

**3rd** ANNUAL  
**ROCK**  
**'n'ROLL**  
**GOLF**  
TOURNAMENT  
FOR...



**The**  
**PABLOVE**  
FOUNDATION  
**may 1<sup>ST</sup>**  
**2015** ♥



## About The Pablove Foundation

HELPING KIDS WITH CANCER  
*LIVE*—A *LOVE-FILLED* LIFE  
TODAY AND A *CANCER-FREE*  
LIFE TOMORROW

The Pablove Foundation is named after Pablo Thraikill Castelaz, the son of Jo Ann Thraikill and Jeff Castelaz and the little brother of Grady Gallagher. Pablo was six years old when he lost his valiant yearlong battle with bilateral Wilms Tumor, a rare form of childhood cancer. Imbued with his spirit and inspired by his strength, Pablove is dedicated to the daily, global fight against childhood cancer, and the suffering that comes in its wake.

We fight on in order to amplify one simple message:  
**kids get cancer too.**

THE MISSION OF THE  
PABLOVE FOUNDATION IS TO:

**Invest** in under-funded, cutting-edge pediatric cancer research

*In the past four years, our **Childhood Cancer Research Grants** totaled \$900,000 in funding for innovative research projects.*

**Inspire** cancer families through education

*Our Annual **Childhood Cancer Symposia** bring together medical professionals and patient families from around the country. Each year, the country's leading experts present on critical subjects like rare pediatric cancers and their long-term effects.*

**Improve** the lives of children living with cancer through the arts

*Our **Pablove Shutterbugs** program teaches children living with cancer to develop their creative voice through the art of photography. To date, this program has reached over 575 children in the United States.*

# Our Reach



**Fans:** 16,870  
**Monthly reach:** 150,412  
**Monthly impressions:** 693,978  
**Friends of fans:** 6,166,825



**Followers:** 5,714  
**Key mentions:** @Blink182, @Maroon5, @LouisCK, @BeastieBoys, @KateeSackhoff, @KatyPerry, @IMKristenBell, @Garbage, @JuddApatow, @NickJonas, @JoelMcHale, @HalfAdams



**Views:** 149,258  
**Videos:** 389



**Circles:** 158,726  
**+1s:** 149,495



**Average monthly website visits:** 4,451  
**Average monthly page views:** 10,586  
**Newsletter subscribers:** 8,622



## About the Pablove Rock 'n' Roll Golf Tournament

# Friday, May 1, 2015 Angeles National Golf Club

Join The Pablove Foundation and our friends from the music and entertainment industries for a full day of fun at Angeles National.

**Registration: 9:00 a.m.**  
**Shotgun Start: 10:30 a.m.**  
**18 hole, 4 player scramble**  
**\$1,000 per team**

**Entry fee includes golf cart,  
practice range balls, team photos,  
and food and drinks all day.**

**Prize contests include closest to the pin,  
longest drive, and TWO hole-in-one con-  
tests. Live performance by The Black Tees  
begins after the last putt drops!**

## About Angeles National

Nestled at the base of the Angeles National Forest and the only Nicklaus Design golf course in Los Angeles County, Angeles National Golf Club sets the standard of excellence and beauty for all golf courses in Southern California.

Angeles National features an 18-hole, par 72 championship golf course with magnificent views, generous fairways and immaculate emerald greens. The course presents a challenge for golfers of all skill levels with four sets of tees accommodating both the professional and beginner golfer.

The course was ranked by Travel + Leisure Golf magazine as One of the Top 30 Best New Courses Worldwide and One of the Top Ten Best New Public/Resort courses in the U.S.

**[angelesnational.com](http://angelesnational.com)**

# 2014 Sponsors

daughtry

HITS



# Expand Your Reach, Become a Sponsor














	Recognition as Presenting Sponsor on all event materials*	Company name + logo on all signage and promotions	Gifting opportunity	Logo inclusion in event ads	Logo inclusion and linkage on website	Company sign at hole	On-site activation	Logo inclusion on Sponsor Banner	Team entries and raffle tickets
<b>Presenting Sponsor</b> \$15,000 1 available	♥	♥	♥	♥	♥	♥	♥	<b>Tier 1</b>	<b>3 teams 24 tickets</b>
<b>Lionhearted Sponsor</b> \$10,000 2 available		♥	♥	♥	♥	♥	♥	<b>Tier 2</b>	<b>2 teams 16 tickets</b>
<b>Tenderhearted Sponsor</b> \$5,000 4 available			♥	♥	♥	♥	♥	<b>Tier 3</b>	<b>1 team 8 tickets</b>
<b>Warmhearted Sponsor</b> \$2,500			♥	♥	♥	♥		<b>Tier 4</b>	<b>1 team 4 tickets</b>
<b>Win Audi Hole-in-One Contest Sponsor**</b> \$1,500 <i>CLAIMED BY Audi</i>					♥	♥	♥	<b>Tier 5</b>	
<b>\$25,000 Cash Hole-in-One Contest Sponsor**</b> \$1,000					♥	♥		<b>Tier 5</b>	
<b>Hole Sponsor</b> \$500					♥	♥		<b>Tier 5</b>	
<b>Marketing Sponsorship</b> \$500			♥		♥			<b>Tier 5</b>	

\* Presenting Sponsor's name and logo appears on all event signage, marketing, and media outreach.

\*\* Plus the cost of insurance.

Custom sponsorship packages available to meet your individual needs. Please contact Events Manager Ashley Lough at [ashleylough@pablove.org](mailto:ashleylough@pablove.org) or 323-952-2867 for more information.

# Expand Your Reach, Become a Sponsor

	Company name + logo on all signage and promotions	Gifting opportunity	Logo inclusion and linkage on website	Company sign at hole	Sponsorship promoted on social media sites	Logo inclusion on Sponsor Banner	Team entries and raffle tickets
<b>Tenderhearted Media Sponsor \$5,000</b> <ul style="list-style-type: none"> <li>\$5,000+ in donated advertising (can be a combination of print, web, and/or broadcast)</li> <li>One editorial mention of event (print, blog, and/or on-air)</li> <li>Six social media mentions of event</li> </ul>						<b>Tier 3</b>	<b>1 team 8 tickets</b>
<b>Warmhearted Media Sponsor \$2,500</b> <ul style="list-style-type: none"> <li>\$2,500+ in donated advertising (can be a combination of print, web, and/or broadcast)</li> <li>One editorial mention of event (print, blog, and/or on-air)</li> <li>Three social media mentions of event</li> </ul>						<b>Tier 4</b>	<b>2 players 4 tickets</b>
<b>Kindhearted Media Sponsor \$1,500</b> <ul style="list-style-type: none"> <li>\$1,500+ in donated advertising (can be a combination of print, web, and/or broadcast)</li> <li>One editorial mention of event (print, blog, and/or on-air)</li> <li>One social media mention of event</li> </ul>						<b>Tier 5</b>	<b>1 player 2 tickets</b>
<b>Marketing Partner</b> <ul style="list-style-type: none"> <li>One mention in email newsletter</li> <li>One social media mention of event</li> </ul>							

\*Includes on-site activation.

All in-kind donations are tax-deductible according to the full extent of the law.  
All sponsors are invited to donate an item or experience for the raffle or prizes.

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## In-Kind Sponsorship Opportunities

Our Rock 'n' Roll Golf Tournament presents a "can't miss" opportunity to expose your product to Angelenos of influence. Music and film industry executives, artists and musicians, and tastemakers from across the Southland all join us on the course.

### Opportunities include:

**Beer**

**Tequila**

**Vodka**

**Juices and Sodas**

**On-Course Snacks**

**Contest Prizes**

### Represent Your Brand

**\$250 plus Product\***

Send your brand ambassadors to promote your product through on-site activation and distribute your product to our 144 attendees.

Your brand will be recognized on [pablove.org](http://pablove.org) and on our active social networks according to the value of the product donation. All in-kind donations are tax-deductible according to the full extent of the law.

\* \$250 donation covers the fee from Angeles National Golf Club for distribution of outside food and beverage.





# Contact Us



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**to register please visit**  
**[pablove.org/lagolf](https://pablove.org/lagolf)**