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 has raised $4 million, supporting 30 research projects at USC Norris and UCLA Jonsson Comprehensive Cancer Centers.

On Friday, June 10, 2022 we will be hosting the Annual Rivals Cup Tournament on the North Course of Pelican Hill Golf Course, Newport Beach. The tournament includes 18 holes, contests, lunch, silent & live auction and of course, Rivalry!

Please join us today in supporting Rivals United for a Kure’s campaign as we make an impact and support the victory of a cancer-free world by becoming a 2022 Rivals Cup Sponsor. Included are the various levels of giving that will 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 $12,000,000 to date for underfunded cancer research!

Together We Can Eradicate Cancer!

Andy Chaffee      Todd Perry      Burton Young
2022 Co-Chair      2022 Co-Chair      2022 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.
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| **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 *(potentially play with a celebrity based on availability)*  
                          - 4 Additional After Party - Awards Reception Guest Tickets |
| **Course Sponsor**| $10,000+      | - 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 *(potentially play with a celebrity based on availability)*  
                          - 4 Additional After Party - Awards Reception Guest Tickets |
| **Cooler Sponsor**| $7,500+       | - Logo Recognition on Coolers 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 *(potentially play with a celebrity based on availability)*  
                          - 4 Additional After Party - Awards Reception Guest Tickets |
| **Score Card Sponsor**| $5,000+     | - 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 |
| **Post Event Reception Sponsor**| $5,000+    | - 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 |

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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| **LUNCH SPONSOR - $3,000+** *(limited to one)* | Recognition on Every Lunch Box  
Recognition Before Awards Presentation  
Half Page Ad in Digital Program  
1 Twosome  
2 Additional After Party - Awards Reception Guest Tickets |
| **POST RECEPTION BAR SPONSOR - $3,000+** *(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 - $3,000+** *(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 - $2,500+** *(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 - $2,000+** | 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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SPONSORSHIP PURCHASE FORM
FRIDAY, JUNE 10, 2022 | PELICAN HILL GOLF CLUB | NORTH COURSE

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

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!

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ENTRY FEE INCLUDES
Breakfast & Bloody Mary Bar | Golf Cart | Boxed Lunch & Event Cooler | After Party - Awards Reception

SUB A CELEBRITY PLAYER INTO YOUR FOURsome
A new offering at this year’s Rivals Cup is a Celebrity Fourth Player. A select number of groups will have the option of purchasing a foursome, filling it with 3 players and then the fourth “celebrity”, such as a pro-athlete, actor or personality, will fill the foursome.

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

<table>
<thead>
<tr>
<th>TITLE SPONSOR</th>
<th>COURSE SPONSOR</th>
<th>PREMIER PRODUCT SPONSOR</th>
<th>COOLER SPONSOR</th>
<th>SCORE CARD</th>
<th>POST EVENT RECEPTION</th>
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<tr>
<td>$25,000+</td>
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<td>LUNCH</td>
<td>POST RECEPTION</td>
<td>GOLF CART</td>
<td>BLOODY MAR BAR</td>
<td>GOLF BALL</td>
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I WOULD LIKE TO PURCHASE TICKETS:

- SINGLE PLAYER: $1,000
- TWOSOME: $2,000
- FOURsome: $4,000
- FOURsome WITH CELEBRITY: $4,000
- RECEPTION ONLY TICKET: $150

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 _________________________________________________________________________________________

*When selecting “Foursome with a Celebrity” you agree to host the celebrity as the 4th member of your foursome

Please submit this Sponsorship Entry Form to Renalynn Funtanilla renalynn@kureit.org
Sponsorship and donations can also be made online at RivalsUnitedforaKure.org

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Name/Company _____________________________________________________________________________________________________
Address ______________________________________ City _____________________________ State ____________ Zip _________________
Phone _______________________________________ Email __________________________________________________________________

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Player 3: ________________________________ GHIN# __________________________________ Representing ________________________

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PLAYER REGISTRATION FORM
FRIDAY, JUNE 10, 2022 | PELICAN HILL GOLF CLUB | NORTH COURSE
A charitable donation directly benefits underfunded cancer research while providing recognition at the event.

SCHEDULE OF EVENTS
8:30AM - 10:00AM
Check-in / Registration Breakfast & Bloody Mary Bar
Hole in One Contests
10:00AM
Shotgun Start
4:00PM
After Party - Awards Reception
4:30PM
Program Begins
5:00PM
Announce Tournament Winners
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
2201 Dupont Dr #700, Irvine, CA 92612
Attn: Rivals Cup Golf Tournament
renalynn@kureit.org
www.rivalsunitedforakure.org   |   Phone: 949-748-5916   |   Fax: 949-222-0574

BY FRIDAY, MAY 27, 2022
Thank you for your support!

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DIGITAL PROGRAM AD FORM
FRIDAY, JUNE 10, 2022 | PELICAN HILL GOLF CLUB | NORTH COURSE

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

FULL PAGE AD $1,000
16” WIDE X 9” HIGH

- All program ads must be submitted by May 20, 2022 to samantha@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 May 13, 2022 to samantha@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 Cancer Research (Checks are preferred)

Please bill my AMEX, Visa, Mastercard, or Discover

Card# __________________________ Exp. Date___/___/___ CVV _________ Signature ______________________________

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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