1 Name: _____

Golfer 2 Name: _____

Golfer 3 Name: _____

Golfer 4 Name: _____

Number of PASSPORTS (\$25 each): _____

Dinner Only (\$75 per person)

Guest Name: _____

Guest Name: _____

Contact Information

Name: _____

Company: _____

Address: _____

City/Province: _____

Postal Code: _____

Phone: _____

Email (Required for confirmation e-mail): _____

Method of Payment

My cheque for \$_____ is enclosed. VISA MC AMEX

Name on Card: _____

Card # _____

Expiry Date: ____/____/____

Signature: _____

Please fax to 416-964-6594, mail to CI Society P.O. Box 38540 3299 Bayview Ave. Toronto ON M2K 2Y5 or email to golf@cisociety.com

