



June 14-15, 2026

2026 SPONSORSHIP PACKAGE

Hosted By:



In Collaboration With:



In Support Of:



ABOUT LEXUS OF LONDON GOLF CLASSIC

Lexus of London Golf Classic is London's marquee fundraising event in support of prostate cancer research and the Prostate Cancer BioBank at the London Health Sciences Centre (LHSC).

London Urology BioSolutions Repository was made possible through a generous donation from Lexus of London. This initiative enables researchers to lead groundbreaking urology research by collecting, preserving and sharing biological samples and associated data from both patients with urological conditions and healthy individuals. These samples are used in studies to better understand, diagnose and treat prostate cancer and other urological conditions.

As London's favourite charity golf tournament, the Lexus of London Golf Classic tournament offers a two-day experience where good times and great causes come together.



Since its inception in 2000, the two-day Lexus of London Golf Classic fundraising event has raised a cumulative total of \$1.6 million for the LHSC, thanks to the support of sponsors, attendees and volunteers.

Our goal this year is to raise \$100,000.



Lexus of London Gala

6:30 PM, June 14, 2026
Lexus of London Showroom

The highly anticipated Lexus of London Gala welcomes over 350 prominent guests, including Golf Classic sponsors and Lexus of London VIPs, for an evening of luxury. Indulge in wonderful wines, delicious cuisine, and live entertainment. This exclusive night also offers unique auction items to support the Prostate Cancer BioBank at LHSC.

Lexus of London Golf Classic

9:00 AM, June 15, 2026
The Oaks Golf and Country Club

Voted a favourite by the Best of London Golf Awards, the Lexus of London Golf Classic is a traditionally sold-out event with 144 golfers. The fun-filled day includes a registration brunch, shotgun start, engaging hole activities, and concludes with a cocktail reception and dinner.

ABOUT THE LONDON HEALTH SCIENCES FOUNDATION

For 30 years, LHSF has connected donors with the causes that matter most to them—advancing care, driving innovation and improving lives across Southwestern Ontario.

Government support only goes so far, funding the day-to-day operations at London Health Sciences Centre (LHSC), but philanthropy powers what comes next.

Things like state-of-the-art equipment, breakthrough research and patient care that goes beyond the standard.



ABOUT THE LONDON HEALTH SCIENCES CENTRE PROSTATE CANCER BIOBANK

Each year, 30,000 Canadian men are diagnosed with prostate cancer, making this the most common malignancy among men. On average, over 80 Canadian men will be diagnosed with prostate cancer every day, while one out of eight males in this country will be diagnosed with prostate cancer during their lifetime.

Current prostate cancer care relies on an individual's overall health history, the measurement of a blood protein marker called prostate-specific antigen (PSA), and biopsy results. While valuable, emerging scientific advances in biomarkers promise more personalized approaches by offering detailed information on a patient's cancer and its anticipated treatment response.

Biobanks are essential for advancing health research. They serve as repositories for high-quality biological tissue, blood, and urine samples collected from consenting patients, providing researchers with detailed clinical data. This invaluable resource supports studies aimed at understanding diseases, developing personalized treatments, and improving patient outcomes.

Operational funding for the LHSC Prostate Cancer Biobank largely comes from the London Health Sciences Foundation and generous supporters like you.



ABOUT OPENROAD FOUNDATION

The Lexus of London Golf Classic is hosted by Lexus of London and OpenRoad Auto, in collaboration with OpenRoad Foundation. Since its inception in 2023, OpenRoad Foundation, the charitable giving arm of OpenRoad Auto, has contributed more than \$1.5 million in grants to over 60 community partners across BC and Ontario. OpenRoad Foundation focuses its efforts on three key pillars:



Environment - Alongside several environmental organizations, OpenRoad Foundation supports initiatives to sustain BC and Ontario's robust ecosystems for present and future generations to come;



Community - People should be empowered and given the opportunity to redefine what is possible for themselves and their communities. In conjunction with many exceptional groups, OpenRoad Foundation supports creative solutions for individuals and their families;



Education - OpenRoad Foundation supports opportunities for academic success and leadership initiatives through supporting learning activities and scholarships.

In addition to financial grants, OpenRoad Group Associates have participated in a number of volunteer efforts, including food rescues, shoreline cleanups and kit packing, all of which reflect OpenRoad's hands-on approach to philanthropy.



SPONSORSHIP OPPORTUNITIES

Lexus of London Golf Classic sponsors will have the opportunity to showcase their brand over two days at both the Classic Gala and the Golf Tournament.

Benefits	Platinum Sponsor \$12,000 1 available	Classic Sponsor \$8,000 1 available	Wine Sponsor \$5,000 1 available	Driver Sponsor \$5,000 1 available	Cart Sponsor \$4,000 1 available	Hole Sponsor \$2,000 18 available
Category exclusivity	•					
Ad in printed Gala program	Full-page	Half-Page				
First right of refusal for the following year's event	•					
Opportunity to provide a branded gift to Gala attendees	•					
Logo displayed on in-cart Gameday instructions	•					
Opportunity to present Tournament awards	•					
Dedicated post on Lexus of London social media announcing sponsorship	•	•				
Name inclusion in press release	•	•				
30-second video ad (provided by sponsor) played on loop on digital display at Gala	•	•	•	•		
Emcee recognition at Gala/Golf	•	•	•	•	•	
Logo recognition on digital display & signage at Gala/Golf	•	•	•	•	•	•
Logo recognition on event invitation (if confirmed before invitation deployment)	•	•	•	•	•	•
Logo inclusion in the Gala program	•	•	•	•	•	•
Logo inclusion on thank-you social media carousel post	•	•	•	•	•	•
Recognition in post-event thank-you email	•	•	•	•	•	•
Logo inclusion in post-event recap video	•	•	•	•	•	•
Logo with hyperlink on Lexus of London Golf website	•	•	•	•	•	•
Logo on all Golf dinner tables			•	•		
Logo on all golf carts					•	
Hole activation during tournament						•
Complimentary Gala tickets	12	10	8	8	6	2
Complimentary registration at golf tournament	8	4	4	4	2	

OTHER WAYS TO SUPPORT

Corporate Donations:

Charitable tax receipt from London Health Sciences Foundation

Gift in Kind Donations:

All GIK donations will be recognized with the wording "generously donated by"

- Live Auction Item - min. \$1,500 value
- Silent auction items - min. \$100 value
- Super Silent auction items - min. \$500 value

Golf Prizes:

- Hole-in-One prize - minimum \$5,000 value
- Closest to the Pin - minimum \$500 value
- Golfer prizes - minimum \$500 value
- Golfer swag bags - minimum 144 items

Thank you for continuing to support this important fundraising initiative. For more information on how you can sponsor please contact the person who shared this with you or contact:

Chris Pinelli - cpinelli@lexusoflondon.com

THANK YOU TO OUR 2025 LEXUS OF LONDON GOLF CLASSIC SPONSORS

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