

## Schedule of Events

**12:00 pm—1:30 pm**

*Registration*

**12:00 pm—1:30 pm**

*Practice Facility Open*

**12:00 pm—1:45 pm**

*Box Lunch*

**2:00 pm**

*Shotgun Start*

**6:00 pm—8:00 pm**

*Dinner*

*Silent Auction*

*Golf Awards and Prizes*

*I guess there is nothing that will get your mind off everything like golf. I have never been depressed enough to take up the game, but they say you get so sore at yourself you forget to hate your enemies.*

Will Rogers



## About the Course. . .

*Established in 1961, Battleground Country Club is situated on 220 acres next to the historic site of George Washington's Continental Army's victory over the British at the Battle of Monmouth on June 28, 1778.*

*The design features a variety of golf holes from long traditional par 4's to a breathtaking par 3 over water. The 18-hole golf course is nearly 7,000 yards, challenging all golfers of varying abilities.*

Located at: 40 Millhurst Road

Manalapan, NJ 07726

732-462-7575



To date the William E. Covey Memorial Golf Tournament has raised \$40,000 in support of the MMRF. We are proud to support this extremely worthy cause and we look forward to yet another wonderful day where we celebrate the life of William E. Covey, a man who positively influenced the lives of so many.

### **Donations**

*If you wish to donate items for the Silent Auction, Gift Bags or simply make a donation to MMRF, please contact Mike Spano of Hair Systems Inc. at (732) 786-8921 or e-mail, [mspano@hairsystemsinc.com](mailto:mspano@hairsystemsinc.com)*



**Monday, September 20, 2010**

*Battleground Country Club*

*Manalapan, New Jersey*



*In Support Of*



Powerful Thinking Advances the Cure<sup>SM</sup>

## Accelerating the search for a cure

### **About Multiple Myeloma**

Multiple myeloma is an incurable blood cancer. The five-year relative survival rate for multiple myeloma is approximately 38 percent, one of the lowest of all cancers. In 2010, more than 20,000 adults in the United States will be diagnosed with multiple myeloma and nearly 11,000 people are predicted to die from the disease.

### **About the Research Foundation (MMRF)**

The mission of the MMRF is to relentlessly pursue innovative means that accelerate the development of next-generation multiple myeloma treatments to extend the lives of patients and lead to a cure.

By working closely with researchers, clinicians and partners in the biotech and pharmaceutical industry, the MMRF helped accelerate the development of four new treatments – Velcade®, Revlimid®, Thalomid®, and Doxil® – that are extending the lives of multiple myeloma patients and are being explored as treatments for more than 30 other cancers.

The MMRF's focus on speed, innovation, and results has received strong validation across the scientific community and from The New York Times, The Wall Street Journal, and "The New Yorker," to CNBC and Harvard Business School.

### **Multiple Myeloma Research Consortium (MMRC)**

The Multiple Myeloma Research Consortium (MMRC) is a 509(a)3 non-profit organization that champions speed, innovation, and collaboration with and integration across academia and industry to bring the most promising multiple myeloma treatments to patients faster. It was founded by Kathy Giusti, a myeloma patient and Founder and Chief Executive Officer of the MMRF, and with the help of the scientific community.

**The City of Hope National Medical Center is a member of the MMRC and therefore a portion of the funds raised from this event will be donated to the City of Hope.**



Powerful Thinking Advances the Cure™

## Sponsorship Opportunities

### **Title Sponsor** \$7,500

Presented by name recognition, Name on Trophies (1st, 2nd and 3rd place) and all signage including hole signs. Includes two four-somes, and a full-page ad in program.

### **Platinum Sponsor** \$5,000

Name prominently displayed on all signage at the golf club. Includes one foursome and a full-page ad in program.

### **Cocktail Reception** - \$2,500

Name displayed on signage at cocktail reception. Includes one foursome and a full page ad in program.

### **Boxed Lunch** - Sponsored by Sheda

Name displayed on signage at the course. Includes one foursome and a full-page ad in program.

### **Hospitality Cart** \$1,000

Name displayed on hospitality cart. Includes two golfers and a full-page ad in program.

### **Closest to Pin** \$500 (3 available)

Name displayed on signage, which will be placed at the tee box. Fee includes donation and prize.

### **Longest Drive** \$500 (3 Available)

Name displayed on signage, which will be placed at the tee box. Fee includes donation and prize.

### **Hole Sponsor** \$300

Name displayed on signage, which will be placed at the tee box.

## Golf Pricing and Advertising

### **Foursome** \$900

Includes golf for four, golf cart, gift bags w/golf shirt, practice facility, lunch, hospitality cart, cocktail reception and prizes for 1st, 2nd & 3rd low gross.

### **Individual Golfer** \$250

Includes golf for one, golf cart, gift bag w/golf shirt, practice facility, lunch, hospitality cart, cocktail reception and prizes for 1st, 2nd & 3rd low gross.

### **Golf Program - distributed day of tournament**

**\$250 full page ad**      **\$150 half page ad**

## Registration Form

Golfers Name(s)	Handicap	Price
<input type="checkbox"/> _____	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> _____	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> _____	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> _____	<input type="text"/>	<input type="text"/>

## Sponsorship Form

We would like to sponsor the following: \_\_\_\_\_ Price

Total: \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Method of Payment

- Check—Payable to William E. Covey Memorial Golf Tournament to benefit MMRF
- Bill Me
- Credit Card

Credit Card # \_\_\_\_\_ Exp. date \_\_\_\_\_

Signature \_\_\_\_\_

**Entry Deadline: September 6, 2010**

[www.coveygolf.com](http://www.coveygolf.com)

William E. Covey Memorial Golf Tournament to benefit MMRF  
P.O. Box 449  
30 Park Avenue  
Englishtown, NJ 07726  
732-786-8921  
Fax: 732-446-7968  
mspano@hairsystemsinc.com

*Sponsorships and registration fees are tax deductible to the extent that they exceed the value of associated services.*