2017 Charity Golf Classic

Proudly Supporting Sinai Health System's The Silverberg Lab

June 19, 2017

Dear Friends:

We are very excited to build on our tradition of hosting the premium charity golf tournament in the GTA. The 2017 Charity Golf Classic is at the renowned Oakdale Golf & Country Club. Oakdale is a premier private club that is easily accessed from downtown Toronto.

The beneficiary of our event this year is The Silverberg Lab, a research group within the Sinai Health System's Lunenfeld-Tanenbaum Research Institute (LTRI), which continues to advance the study of Inflammatory Bowel Disease (IBD) and to discover the cause(s) of IBD in order to completely prevent it from occurring. The Silverberg Lab consists of a dedicated team of physicians, scientists, coordinators and technicians and is led by Dr. Mark Silverberg, gastroenterologist and clinician-scientist. Dr. Silverberg has taken leadership positions on several international collaborative efforts with the goal of expediting scientific progress in the field of IBD, including the International IBD Genetics Consortium, the NIDDK IBD Genetics Consortium and the CCFA Microbiome Initiative.

As Canada's leading integrated health system, Sinai Health System delivers exceptional care from healthy beginnings to healthy aging, especially for people with complex health needs, in hospital, community and home. Sinai Health System discovers and translates scientific breakthroughs, develops practical health solutions, educates future clinical and scientific leaders and leads efforts to eliminate health inequities. Its LTRI ranks in the top ten biomedical research institutes in the world.

We look forward to seeing you at our 2017 Charity Golf Classic and hope that you generously support this worthy cause.

Yours very truly,
KSV Advisory Inc.

Robert Harlang, David Sieradzki, Noah Goldstein and Adam Zeldin
Committee

Tentative Timetable:

Guest registration	11:00 a.m. – 12:30 p.m.
Lunch	11:00 a.m. – 12:30 p.m.
Announcements	12:30 p.m.
Shotgun start	1:00 p.m.
Cocktails and dinner	6:00 p.m.
Presentations	6:30 p.m.

The Course

Founded in 1926, Oakdale Golf & Country Club is widely recognized as one of Canada's finest private golf and country clubs. Located approximately 20 minutes from downtown Toronto, the famed Stanley Thompson designed golf course provides a timeless setting that allows members to share their golfing passion with friends, family and guests. Oakdale's vibrant membership community enjoys an impressive 27 holes of championship golf, a beautiful clubhouse and exquisite dining facilities.

Over its 90 year history, Oakdale has hosted some of golf's greatest champions from around the world, including Jack Nicklaus, Lee Trevino and Greg Norman. Oakdale was also the home course for Canadian Golf Hall of Famer and the most celebrated Canadian golfer, George Knudson, who won more than 20 professional golf tournaments, including eight PGA Tour events.

For those who have not played at Oakdale, 2017 will be an extra special event.

The Charity

IBD is a chronic intestinal ailment for which there is currently no cure. People who suffer from IBD require frequent medical therapy, hospitalizations and surgery to manage their incapacitating symptoms, including severe pain, incontinence and weight-loss. Canada has the highest per capita incidence of IBD (1 in 150), adding a heavy burden to the health care systems across the country. Another worrisome stat - the incidence of IBD in children under 10 has doubled since 1995. The Silverberg Lab believes it will be able to develop a blood test for patients with a family history of IBD. The results could predict whether someone will develop a mild, moderate or more serious form of the disease. The Silverberg Lab is also studying the role of diet in disease severity, examining which biological mechanisms are most relevant to specific individuals. These discoveries in both areas could lead to personalized treatments for IBD. Using data from 6,000 Mount Sinai Hospital patients with IBD, the team has identified more than 160 genetic markers associated with both adult- and childhood-onset Crohn's disease and ulcerative colitis.

The LTRI comprises 34 highly collaborative labs, with cutting-edge facilities and over 750 staff, all studying a variety of disease processes in 183,000 square feet of research space. The LTRI ranks #1 for research grants awarded in Canada, with world-leading teams in cancer biology and prevention, systems biology and high-throughput analysis, diabetes and regenerative medicine, arthritis and Crohn's disease, maternal and infant health, mental health and neurodegenerative disease and health services and solutions, a new pillar for the LTRI with the addition of the Bridgepoint Research Collaboratory.

For more information please visit: http://www.sinaihealthsystem.ca

Contact Name: _____ **Email:** _____

Sponsorship Level	Sponsorship Type	Cost
Event Sponsor	☐ Event	$25,000 **SOLD**
Diamond	☐ Cocktail Reception ☐ Dinner Reception ☐ Awards Presentation	$15,000 per sponsorship
Platinum	☐ Lunch Reception	$12,500
Gold	☐ Golf Cart	$10,000 per sponsorship
Silver	☐ (5) Closest to the Pin ☐ (2) Longest Drive ☐ Putting Green ☐ Driving Range	$ 5,000 per sponsorship
Bronze	☐ Hole Sponsors	$ 3,000 per sponsorship

Each sponsorship includes 2 golfers and branding opportunities relating to the nature of the sponsorship. Please send your logo as a high resolution .jpg and/or .eps file to rkashyap@ksvadvisory.com.

I am unable to attend but would like to make a donation in the amount of $_____

Tee Me Up!

Enclosed, please find a cheque payable to KSV Advisory Inc. in the amount of $_____

Please return to: KSV Advisory Inc. | Attention: Raj Kashyap | 150 King St W, Suite 2308 | Toronto, ON | M5H 1J9

Names of Golfers:

1. _____ **Company**_____

2. _____ **Company**_____

3. _____ **Company**_____

4. _____ **Company**_____

Please reserve _____ **additional spots at $600 per golfer.**

☐ I will e-mail the names to rkashyap@ksvadvisory.com by May 31, 2017.