



29th Annual **GEORGE KNUDSON**

OAKDALE PRO-AM

SEPTEMBER 5, 2018

In Support of



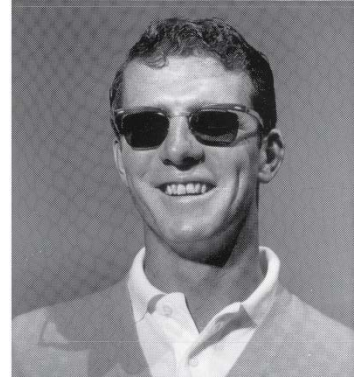
**Sinai
Health
Foundation**



Israel
**Cancer
Research
Fund**

www.theknudson.com

THE GEORGE KNUDSON OAKDALE PRO-AM HONOURS THE MEMORY AND LEGACY OF GEORGE KNUDSON, CONSIDERED TO THIS DAY TO BE CANADA'S FINEST PROFESSIONAL GOLFER EVER.



Born and raised in Winnipeg, George honed his early playing skills at the St. Charles Golf Club. George moved to Toronto in 1958 and soon thereafter joined the professional staff at the Oakdale Golf and Country Club.

With the support and benevolence of a group of Oakdale members, George launched his PGA Tour career, amassing the still-held record for a Canadian of eight wins between 1961 and 1972, a time during which he was indisputably Canada's ambassador to the world of golf. Punctuating this view was George and the late Al Balding's 1968 victory representing Canada in the prestigious World Cup of Golf, the first ever such victory for Canada.

Recognized by the legendary Ben Hogan as being possessed of the finest swing in golf, George in 1988 was inducted into the Royal Canadian Golf Association Hall of Fame and made a member of the Order of Canada. George's passing due to lung cancer gave rise in 1989 to the inaugural George Knudson Oakdale Pro-Am. Celebrating its 29th year, this annual event has raised an astounding \$5.5 million for cancer research at Princess Margaret Cancer Centre, Israel Cancer Research Fund and Mount Sinai Hospital, part of Sinai Health System. We welcome Paul Knudson, who joins us each year as we celebrate and pay tribute to his father, George Knudson.

GEORGE KNUDSON OAKDALE PRO-AM 2018 COMMITTEE

CHAIR

Moni Lustig

COMMITTEE

Izzie Abrams, Michael Albert, Robert Harlang, Michael Kerzner, Robert (Butch) Mandel, Elliot Medoff, Edward Schwartz, Fred Steiner, Michael Steinberg, Roan Vollmer, Jack Winberg,

SINAI HEALTH FOUNDATION

Rebecca Joy

ISRAEL CANCER RESEARCH FUND

Jennifer Ouaknine

**WITH VERY SPECIAL THANKS, AS ALWAYS, TO CATHY ANDREACOLA
AND THE ENTIRE OAKDALE TEAM.**



EVENT DETAILS

Wednesday, September 5, 2018
Oakdale Golf and Country Club
2388 Jane Street
Toronto, Ontario M3M 1A8

ITINERARY

10 a.m.	Bag drop, registration package, main entrance, locker assignment
10:30 a.m. – 11:30 a.m.	Lunch in main dining room
10 a.m. – 11:45 a.m.	Warm-up on practice facility
11:45 a.m.	Assemble in golf shop staging area
12:00 p.m.	Shotgun Start
5 p.m. – 6:30 p.m.	Cocktail reception and prize presentation

MOUNT SINAI HOSPITAL

Mount Sinai Hospital's Lunenfeld-Tanenbaum Research Institute, part of Sinai Health System, ranks among the world's top 10 institutes of its kind. It is internationally esteemed for producing work with an enormous impact on the international scientific community. Lunenfeld-Tanenbaum scientists collaborate with Mount Sinai Hospital clinicians to build bridges between the latest research findings and pioneer the newest modalities of diagnosis and treatment, improving outcomes for patients. Their investigations are creating a healthier future for us all. Funds from the George Knudson Oakdale Pro-AM have supported cancer research at Mount Sinai. Starting in 2016, funds from the event will be used to establish an Endowed Scientist Chair in cancer research. An endowed chair will enable researchers to continue to make discoveries that improve the lives of people with cancer.

For more information please visit www.supportsinai.com

ISRAEL CANCER RESEARCH FUND (ICRF)

Israel Cancer Research Fund's (ICRF) mission is to continue to find treatments and cures for all forms of cancer utilizing the unique benefits that Israel and its scientists have to offer. ICRF is one of the largest sources of private funds for innovative cancer research in Israel, funding over 2,300 grants to date. These grants resulted in the development of Gleevec®, a drug used in the treatment of leukemia, and Velcade®, a drug developed based on Nobel Prize winning research by ICRF funded scientists and used in the treatment of multiple myeloma.

These are just two examples of ICRF breakthroughs that are helping save the lives of cancer patients worldwide.

For more information please visit www.icrf.ca

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR — \$50,000

- Industry exclusivity as Presenting Sponsor
- Banner at the event
- Signage at the event
- Recognition as the Presenting Sponsor
- Logo integrated with event logo and all related materials
- Presenting sponsor's name included wherever "George Knudson Oakdale Pro-Am" appears
- Additional promotional opportunities available

DIAMOND SPONSOR — \$20,000

- Banner at the event
- Signage at the event
- Recognition as Diamond Sponsor
- Logo included on website and onsite print materials

PLATINUM SPONSOR — \$10,000

- Recognition as Platinum Sponsor
- Signage at the event
- Logo included on website and onsite print materials

GOLD SPONSOR — \$7,500

- Recognition as Gold Sponsor
- Signage at the event
- Logo included on website and onsite print materials

SILVER SPONSOR — \$5,000

- Recognition as Silver Sponsor
- Signage at the event

BRONZE SPONSOR — \$2,500

- Recognition as Bronze Sponsor
- Signage at the event

BENEFACTOR — \$1,300

- Sign on one hole
- Recognition on signage at event

GEORGE KNUDSON OAKDALE PRO-AM SPONSORSHIP CONFIRMATION FORM

YES, I AM INTERESTED IN BECOMING A SPONSOR! I UNDERSTAND THAT THESE OPPORTUNITIES ARE AVAILABLE ON A FIRST-COME BASIS:

- Presenting Sponsor \$50,000
- Gold \$7,500
- Benefactor \$1,300
- Diamond Sponsor \$20,000
- Silver \$5,000
- Other \$_____
- Platinum Sponsor \$10,000
- Bronze \$2,500

Please email your company logo in EPS format to candreacola@oakdalegolf.com

CONTACT INFORMATION

Contact Name: _____ Title: _____
 Company: _____
 Name to be recognized as: _____
 Address: _____
 City: _____ Postal Code: _____ Email: _____
 Telephone: _____ Fax: _____

PAYMENT TYPE

- Personal Credit Card*
- Corporate Credit Card*
- Cheque payable to "George Knudson Oakdale Pro-Am"

*We accept VISA, MasterCard and American Express.

Credit Card Number: _____ Expiry Date: _____
 Cardholder Name: _____
 Cardholder Signature: _____

Please scan and email this form to:
 Cathy Andreacola
 Executive Assistant
 Oakdale Golf and Country Club
 2388 Jane Street
 Toronto, ON M3M 1A8
 T 416-245-3500 x 247 F 416-245-9764
 candreacola@oakdalegolf.com www.oakdalegolf.com

Sinai Health Foundation
Charitable Registration
No. 119048106 RR0001

Israel Cancer Research Fund
Charitable Registration
No. 816102347 RR0001

In Support of

