

KURE IT PRESENTS



## Rivals Cup

### TOURNAMENT CHAIRS

Andy Chaffee

Todd Perry

Olga Richardson

Burton Young

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*Emeritus Board Member*

### KURE IT

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*Director of Development*

Brooke Adams Siecke

*Director of Strategy*

Maria Dumatal

*Development Specialist*

Gabrielle Esparza

*Development Assistant*

Donna Waldo

*Treasurer*

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!**

A handwritten signature of Andy Chaffee.

**Andy Chaffee**  
2026 Co-Chair

A handwritten signature of Todd Perry.

**Todd Perry**  
2026 Co-Chair

A handwritten signature of Olga Richardson.

**Olga Richardson**  
2026 Co-Chair

A handwritten signature of Burton Young.

**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.



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*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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# SPONSORSHIP OPPORTUNITIES

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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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## 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!

# SPONSORSHIP PURCHASE FORM

FRIDAY, JULY 17, 2026 | STRAWBERRY FARMS GOLF CLUB

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

## 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+

## 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](mailto:jackie@kureit.org)  
Sponsorship and donations can also be made online at [RivalsUnitedforaKure.org](http://RivalsUnitedforaKure.org)

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# PLAYER REGISTRATION FORM

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**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 PURCHASE TICKETS:

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

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](mailto:jackie@kureit.org)  
Sponsorship and donations can also be made online at [RivalsUnitedforaKure.org](http://RivalsUnitedforaKure.org)

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# AUCTION DONATION FORM

FRIDAY, JULY 17, 2026 | STRAWBERRY FARMS GOLF CLUB

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

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](mailto:maria@kureit.org)

[www.rivalsunitedforakure.org](http://www.rivalsunitedforakure.org) | Phone: 949-385-7069 | Mobile: 714-943-1933

**BY FRIDAY, JULY 3, 2026**

**Thank you for your support!**



KURE IT PRESENTS



# DIGITAL PROGRAM AD FORM

FRIDAY, JULY 17, 2026 | STRAWBERRY FARMS GOLF CLUB

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

## FULL PAGE AD \$1,000

16" WIDE X 9" HIGH

FULL  
PAGE  
AD

- All program ads must be submitted by **July 3, 2026** to [meghan@eliteocproductions.com](mailto: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

HALF  
PAGE  
AD

- 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](mailto: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](mailto:jackie@kureit.org)

[www.rivalsunitedforakure.org](http://www.rivalsunitedforakure.org) | Phone: 949-748-5916 | Fax: 949-222-0574

**Thank you for your support!**





**Kure it<sup>®</sup>**  
cancer research

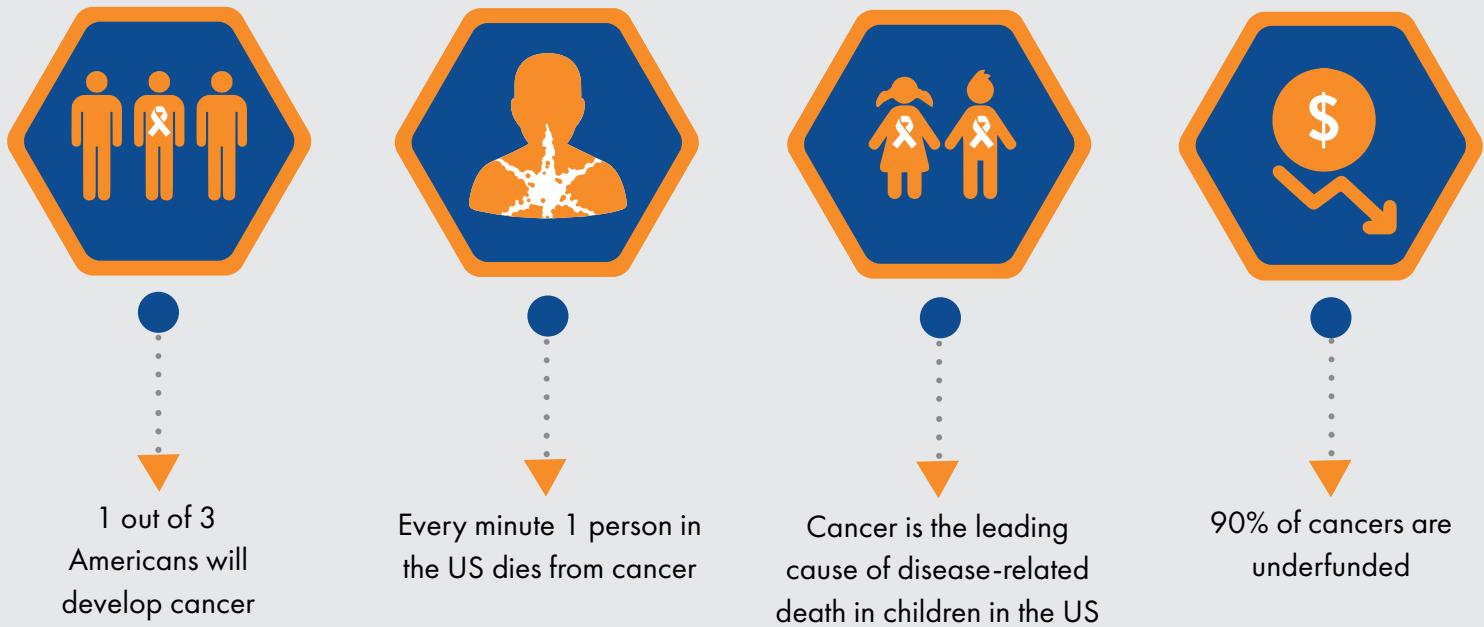
## KURE IT CANCER RESEARCH = SAVING LIVES

### 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.



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](http://RivalsUnitedforaKure.org)