

40th Annual
ANDY RUSSELL CELEBRITY CLASSIC

40

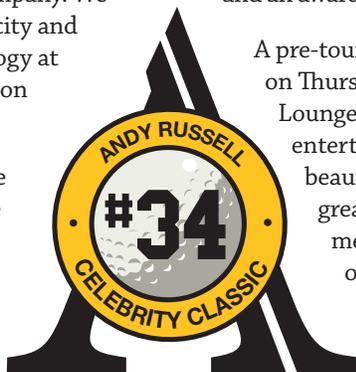


2016 SPONSORSHIP OPPORTUNITIES

Celebrating 40 Years!

Now in its 40th year, the Andy Russell Celebrity Classic is widely recognized as one of the most prestigious golf tournaments in western Pennsylvania. For four decades, Andy has led the way as we've raised millions of dollars for worthwhile charities, golfed at beautiful clubs, and enjoyed one another's company. We have made an impact on many programs in our city and beyond - most recently, the Department of Urology at UPMC and the UPMC Sports Medicine Concussion Program.

Throughout the years, this event has raised more than \$6 million. Please join us for this milestone 40th anniversary as we continue to raise money for worthy causes and honor Andy Russell for his devotion to this tournament and its beneficiaries. This year, we also introduce Josh Miller, 2016 event co-chair, as we transition tournament leadership to his name.



This year's tournament will take place on Friday, May 20, 2016 at Allegheny Country Club. The course, originally designed by Donald Ross, is considered among the finest in the region. Each foursome is paired with a celebrity athlete for a round of golf; cocktails, dinner, and an awards ceremony will close out the tournament.

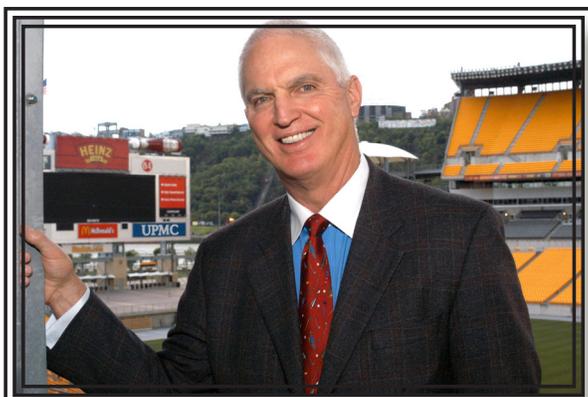
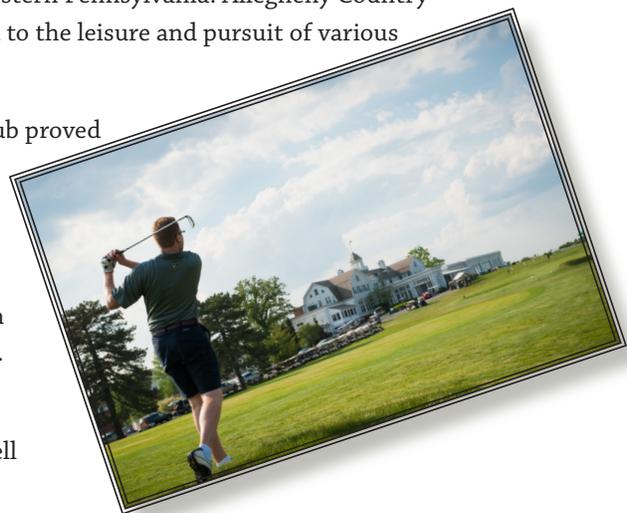
A pre-tournament party for athletes and sponsors will be held on Thursday, May 19, 2016 at Heinz Field's UPMC East Club Lounge. Partygoers kick-off the tournament with cocktails, entertainment, dinner, and dancing while enjoying beautiful views of the city and Heinz Field. The party is a great social event, a wonderful occasion for sponsors to meet and mingle with celebrity golfers, and the perfect opportunity to highlight the amazing work of Andy Russell and the impact of this tournament.

Allegheny Country Club

A winding mile above the town of Sewickley sits the first 18 hole golf course in western Pennsylvania. Allegheny Country Club is a beautiful, turn-of-the-century collection of rambling buildings dedicated to the leisure and pursuit of various sports.

Allegheny Country Club had its origin in 1895 on Pittsburgh's North Side. The Club proved to be so popular that it soon outgrew this facility and a new, 150-acre site was opened off of Blackburn Road in 1902. Throughout the years the golf course has changed significantly from the original design of famed golf course architect Donald Ross, as evidenced by the 32 abandoned greens on the property. In 1945 the first seven holes of the back nine were completely remodeled, but presently an exciting master plan to restore Donald Ross's classic design is underway, led by Gil Hanse.

Today the club features 6,409 yards of golf from the longest tees for a par of 70. With sweeping vistas and beautiful scenery, players of the 40th annual Andy Russell Celebrity Classic are sure to enjoy their round of golf at Allegheny Country Club!



Event Chair Andy Russell



Event Co-Chair Josh Miller

Sponsorship Opportunities



\$50,000 NAMING SPONSOR

- Three golf foursomes
- Priority assignment of celebrity athlete
- 40 tickets to the Gala
- Corporate or individual name on a hole sign
- Prominently placed full-page recognition in the tournament program
- Photo opportunity with celebrity golfers
- Premium gifts
- Autographed sports items
- Opportunity to provide a company promotional product for gift bags
- Corporate recognition at the Gala
- Company logo/name on tournament web site



\$25,000 PLATINUM SPONSOR

- Two golf foursomes
- Priority assignment of celebrity athlete
- 20 tickets to the Gala
- Corporate or individual name on a hole sign
- Full-page recognition in the tournament program
- Photo opportunity with celebrity golfers
- Premium gifts
- Corporate recognition at the Gala
- Company name on the tournament web site



\$10,000 GOLD SPONSOR

- One golf foursome
- 10 tickets to the Gala
- Corporate or individual name on a hole sign
- Full-page recognition in the tournament program
- Photo opportunity with celebrity golfers
- Executive gifts
- Company name on the tournament web site



\$5,000 SILVER SPONSOR

- One golf twosome
- Eight tickets to the Gala
- Corporate or individual name on a hole sign
- Executive gifts
- Full-page recognition in the tournament program
- Photo opportunity with celebrity golfers



\$2,500 BRONZE SPONSOR

- One golfer
- Four tickets to the Gala
- Corporate or individual name on a hole sign
- Full-page recognition in the tournament program
- Photo opportunity with celebrity golfers
- Executive gifts

Underwriting Opportunities

\$20,000 "SPONSOR AND ATHLETE GALA" SPONSOR (2 AVAILABLE!)

- One golf foursome
- 20 tickets to the Gala with reserved seating
- Recognition on welcome sign, cocktail tables, reserved tables, and bar
- Sponsor name and logo on Gala invitation and tickets
- Recognition on flat screen monitors
- Full-page recognition in the tournament program
- Photo opportunity with celebrity golfers
- Executive gifts
- Recognition on tournament web site



\$3,000 ENTERTAINMENT SPONSOR

- Prominent signage on main stage of Gala
- Full-page recognition in the tournament program
- Four tickets to the Gala



\$3,000 GOLF BALL SPONSOR

- Company logo on golf balls distributed to participants
- Full-page recognition in the tournament program
- Four tickets to the Gala



\$3,000 WATER BOTTLE SPONSOR

- Company logo on bottled water distributed to participants
- Full-page recognition in the tournament program
- Four tickets to the Gala

\$1,500 HOLE-IN-ONE SPONSOR

- Corporate recognition at Hole-in-One contest holes
- Half-page recognition in the tournament program
- Two tickets to the Gala



For more information, visit www.andyrussell.org/classic

About Andy Russell

Linebacker Andy Russell played his rookie year for the Pittsburgh Steelers in 1963. During his time with the Steelers, Andy played in seven Pro Bowls, and he was the only linebacker in the NFL to play six consecutive Pro Bowls between 1971 and 1976. Additionally, he was chosen by the NFL Hall of Fame Selection Committee for the NFL All-Pro Team of the 70s and served as Steelers Team Captain for 10 years. Andy earned several prestigious titles throughout his football career, including Defensive MVP in 1968 and 1970 and Team MVP in 1971, and he was named a member of the NFL's "300 Greatest Players." Andy won Super Bowls in both the 1974 and 1975 seasons and has been inducted into the Pennsylvania Hall of Fame and the University of Missouri Hall of Fame.



About Josh Miller

Super Bowl Champion punter Josh Miller attended the University of Arizona where he was a two-year letterman in football, an All-Pacific Ten Conference selection, and an All-American selection. After graduation, Josh played for the Pittsburgh Steelers (1996-2004), New England Patriots, and Tennessee Titans, until he retired in 2008 after 13 years in the NFL. Josh currently works as a football analyst and hosts the morning show on 93.7 "The Fan," Pittsburgh's CBS Radio affiliate. In addition to co-authoring *Always a Home Game*, a book describing a journey across the country visiting local Steelers bars in other NFL markets, Josh also hosts *A Day in the Life*, a sports-lifestyle documentary series that highlights the daily lives and community impact of professional athletes.

ANDY RUSSELL CELEBRITY CLASSIC SCHEDULE OF EVENTS

Thursday, May 19, 2016

40th Annual Sponsor and Athlete Gala
Heinz Field, UPMC East Club Lounge

- 5:30 p.m. Doors Open
- 6:00 p.m. Cocktails and Silent Auction
- 6:45 p.m. Dinner, with Program and Live Auction to follow.

Friday, May 20, 2016

Andy Russell Celebrity Classic
Allegheny Country Club

- 10:00 a.m. Registration and Practice Range Open
- 11:00 a.m. Luncheon Buffet
- Noon Shotgun Start, with cocktails, dinner, and award ceremony to follow.

BENEFICIARIES OF THE 2016 ANDY RUSSELL CELEBRITY CLASSIC



The Department of Urology at UPMC

Since 1999, Dr. Joel Nelson has helped to build UPMC's urology program into one of the world's premier centers for the most advanced diagnosis, treatment, and research in prostate and urological cancers and disorders. Dr. Nelson is a leader both in performing sophisticated surgery for prostate cancer and in developing new scientific research aimed directly at treating urological cancers. In addition to delivering first-rate patient service at the one-of-a-kind Urological Comprehensive Care Program at UPMC, the Department of Urology provides support for a number of research projects attacking urological cancers and other disorders from many angles. Dr. Nelson and his colleagues continue to seek new ways to diagnose cancer as early as possible, identify genetic traits that indicate increased risk for certain types of cancers, and determine how patients might avoid multiple battles with cancer.

UPMC Sports Medicine Concussion Program

The UPMC Sports Medicine Concussion Program, established in 2000, is the first of its kind and largest ongoing clinical service and research program that focuses on the diagnosis, evaluation, and management of sports-related concussion in athletes of all levels. Led by Michael Collins, PhD, the program's internationally-known team of clinicians and researchers are world leaders in studying the neurocognitive effects of sports-related concussion and pioneering the development of better methods of post-concussion evaluation to determine when it is safe for an athlete to return to sports. The team provides oversight and consultation to assist sports teams' medical staff in making objective return-to-play decisions after the occurrence of sports-related concussion.



The Andy Russell Charitable Foundation

The Andy Russell Charitable Foundation was established in 1999 to fund health care and human services. The Foundation has generously supported a number of programs and important mediation research organizations, concentrating on those for children. To date, the Foundation has supported such charities as Children's Hospital Free Care Fund, the Ronald McDonald House, Leukemia Society, the Cancer Society, Economics PA, Cystic Fibrosis, Mother's Hope, Juvenile Diabetes, SIDS, and Pittsburgh Vision Services.

ANDY RUSSELL CELEBRITY CLASSIC ALUMNI

Andy Russell	Joe Greene	Greg Lloyd	Daniel Sepulveda
Rocky Bleier	L.C. Greenwood	John Majors	Max Starks
Mel Blount	Jack Ham	Bill Mazerowski	Lynn Swann
Phil Bourque	Dick Hoak	Mike Merriweather	Greg Warren
Robin Cole	Pierre Larouche	Arnold Palmer	Ken Whisenhunt
Bill Cowher	Louis Lipps	Bob Pompeani	Dwayne Woodruff
Frenchy Fuqua	Floyd Little	Mike Rupp	... and many more!