

Grab your boots and jeans,
**We're Going
Back to
Phoenix, Arizona**



The 17th Annual Seena Magowitz Golf Classic

November 1-3, 2019 | The Arizona Biltmore

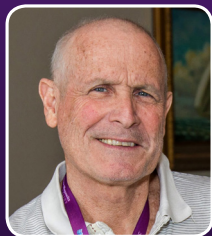


A Remarkable Cause, A Memorable Weekend

You are invited to join the fight against pancreatic cancer and continue our work to extend the lives of these warriors.

The 17th Annual Seena Magowitz Golf Classic

November 1-3, 2019 • Arizona Biltmore



Johnny Clegg



Dr. Arvind Varma

We lost two of our dear friends through the course of the year, Johnny Clegg and Dr. Arvind Varma. Their smiles, energy, and passion will never be forgotten, and their legacy will strengthen our mission.

Roger E. Magowitz, Founder (602) 524-7636

Liz McBeth, Director (757) 773-3622

Register today at www.SeenaMagowitzFoundation.org/register

Once-In-A-Lifetime Experiences

Anticipate an eventful weekend as we all gather to take on a bold mission: Tripling the average 5-year survival rate of pancreatic cancer, the third-leading cause of cancer death in the United States. While the Ultimate Mission is an eventual cure, a primary goal is awareness which empowers knowledge of patients and frontline defense of primary care physicians.





Founder: Roger E. Magowitz



Master of Ceremony:
Carey Peña



Dr. Daniel Von Hoff

Our Mission Is Defeating Pancreatic Cancer

From its fledgling beginning in 2002, the Golf Classic has raised more than \$12 million to seed several successful initial phase studies that in turn helped generate over \$125 million to fund various clinical trials that have resulted in extended patient quality of life with innovative treatments. A particular focus is the pursuit of methods of early detection and ultimately cure of this dreadful disease.

Founder:

Roger E. Magowitz

Master of Ceremony:

Carey Peña

Tribute in Honor: Dr. Daniel Von Hoff, TGen Physician-in-Chief

MAJOR SPONSORS:



The Moran Family
Foundation



Arizona Biltmore a Waldorf Astoria Resort

An Arizona landmark since 1929. Experience the grace of this architectural masterpiece. One of the most recognized resorts in the world for its unique Frank Lloyd Wright architectural style, luxurious facilities, and storied history.

Visit www.SeenaMagowitzFoundation.org/hotel
or call 800.950.0086 to reserve your room with the Seena Group.



Champion Golf and Great Camaraderie: Arizona Biltmore Golf Club

**Sunday, November 3, 2019, Golf Tournament
At The Biltmore Adobe Golf Course**

The Adobe golf course is considered stately and grand, a forefather of modern design, and as one of the most established golf courses in Phoenix. The Adobe offers simplistic beauty hard to find in an era when trickery is a goal in golf course architecture. When you long for a relaxing yet challenging round, there are few equal.

Exciting sponsorship opportunities are available.



Register today at www.SeenaMagowitzFoundation.org/register

Sponsorship is Leadership in the Quest for a Cure

Entertain clients
and prospects,
network with
leaders in your
industry, and show
good corporate
citizenship – all for
a great cause.

Please contact
Roger Magowitz,
602-524-7636,
to discuss
sponsorship
opportunities.

Signature Sponsorships

• Visionary Leadership Sponsor	\$250,000
• Trailblazer Sponsor	\$150,000
• Seena Dinner Sponsor	\$100,000

Major Event Sponsorships

• Saturday Western Event Sponsor at Corona Ranch.....	\$50,000
• Sunday Golf Tournament at Arizona Biltmore Golf Club	\$50,000
• Friday Meet & Greet at Arizona Biltmore	\$30,000
• Saturday Cocktail Hour	\$25,000
• Friday Dan's Diamonds Day Sponsor	\$20,000

Golf Classic Sponsorships

• Sunday Golf Tournament Forecaddies.....	\$15,000
• Saturday Seena Dinner Table Sponsor.....	\$10,000
• Jessie McGuire National Anthem Sponsor.....	\$7,500
• Golf Goody Bags.....	\$7,500
• Hole-in-One Contest.....	\$7,500
• Purple Foursome.....	\$5,000
• Golf Course Beverage Cart.....	\$5,000
• SMF Golf Hats Sponsor	\$5,000
• Longest Drive Contest.....	\$2,500
• Closest-to-the-Pin Challenge.....	\$2,500
• "Friends of Seena" Banner.....	\$2,500
• "If Not Me, Then Who? " Hole Sign.....	\$1,800
• Volunteer Shirts Sponsor	\$1,000
• "Purple is the New Pink" Hole Sign.....	\$500

Full list of benefits at www.SeenaMagowitzFoundation.org/sponsor

2019 TRIBUTE BOOK

HONORING DR. DANIEL VON HOFF, M.D.

Daniel Von Hoff, M.D. has dedicated his medical life toward discovering a cure of cancer. Dr. Von Hoff is one of the world's foremost oncologists, medical researchers, and cancer scientists. He is especially renowned for his pancreatic cancer research and involvement in the development of many revolutionary drugs that have extended quality of life for countless pancreatic cancer patients.

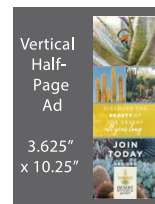
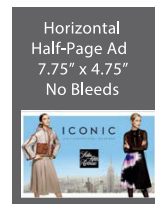
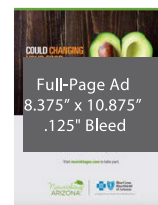
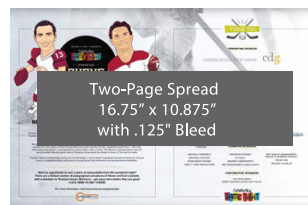
IN PARTNERSHIP WITH FRONTDOORS MAGAZINE

The 2019 Tribute Book is being published in partnership with our friends at Frontdoors Magazine. The following advertising prices and specs will apply for the special edition.

Ad Sizes & Positions	Trim Specifications	Bleed	Ad Rates
Two-Page Spread	16.75"W x 10.875"H	17"Wx11.125"H	\$2,500
Full-Page – Back Cover	8.375"W x 10.875"H	8.625"W x 11.125"H	\$7,500
Full-Page – Front Inside Cover	8.375"W x 10.875"H	8.625"W x 11.125"H	\$7,500
Full-Page – Back Inside Cover	8.375"W x 10.875"H	8.625"W x 11.125"H	\$4,500
Full-Page – Interior	8.375"W x 10.875"H	8.625"W x 11.125"H	\$1,500
Half-Page – Horizontal	7.75"W x 4.75"H	N/A	\$750
Half-Page – Vertical	3.625"W x 10.25"H	N/A	\$750
Quarter-Page – Vertical	3.625"W x 5.125"H	N/A	\$500

FIRST-EVER TRIBUTE BOOK

This tribute book will be distributed to all participants in the event as well as to hundreds of other people in the pancreatic cancer community through the Seena Magowitz Foundation.



AD FORMAT

High-resolution PDF and JPGs accepted. Make sure all images placed are 300 DPI and CMYK format. Please e-mail artwork to art@frontdoorsmedia.com.

Order today at www.SeenaMagowitzFoundation.org/register

Individual Participation Opportunities

Golf Team Only.....\$1,250

- Sunday Golf Tournament only including breakfast and lunch

Admission for One to All Events \$750

- One pass to Saturday Western Event at Corona Ranch
- One seat at the Saturday Seena Dinner at Arizona Biltmore
- One golfer at the Sunday Golf Tournament

Sunday Golf Tournament, Admission for One..... \$350

Saturday Seena Dinner, Admission for One\$300

Saturday Western Event at Corona Ranch, Admission for One\$200

Friday Meet and Greet at Arizona Biltmore.....Open to All

*If you cannot join us for the weekend but still wish to make a difference,
please consider making a charitable donation at
www.SeenaMagowitzFoundation.org/donate.*

A Menu of Activities

You may combine
any events you
want to attend, but
register early to
ensure your spot.

To get the most out
of your weekend,
become a proud
corporate sponsor
at the level that
best fits your
business and
charitable goals.

Register today at www.SeenaMagowitzFoundation.org/register

Good Friends Reunite for a Great Cause

Every year, the Seena Magowitz Golf Classic brings together business, community, and leaders for a fun weekend of networking, fellowship, and philanthropy.

Schedule of Events

Friday, November 1

11:00 am Dan's Diamonds Day Event (2 hours)

6:00 pm Meet and Greet at Arizona Biltmore

Saturday, November 2

10:00 am Western Event at Corona Ranch**

2:30 pm Return from Corona Ranch

5:30 pm Cocktail Hour*

6:30 pm Seena Dinner at the Arizona Biltmore*

Founder — Roger E. Magowitz

Master of Ceremony — Carey Pena

Honoring — Dr. Daniel Von Hoff, TGen Physician-in-Chief

Sunday, November 3

9:00 am Shotgun Start of the Seena Magowitz Golf Tournament at the Arizona Biltmore Golf Club

1:30 pm Golf Awards Luncheon AZ Biltmore Golf Club

2:30 pm Luncheon Concludes

* **Attire for The Saturday Cocktail Hour and The Saturday Seena Dinner Dressy Western.** Boots, jeans, western attire are not only acceptable but are recommended.

** **Attire for The Saturday Western Event at The Corona Ranch.** Casual or casual western wear.

Register today at www.SeenaMagowitzFoundation.org/register

Honoring Dr. Daniel Von Hoff, M.D.

Dr. Daniel Von Hoff, Distinguished Professor at Phoenix's Translational Genomics Research Institute (TGen), has dedicated his life toward discovering new treatments for cancer. He is one of the world's foremost oncologists, medical researchers, and cancer scientists. He is especially renowned for his pancreatic cancer research and involvement in the development of many revolutionary drugs that have extended quality of life for countless patients with pancreatic cancer and multiple other kinds of cancer including; prostate, leukemia, basal cell, breast cancer, colon cancer and sarcoma. Most of the funds raised through this annual event - nearly \$12 million - have gone to support the work of Dr. Von Hoff through a partnership between TGen and Scottsdale-based HonorHealth.



Name: _____

Company: _____

Address: _____

Phone: _____

Email: _____

Email requested to help reduce mailing costs

Guest List and Events

1. _____

2. _____

3. _____

4. _____

Sponsor Level: _____

Donation Only ☐

Total Enclosed: \$ _____

Credit Card: Visa ☐ MasterCard ☐ American Express ☐

Card No.: _____

Name on Card: _____

Expiration Date: Month _____ Year _____

Billing Address: _____

Signature: _____

Seena Magowitz Foundation is a 501(C)(3) non-profit organization.
Seena Magowitz Foundation Federal Tax I.D. Number 20-4751072

Choose one of many ways to register or give.

Fax: 602-467-3214

Mail: 15215 N Kierland Blvd #409, Scottsdale, AZ 85254

Online: www.seenamagowitzfoundation.org/register

Call: Liz McBeth at 757-773-3622

Email: liz@seenamagowitzfoundation.org

November 1-3, 2019 Arizona Biltmore

I plan to be involved in the following way(s):

- ☐ Saturday Western Event at Corona Ranch
- ☐ Saturday Seena Dinner
- ☐ Sunday Golf Tournament
- ☐ Sponsorship only
- ☐ Sponsor a Pancreatic Cancer patient or researcher to attend the dinner
- ☐ Survivor (Pancreatic Cancer patients are invited to attend the dinner at no charge)
- ☐ I cannot attend but want to help fund pancreatic cancer research. Enclosed is my donation.

Seena Magowitz
 FOUNDATION
The Face and Voice for Pancreatic Cancer
 Please make checks payable to:
Seena Magowitz Foundation
 15215 N Kierland Blvd #409
 Scottsdale, AZ 85254

All entries must be received by October 20, 2019