

THE FRANKEL-KINSLER CLASSIC DAY OF TOURNAMENTS

A tradition of excellence,
serving people of all faiths.

Please sponsor our Annual Frankel-Kinsler Classic Day of Tournaments, to be held on Monday, June 22, 2026 at Twin Hills Country Club in Longmeadow, MA and support JGS Lifecare and the care of our community's elders. All tournament proceeds will stay local and support the care, comfort and quality of life of our residents.

The tournament is named in honor of Michael J. Frankel and the Raymond and Herman Kinsler Families for their many distinguished years of leadership and support.

Sponsorship is an excellent way to spread the word about your business or service, while supporting the more than 450 individuals we care for each and every day across our campus of care. Thank you!



45th Annual
Frankel-Kinsler Classic
Day of Tournaments



Save the
Date &
Register
Now!!

SPONSORSHIP OPPORTUNITIES & PRE-REGISTRATION

Monday, June 22nd, 2026
Twin Hills Country Club

TO SECURE YOUR SPONSORSHIP
OR REGISTER TO PLAY SCAN
THE QR CODE OR RETURN THE
COMMITMENT FORM



JGSLifecare.org/Frankel-Kinsler

If you have any questions please contact
Lisa Perl binder at lbperl binder@JGSLifecare.org
or 413-567-3949, ext. 3534.



JGS LIFECARE®

Frankel-Kinsler Classic

45th
ANNIVERSARY



EVENT SPONSORSHIPS

Benefits Include:

- Listing on the invitation/publicity including social media posts (deadline March 27)
- Recognition at the tournament, at dinner, on the JGS Lifecare website
- Full screen ad in digital program (deadline June 5)
- Hole/Tee Signs (deadline June 5)
- BBQ lunch and awards banquet

Platinum Sponsors: \$10,000 (*valued at TBD)

- Eight (8) Players
- Sponsorship logo and on-air mention prominently included in Cross Channel Media Marketing
- Company name/logo on premium give-away with JGS Lifecare
- Prominent signage at four (4) holes or tees and on all golf carts

Gold Sponsors: \$5,000 (*valued at \$1,600)

- Eight (8) Players
- Prominent Signage at three (3) holes or tees and on all golf carts

Silver Sponsors: \$2,500 (*valued at \$800)

- Four (4) Players
- Prominent Signage at two (2) holes or tees and on all golf carts

HOLE-IN-2 CONTEST SPONSOR

(Unique opportunity—limited to one sponsor)

Same Benefits as Event Sponsorships

Hole-In-2 Contest Sponsor: \$5,000 (*valued at \$800)

- Four (4) Players
- Prominent Signage Par 5 Hole-in-2 Contest

HOSPITALITY SPONSORSHIPS

(Unique opportunities—limited to one sponsor)

Same Benefits as Event Sponsorships

Refreshment Cart Sponsor: \$5,000 (*valued at \$800)

- Four (4) Players
- Company name/logo on gift certificates and refreshment cart

Dinner Sponsor: \$5,000 (*valued at \$800)

- Four (4) Players
- Company name/logo and promotional materials on dinner tables

Lunch Sponsor: \$3,500 (*valued at \$800)

- Four (4) Players
- Company name/logo and promotional materials on lunch tables

Ice Cream Sponsor: \$3,000 (*valued at \$800)

- Four (4) Players
- Company name/logo on Batch Ice Cream Truck

HOSPITALITY SPONSORSHIPS (*cont'd)

Cocktail Sponsor: \$2,500 (*valued at \$800)

- Four (4) Players
- Company name/logo and promotional materials at cocktail reception

Raffle Sponsor: \$2,500 (*valued at \$800)

- Four (4) Players
- Company name/logo on raffle promotional materials and signage

PLAYER SPONSORSHIPS

Benefits Include:

- Recognition at the tournament and on JGS Lifecare website
- Quarter (1/4) screen ad in digital program (deadline June 5)
- Hole/Tee Signs (deadline June 5)
- BBQ lunch and awards banquet

Pickleball Court Sponsor: \$1,000 (*valued at \$400)

- Two (2) Players
- Prominent Signage at the Pickleball courts

Dinner Table Sponsor: \$1,000 (*valued at \$400)

- Two (2) Players
- Prominent Signage on Dinner Tables

Cart Sponsor: \$750 (*valued at \$400)

- Two (2) Players
- Prominent Signage on two (2) holes or tees and on all golf carts

HOLE SPONSOR (\$300) (*valued at \$0)

- Prominent Signage at one (1) hole or tee

**The amount contributed in excess of the value of the benefits received is a charitable donation.*



SPONSORSHIP COMMITMENT FORM & PLAYER PRE-REGISTRATION

Register on-line at JGSLifecare.org/frankel-kinsler or return this form to the JGS Lifecare Development Office
770 Converse St., Longmeadow, MA 01106

Sign-up Form

<input type="checkbox"/> Platinum Event Sponsor	\$10,000
<input type="checkbox"/> Gold Event Sponsor	\$5,000
<input type="checkbox"/> Hole-In-2 Sponsor	\$5,000
<input type="checkbox"/> Refreshment Cart Sponsor	\$5,000
<input type="checkbox"/> Dinner Sponsor	\$5,000
<input type="checkbox"/> Lunch Sponsor	\$3,500
<input type="checkbox"/> Ice Cream Sponsor	\$3,000
<input type="checkbox"/> Silver Event Sponsor	\$2,500
<input type="checkbox"/> Cocktail Sponsor	\$2,500
<input type="checkbox"/> Raffle Sponsor	\$2,500
<input type="checkbox"/> Pickleball Court Sponsor	\$1,000
<input type="checkbox"/> Dinner Table Sponsor	\$1,000
<input type="checkbox"/> Cart Sponsor	\$750
<input type="checkbox"/> Hole Sponsor	\$300

TOURNAMENT PLAYER PRE-REGISTRATION

(An invitation with player sign-ups will arrive in April)

(\$275 registration includes

Quarter (1/4) screen ad in digital program)

(\$110 registration includes a listing in the digital program)

<input type="checkbox"/> Individual Golfer (*valued at \$200)	\$275
<input type="checkbox"/> Pickleball, Bridge, Mahjong or Canasta (valued at \$98)	\$110
<input type="checkbox"/> Cocktails, Dinner & Award Banquet (valued at \$53)	\$65
<input type="checkbox"/> Kosher Dinner (*valued at \$75)	\$85

TOTAL DUE \$ _____

REGISTRATION INFORMATION

Name: _____

Company: _____

Street: _____

City, State, Zip: _____

Phone: _____ **Email:** _____

METHOD OF PAYMENT

Remember you can register and pay on-line, or

Check Enclosed MasterCard Visa AmEx

Name as it appears on card: _____

CC Number: _____

Expiration: _____ **Security Code:** _____

Signature: _____