

16th Annual
Middle Market Open
benefiting the
National Kidney Foundation of Illinois



Monday, July 13, 2020



Shoreacres
1916: Seth Raynor



Knollwood Club
1924: H.S. Colt



Onwentsia Club
1895: Robert and James Foulis

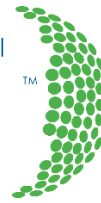
The Middle Market Open™ is the only amateur golf tournament designed exclusively by and for the Chicago area middle market dealmaking community. Join over 300 of your colleagues from leading private equity firms, family offices, senior and junior capital providers, attorneys, accountants, consultants, wealth managers, turnaround firms, real estate brokers, and business owners for a memorable day of golf on three of Chicago's most exclusive North Shore venues.

Event Highlights

- Fantastic prizes for 1st, 2nd and 3rd place teams on each course
- Silent auction and raffle for golf at some of the most venerated golf courses in the U.S.
- Cocktails, dinner and networking following golf at Onwentsia
- **New in 2020:** MMO Mini-Tour (see details inside!)

View [previous attendees](#) & [photos from the 2019 tournament](#) at www.middlemarketopen.com.

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MMO Golf Sponsorship

SOLD

	Event Sponsor: \$50,000	Platinum Sponsor: \$16,000	Gold Sponsor*: \$8,500	Silver Sponsor: \$7,000
Entries at Shoreacres, Knollwood or Onwentsia	6 foursomes, course choice ⁽¹⁾	2 foursomes, course choice	1 foursome, course choice ⁽²⁾	1 foursome
MMO Mini-Tour entries	2 spots ⁽³⁾	None	None	None
High-end giveaway	1 per golfer	1 per golfer	1 per golfer	1 per golfer
Hole sponsorships	6 (2 each course)	3 (1 each course)	3 (1 each course)	1 ⁽⁴⁾
Option to distribute sleeve of logoed golf balls to participants	Yes	Yes	Yes	Yes
Name/logo on caddie bibs at Shoreacres, Knollwood and Onwentsia	Yes	No	No	No
Recognition in print and email communications	Logo and link	Logo and link	Listing and link	Listing and link
Recognition on MMO website	Logo and link	Logo and link	Logo and link	Listing and link
Press release recognition	Yes	Yes	No	No
Present awards and address attendees at evening reception	Yes	No	No	No
Recognition during evening reception	Yes	Yes	No	No
Recognition in event program	Yes	Yes	Yes	Yes
Recognition on event signage	Yes	Yes	Yes	Yes
Banner recognition	Yes	No	No	No
Right to use NKFI and event logos for promotion	Yes	Yes	Yes	Yes

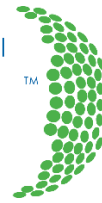
1) A maximum of three Event Sponsor foursomes may play on one given course.

2) Event, Platinum and Gold Sponsors will be given a course choice, first registered/first paid will be given priority.

3) Use of MMO Mini-Tour entries must be confirmed or forfeited by March 31, 2020.

4) Signage for additional two courses is available to Silver Sponsors for \$500.

***On a first come, first paid basis, Gold Sponsors may elect to pay a \$1,500 premium fee to secure their foursome slot on Shoreacres, ahead of other Gold Sponsors. Election must be received by March 31, 2020.**



MMO Mini-Tour Sponsorship

	Event Sponsor: \$10,000	Double Entry: \$2,000	Individual Entry: \$1,250
Entries at Onwentsia	Four	Two	One
Buffet lunch	Included	Included	Included
Full bar service and snacks throughout the event	Included	Included	Included
High-end giveaway	1 per golfer	1 per golfer	1 per golfer
Todd Sones Impact Golf Clinic	Included	Included	Included
Par 3 tournament	Included	Included	Included
Full Club access	Included	Included	Included
Networking opportunities	Included	Included	Included
Invitation to evening reception	Included	Included	Included
Recognition on MMO website	Yes	Yes	Yes
Winners recognized during evening reception	Yes	Yes	Yes
Recognition in event program	Yes	No	No
Recognition on event signage	Yes	No	No
Right to use NKFI and event logos for promotion	Yes	Yes	Yes

The Mini-Tour is a deluxe, inclusive option for all levels of golfer and especially for Middle Market professionals who are novice players or just trying out the game. The Mini-Tour is specifically designed to be a fun, high-end networking event, in a pressure-free golf environment.

The event begins with a sit down buffet lunch at the Onwentsia Club “Lodge”, located at the Club’s practice facility. Snacks and Open Bar will be available throughout the afternoon at the Lodge. Full locker facilities will be available to all Mini-Tour participants.

Following lunch, participants will partake in a golf instruction clinic presented by [Todd Sones Impact Golf School](#). Todd Sones, a top 100 PGA instructor, and his Impact Golf School staff are experienced experts in instructing and coaching in the three major areas of the game: Full Swing, Short Game and Putting. This is a prime opportunity to learn a solid short game and putt like a pro!

Following the clinic, participants, if they wish, can compete for honors on a short Par 3 course set up solely for Mini-Tour players. At the conclusion, participants will join all MMO tournament participants from Knollwood, Onwentsia and Shoreacres at Onwentsia Club for post-golf fun events, networking, cocktails and dinner.

Note: If desired, participants are welcome to arrive early to warm up on the Onwentsia practice area and network with rest of MMO participants before the MMO shotgun start

Additional Sponsorship Opportunities

MMO Dinner Sponsor - \$7,500

- Opportunity to address golfers at the evening reception at Onwentsia
- Banner recognition at the evening reception at Onwentsia (banner provided by sponsor)
- Listed as Dinner Sponsor with logo and link on the MMO website
- Logo on communications, event program and event signage
- Right to use NKFI and event logos for promotion
- Category exclusivity

MMO Lunch Sponsor - \$5,000

- Opportunity for two representatives from sponsoring organization to address golfers throughout the day at Shoreacres, Knollwood, and Onwentsia lunch locations and attend the evening reception at Onwentsia
- Banner recognition at Shoreacres, Knollwood and Onwentsia lunch locations (banner provided by sponsor)
- Listed as Lunch Sponsor and link on the MMO website
- Listed on communications, event program and event signage
- Right to use NKFI and event logos for promotion
- Category exclusivity

MMO Cocktail Reception Sponsor - \$5,000

- Opportunity for three representatives from sponsoring organization to attend the evening reception at Onwentsia
- Banner recognition at the evening reception at Onwentsia (banner provided by sponsor)
- Listed as Cocktail Reception Sponsor and link on the MMO website
- Listed on communications, event program and event signage
- Right to use NKFI and event logos for promotion
- Category exclusivity

MMO Flag Sponsor - \$4,000 - SOLD

- Logo recognition on 54 pin flags at Shoreacres, Knollwood and Onwentsia
- Listed as Flag Sponsor and link on the MMO website
- Listed on communications, event program and event signage
- Right to use NKFI and event logos for promotion
- Category exclusivity

MMO Long Drive and Closest To Pin Contest Sponsor - \$2,500

- Opportunity for one representative from sponsoring organization to attend the evening reception at Onwentsia
- Listed as Long Drive and Closest To Pin Contest Sponsor and link on the MMO website
- Listed on communications, event program and event signage
- Right to use NKFI and event logos for promotion
- Category exclusivity

MMO Hole-in-One Sponsor - \$2,500

- Signage at one Hole-in-One location at Shoreacres, Knollwood and Onwentsia
- Listed as Hole-in-One Sponsor and link on the MMO website
- Listed on communications, event program and event signage

MMO Hole Sponsor - \$500 Silver Sponsors, \$1,000 Non-Sponsors

- For \$500, silver sponsors receive signage at additional two clubs. For \$1,000, non-sponsors receive signage at all three clubs. Signage at one hole at Shoreacres, Knollwood or Onwentsia is included in silver sponsorship benefits. Gold and higher sponsors receive signage at all three MMO clubs

Print deadlines apply for all sponsorships. Please contact Olivia Nicoletti at 312-321-1500 or onicoletti@nkfi.org for more information.



MMO Golf Sponsorships

- ☐ \$50,000 Event Sponsor -- **SOLD**
- ☐ \$16,000 Platinum Sponsor
- ☐ \$8,500 Gold Sponsor
- ☐  + \$1,500 Shoreacres Election
- ☐ \$7,000 Silver Sponsor

MMO Mini-Tour Sponsorships

- ☐ \$10,000 Event Sponsor
- ☐ \$2,000 Double Entry
- ☐ \$1,250 Individual Entry

MMO Additional Sponsorships

- ☐ \$7,500 Dinner Sponsor
- ☐ \$5,000 Lunch Sponsor
- ☐ \$5,000 Cocktail Reception Sponsor
- ☐ \$4,000 Flag Sponsor -- **SOLD**
- ☐ \$2,500 Contest Sponsor
- ☐ \$2,500 Raffle Sponsor
- ☐ \$2,500 Hole-in-One Sponsor
- ☐ \$1,000 Hole Sponsor (Non-Sponsors, 3 courses)
- ☐ \$500 Hole Sponsor (Silver Sponsors, 2 add'l course)

MMO golfers will play at Shoreacres, Knollwood Club or Onwentsia Club. Event, Platinum and Gold Sponsors will be given a course choice, first registered/first paid will be given priority. Mini-tour participants will all play at Onwentsia Club. Payment not received by June 15, 2020 will result in cancellation of reservation. Players from all courses are invited to an evening reception at Onwentsia Club. If the Middle Market Open is canceled due to inclement weather, there will be no refunds or rescheduling.

Sponsoring Company: _____

(Please print name as you would like it to appear on written materials.)

Course Preference: _____

Foursome Contact: _____

Foursome Email: _____ Phone: _____

Marketing Contact: _____

Marketing Email: _____ Phone: _____

(Please ask your marketing contact to send a high-resolution logo to Olivia Nicoletti at onicoletti@nkfi.org at his/her earliest convenience.)

Address: _____

City/State/Zip: _____

☐ Please invoice me

☐ Enclosed is my check payable to the National Kidney Foundation of Illinois

☐ Please charge \$_____ to my ☐ Visa ☐ American Express ☐ Discover ☐ MasterCard

Card #: _____ Exp. _____ CVV _____

Signature: _____

☐ I am unable to attend but would like to make a tax deductible donation in the amount of \$_____

Thank you for supporting the Middle Market Open!

The NKFI will contact you in June for your player information. | Only golfers with verifiable indexes are eligible for prizes in the MMO.

Please return this form to: National Kidney Foundation of Illinois, Attn. Olivia Nicoletti | onicoletti@nkfi.org
215 W. Illinois St. Suite 1C, Chicago, IL 60654 | Phone 312.321.1500 | Fax 312.321.1505