

KURE IT PRESENTS



Rivals Cup

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Olga Richardson
Burton Young

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Dear Friends,

It is our honor and pleasure to chair the Annual Rivals Cup Tournament benefiting Kure It Cancer Research. Kure It, founded by Barry Hoeven, is a non-profit dedicated to providing funding to support the brightest minds in research for underfunded cancers at leading cancer centers. In an effort to fund these researchers, Kure It Cancer Research has historically united the UCLA Bruin and USC Trojan communities through the Rivals United for a Kure Campaign. **This year, Kure It Cancer Research invites all rivalries to represent your alma mater in the battle for the cup.**

To date, the Rivals United for a Kure campaign Rivals has raised \$4.5 million, supporting 34 research projects at USC Norris and UCLA Jonsson Comprehensive Cancer Centers.

On Friday, July 17, 2026 we will be hosting the **Annual Rivals Cup Tournament at Strawberry Farms Golf Club in Irvine, CA.** The tournament includes 18 holes, contests, lunch, silent & live auction, an after party, and of course, Rivalry!

Please join us by supporting the **2026 Rivals United for a Kure** campaign, as we make a huge impact on the victory towards a cancer-free world. Your sponsorship is the first step in ensuring our success in granting vital research. Included in the event packet are various levels of giving that provide exposure throughout the golf tournament, event website and more.

We thank you for your commitment to Barry Hoeven's vision and Kure It Cancer Research which has raised over \$18,000,000 to date for underfunded cancer research!

Together We Can Eradicate Cancer!

Andy Chaffee
2026 Co-Chair

Todd Perry
2026 Co-Chair

Olga Richardson
2026 Co-Chair

Burton Young
2026 Co-Chair



MISSION STATEMENT

Kure It Cancer Research is a nonprofit dedicated to providing direct funding to support the brightest minds in translational research for underfunded cancers at leading cancer centers.

KURE IT PRESENTS



Rivals Cup

SPONSORSHIP OPPORTUNITIES

FRIDAY, JULY 17, 2026 | STRAWBERRY FARMS GOLF CLUB

A charitable donation directly benefits underfunded cancer research while providing recognition at the event.

TITLE SPONSOR - \$25,000+

- Premium Recognition on all Printed and Digital Marketing Materials
- A Representative to Present Awards
- Mobile Recognition on Silent Auction Platform
- Commercial Recognition Before Awards Presentation
- Logo on Step and Repeat
- 1 Foursome
- 4 Additional After Party - Awards Reception Guest Tickets

COURSE SPONSOR - \$11,000+

- Recognition on Hole #1, Hole #6, and Hole #12
- Verbal Acknowledgement During Awards Presentation
- Recognition Before Awards Presentation
- Full Page Ad in Digital Program
- Logo on Step and Repeat
- 1 Foursome
- 4 Additional After Party - Awards Reception Guest Tickets

ENTERTAINMENT SPONSOR - \$10,000+ **(limited to one)*

- Verbal Acknowledgement During Awards Presentation
- Recognition Before Awards Presentation
- Full Page Ad in Digital Program
- Logo on Step and Repeat
- 1 Foursome
- 4 Additional After Party - Awards Reception Guest Tickets

PREMIER PRODUCT SPONSOR - \$5,000+ *

- Product/Company Representative Present at 1 Hole
- Recognition Before Awards Presentation
- Full Page Ad in Digital Program
- Logo on Step and Repeat
- 4 Additional After Party - Awards Reception Guest Tickets

GIFT BAG SPONSOR - \$8,000+ **(limited to one)*

- Logo Recognition on Gift Bags given to Each Golfer
- Verbal Acknowledgement During Awards Presentation
- Recognition Before Awards Presentation
- Full Page Ad in Digital Program
- Logo on Step and Repeat
- 1 Foursome
- 4 Additional After Party - Awards Reception Guest Tickets

SCORE CARD SPONSOR - \$5,500+ **(limited to two)*

- Logo Recognition on Every Score Card
- Verbal Acknowledgement During Awards Presentation
- Recognition Before Awards Presentation
- Full Page Ad in Digital Program
- Logo on Step and Repeat
- 1 Twosome
- 2 Additional After Party - Awards Reception Guest Tickets



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LUNCH SPONSOR - \$5,000+ **(limited to two)*

- Recognition at Lunch Stations on the Course
- Recognition Before Awards Presentation
- Half Page Ad in Digital Program
- 1 Twosome
- 2 Additional After Party - Awards Reception Guest Tickets

POST RECEPTION BAR SPONSOR - \$4,000+ **(limited to two)*

- Recognition on Post Reception Bar
- Recognition Before Awards Presentation
- Logo on Cocktail Napkins
- Half Page Ad in Digital Program
- 1 Twosome
- 2 Additional After Party - Awards Reception Guest Tickets

GOLF CART SPONSOR - \$4,000+ **(limited to one)*

- Recognition on Every Golf Cart
- Recognition Before Awards Presentation
- Half Page Ad in Digital Program
- 1 Twosome
- 2 Additional After Party - Awards Reception Guest Tickets

BLOODY MARY BAR SPONSOR - \$3,500+ **(limited to one)*

- Recognition on Bloody Mary Bar
- Recognition Before Awards Presentation
- Logo on Cocktail Napkins
- Half Page Ad in Digital Program
- 1 Twosome
- 2 Additional After Party - Awards Reception Guest Tickets

GOLF BALL SPONSOR - \$3,500+ **(limited to one)*

- Recognition at Gift Bag Distribution
- Recognition Before Awards Ceremony
- Half Page Ad in Digital Program

BEVERAGE SPONSOR - \$1,500+

- Provide Beverages for 1 Hole
- Name & Logo on Hole Sign
- Recognition Before Awards Presentation
- Product Presence at the Hole

TEE SPONSOR - \$1,000+

- Logo at Hole
- Recognition Before Awards Presentation



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Rivals Cup

SPONSORSHIP PURCHASE FORM

FRIDAY, JULY 17, 2026 | STRAWBERRY FARMS GOLF CLUB

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SPONSORSHIPS

Support Kure It Cancer Research while promoting your company through our numerous tournament sponsorship options. Don't miss this opportunity to market your products and services to our tournament participants during the Annual Rivals United for a Kure Rivals Cup Tournament!

SCHEDULE OF EVENTS

10:30AM - 12:00PM

Check-in / Registration Breakfast & Bloody Mary Bar

12:00PM

Shotgun Start
Hole in One Contests

5:30PM

After Party - Awards Reception

6:00PM

Program Begins

6:30PM

Announce Tournament Winners

ENTRY FEE INCLUDES

Bloody Mary Bar | Golf Cart | Lunch & Gift Bag | After Party | Awards Reception | Dinner

I WOULD LIKE TO BE A SPONSOR: (CIRCLE YOUR SELECTION)

TITLE \$25,000+	COURSE \$11,000+	ENTERTAINMENT \$10,000+	PREMIER PRODUCT \$5,000+	GIFT BAG \$8,000+	SCORE CARD \$5,500+
LUNCH \$5,000+	POST RECEPTION BAR \$4,000+	GOLF CART \$4,000+	BLOODY MAR BAR \$3,500+	GOLF BALL \$3,500+	BEVERAGE \$1,500+
					TEE \$1,000+

I WOULD LIKE TO PURCHASE TICKETS:

☐ SINGLE PLAYER \$1,000 ☐ TWOSOME \$2,000 ☐ FOURSOME \$4,000 ☐ RECEPTION ONLY TICKET \$100

☐ I AM UNABLE TO ATTEND BUT I WOULD LIKE TO MAKE A GENERAL DONATION \$ _____

Name/Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

PLAYER NAMES AND GHIN#:

Now inviting all rivalries! Represent your alma mater.

Player 1: _____ GHIN# _____ Representing _____

Player 2: _____ GHIN# _____ Representing _____

Player 3: _____ GHIN# _____ Representing _____

Player 4: _____ GHIN# _____ Representing _____

☐ Enclosed is a check payable to **Kure It, Inc.**

☐ Please bill my Amex, Visa, Mastercard or Discover

Credit Card # _____ Exp _____ / _____ CVV _____

Signature _____

Please submit this Sponsorship Entry Form to Jackie Kurtz jackie@kureit.org

Sponsorship and donations can also be made online at RivalsUnitedforaKure.org

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PLAYER REGISTRATION FORM

FRIDAY, JULY 17, 2026 | STRAWBERRY FARMS GOLF CLUB

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ENTRY FEE INCLUDES

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I WOULD LIKE TO PURCHASE TICKETS:

☐ SINGLE PLAYER \$1,000 ☐ TWOSOME \$2,000 ☐ FOURSOME \$4,000 ☐ RECEPTION ONLY TICKET \$100 ☐ GENERAL DONATION \$ _____

Name/Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

PLAYER NAMES AND GHIN#:

Now inviting all rivalries! Represent your alma mater.

Player 1: _____ GHIN# _____ Representing _____

Player 2: _____ GHIN# _____ Representing _____

Player 3: _____ GHIN# _____ Representing _____

Player 4: _____ GHIN# _____ Representing _____

☐ Enclosed is a check payable to **Kure It, Inc.**

☐ Please bill my Amex, Visa, Mastercard or Discover

Credit Card # _____ Exp _____ / _____ CVV _____

Signature _____

Please submit this Registration Form to Jackie Kurtz jackie@kureit.org

Sponsorship and donations can also be made online at RivalsUnitedforaKure.org

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AUCTION DONATION FORM

FRIDAY, JULY 17, 2026 | STRAWBERRY FARMS GOLF CLUB

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Donor's Name (as you would like to be recognized):

Business/Contact Name:

Street Address:

City/State/Zip:

Email:

Phone:

Item Description (Continue on back or attach an additional sheet):

Item Restrictions (Black out dates, expirations, age limits, etc.):

Estimated Value:

Please Check One:

☐ Donation Enclosed

☐ To Be Delivered

☐ To Be Picked Up

☐ Please Create Certificate

PLEASE MAIL, EMAIL, OR FAX THE COMPLETED FORM TO:

Kure It Cancer Research

1300 Quail Street, Suite 104, Newport Beach, CA 92660

Attn: Rivals Cup Golf Tournament

maria@kureit.org

www.rivalsunitedforakure.org | Phone: 949-385-7069 | Mobile: 714-943-1933



BY FRIDAY, JULY 3, 2026

Thank you for your support!

Your gift is tax-deductible to the extent of the law. Kure It Cancer Research is a 501 (c)(3) non-profit organization, Tax I.D. 26-4343040

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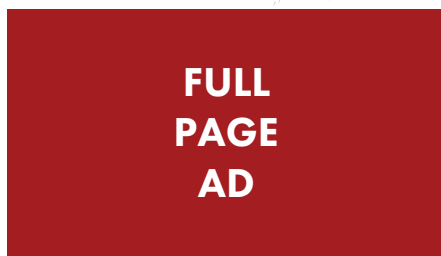
DIGITAL PROGRAM AD FORM

FRIDAY, JULY 17, 2026 | STRAWBERRY FARMS GOLF CLUB

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FULL PAGE AD \$1,000

16" WIDE X 9" HIGH



- All program ads must be submitted by **July 3, 2026** to meghan@eliteocproductions.com
- Artwork must be in color and in 300 dpi PDF, JPEG, or EPS

HALF PAGE AD \$500

8" WIDE X 9" HIGH



- If ad needs to be designed by Elite OC Productions please submit this form along with any logos or photos by **June 29, 2026** to isabel@eliteocproductions.com

☐ I will create my own ad

☐ Please create my ad with the following message: _____

☐ Full Page Ad ☐ Half Page Ad Total Amount Enclosed \$ _____

Name/Company: _____

(As you would like to be recognized)

Name/Company: _____

(If different from above)

Address: _____ City: _____ Zip: _____

Phone: _____ Email: _____

☐ Enclosed is a check payable to Kure It, Inc (Checks are preferred)

☐ Please bill my AMEX, Visa, Mastercard, or Discover

Card# _____ Exp. Date ____/____/____ CVV _____ Signature _____

PLEASE MAIL, EMAIL, OR FAX THE COMPLETED FORM TO:

Kure It Cancer Research

1300 Quail Street, Suite 104, Newport Beach, CA 92660

Attn: Rivals Cup Golf Tournament

jackie@kureit.org

www.rivalsunitedforakure.org | Phone: 949-748-5916 | Fax: 949-222-0574



Thank you for your support!



KURE IT CANCER RESEARCH = SAVING LIVES

WHAT IS KURE IT?

In 1998, Barry Hoeven, founder of Westport Properties, was diagnosed with kidney cancer. As Barry battled this disease, he recognized the lack of funding for research to cure kidney cancer and many other underfunded cancers.

To help increase needed funding, he founded the non-profit Kure It Cancer Research.

Kure It's mission is to be the leader in granting funds to scientists researching underfunded cancers. Researchers receiving Kure It funds use this "seed money" to explore innovative research projects at top Comprehensive Cancer Centers.



1 out of 3
Americans will
develop cancer



Every minute 1 person in
the US dies from cancer



Cancer is the leading
cause of disease-related
death in children in the US



90% of cancers are
underfunded

Thank You to UCLA Bruins and USC Trojans: A vital part of Kure It's fund raising activities is bringing together long-time rivals UCLA Bruins and USC Trojans for Kure It's Rivals United for a Kure Campaign. Funds raised by these cross-town competitors and their colleagues support the best and brightest researchers at UCLA Jonsson and USC Norris Comprehensive Cancer Centers.

Cancer touches each one of us. United, we can save lives!

To learn more, please visit our website at RivalsUnitedforaKure.org