

The 2024 **United Way**
APPLIED UNDERWRITERS
Invitational

Bud Hammer Memorial Day of Golf

MONDAY SEPTEMBER 9, 2024 | SCARSDALE GOLF CLUB

All proceeds directly support United Way of Westchester and Putnam

Day of Golf Honoree

Join us for United Way's annual Day of Golf benefit that celebrates the philanthropic commitment and community leadership of notable and deserving honoree **Kevin J. Keane**, Executive Chairman of PKF O'Connor Davies. The event also serves as a crucial platform for raising funds dedicated to supporting United Way's programs and resources that aid individuals in need.

Our honoree Kevin J. Keane holds the position of Executive Chairman at the PKF O'Connor Davies and is a valued member of the Executive Committee. Additionally, he serves on the Board of PKF Advisory, an affiliation of six leading North American firms providing nationwide transaction and valuation advisory services.

Keane's dedication extends beyond his professional roles; he actively participates on boards and finance committees for numerous area nonprofit organizations and clubs. These include the John A. Coleman School of the Elizabeth Seton Pediatric Center, Lititz Watch Technicum, and the Irish Arts Center.

Furthermore, he was a director and founder of The Westchester Bank and proudly serves as the Chairman of the Board of Trustees for his alma mater, Archbishop Stepinac High School.



**United Way
of Westchester and Putnam**

uwwp.org/Golf | EIN: 13-1997636



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Fact Sheet

In its twelfth year, the Day of Golf celebrates philanthropy and community leadership, and recognizing our notable honoree. By becoming a Corporate Sponsor of this event, you will lend important support to our shared community, and bring your business to the attention of over 120 community and business leaders. The day includes a continental breakfast, a round of golf, lunch, cocktail reception, silent auction, awards, and dinner.

Location:	Scarsdale Golf Club – Scarsdale, NY
Date:	Monday, September 9, 2024
Time:	10:30 a.m. - 7:30 p.m.
Ticket Price:	Event Sponsorships – \$10,000, \$7,500, \$6,000, \$4,500, \$3,500, \$2,500, \$1,000 Group & Individual Tickets – \$3,000 \$800, \$200
Audience:	Approximately 120 attendees and are mostly 35 years of ages and older
Event information:	Fundraising event for United Way of Westchester and Putnam. This year our honoree is: Kevin Keane of PKF O'Connor Davies.
Attire:	Smart Club Casual
Event Inquires:	For event questions, please contact Laurie Noel, Development Associate, at lnoel@uwwp.org or (914) 688-1740.

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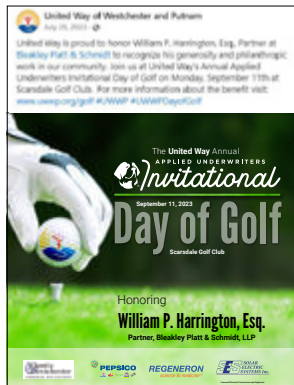
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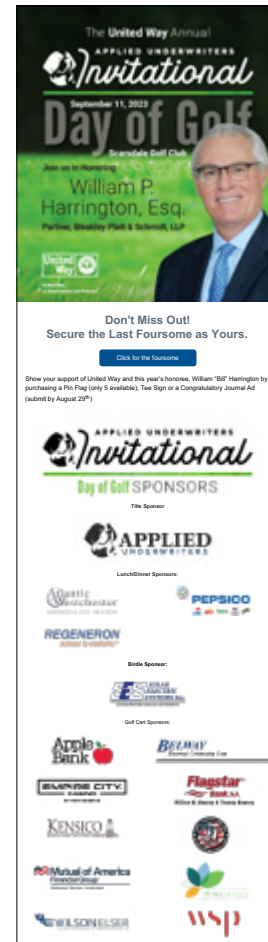
Marketing Sheet

Our marketing strategy includes an email campaign to 11,000+ subscribers, engaging social media content, community calendar highlights, and on-site event signage.

Social Media



Eblasts



Community Calendars



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Photo Gallery



Everyone's backswing was on point for the annual 2023 Day of Golf, where community and business leaders gathered to celebrate our distinguished honoree and the impactful work made by the United Way of Westchester and Putnam.



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Sponsorship levels

Presenting Sponsor

\$10,000

- Name on all promotional materials and prominently displayed throughout outing
- Three foursomes (12 Golfers*) and an additional 6 Dinner Guests
- Corporate Logo Tee signage
- Full page ad on prominent page of journal
- Website attribution/link to company page

Eagle Sponsor

\$7,500

- Company banner on display
- Two foursomes (8 Golfers*) and an additional 4 Dinner Guests
- Three Corporate Logo Tee Signs
- Three Corporate Logo Pin Flags
- Full page ad in journal
- Website attribution/link to company page

Lunch/Dinner Sponsor

\$6,000

- Company banner on display
- Two foursomes (8 Golfers*) and an additional 4 Dinner Guests
- Two Corporate Logo Tee Signs
- Two Corporate Logo Pin Flags
- Full page ad in journal
- Website attribution/link to company page

Birdie Sponsor

\$4,500

- One foursome (4 Golfers*) and an additional 2 Dinner Guests
- One Corporate Logo Tee Sign
- One Corporate Logo Pin Flag
- Full page ad in journal

Cart Sponsor

\$3,500

- One foursome (4 Golfers*)
- Corporate Logo on all golf carts
- One Corporate Logo Tee Sign
- Full page ad in journal

*Includes carts, greens fees, continental breakfast, lunch, cocktails, dinner, and \$300 worth of golf swag.

NOTE: Caddie gratuity is NOT INCLUDED; \$40 per player paid in cash suggested.



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Non-Playing **Sponsorship** levels

Cocktail Reception Sponsor

\$2,500

- Company Logo on display (24x36)
- 6 Dinner Guests
- Full page ad in journal
- Website attribution/link to company page

Breakfast Sponsor

\$1,000

- Company Logo on display at breakfast (24x36)
- Half page ad in journal

Additional opportunities

Foursome

\$3,000

- One foursome (4 Golfers*)

Individual

\$800

- One Golfer (1 Golfers*)

Cocktails and Dinner Only

\$200

- One ticket for cocktails and dinner

*Includes carts, greens fees, continental breakfast, lunch, cocktails, dinner, and \$300 worth of golf swag.

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Sponsorship levels

Sponsorship Level

<input type="radio"/> Presenting Sponsor	\$10,000	<input type="radio"/> Cart Sponsor	\$3,500
<input type="radio"/> Eagle Sponsor	\$7,500	<input type="radio"/> Cocktail Reception Sponsor	\$2,500
<input type="radio"/> Lunch/Dinner Sponsor	\$6,000	<input type="radio"/> Breakfast Sponsor	\$1,000
<input type="radio"/> Birdie Sponsor	\$4,500		

Contact Information

Name

Billing Address

City

State Zip Code

Phone

Email

Organization Information

Organization

Website

/ /

Facebook Instagram

/ /

Twitter LinkedIn

*Includes carts, greens fees, continental breakfast, lunch, cocktails, dinner, and \$300 worth of golf swag.
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Questions

For event questions, please contact Laurie Noel, Development Associate, at lnoe@uwwp.org or (914) 688-1740.

Advertising Specification

Organization Logo

- SVG (preferred), PNG, JPG

Journal AD

- Please submit Press Ready PDFs with a .125 bleed (preferred) OR submit a PNG, JPG.
- Ad deadline 8/16/24.
- Center Spread (10" W x 8" H)
- Full-Page Dimensions (5" W x 8" H)
- Half-Page Dimensions (5" W x 4" H)

Check Enclosed, Payable to:

United Way of Westchester and Putnam
336 Central Park Avenue
White Plains, NY 10606

Buy Online at:

uwwp.org/Golf

Credit Card:

Name on Card

Card Number

Expiration

CVC

Signature

Date

