



**GetNaked**  
ESTD 2024 [GETNAKEDTODAY.ORG](http://GETNAKEDTODAY.ORG)

**LET'S TEE UP A  
CONVERSATION!**

# CANCER KILLS GOLFERERS

3.2M

Cases of skin  
cancer diagnosed  
annually

4X

Golfers are nearly  
four times more  
likely to develop  
skin cancer

20-50%

Early detection and  
prevention can reduce  
melanoma mortality by 20-  
50%



# MY STORY CHANGED

I have played golf all my life for nearly 60 years. And after playing a round at Palmilla in Port Aransas, Texas in 2022, I had a sunburn on top of my head from wearing a visor. After 2 weeks, the sunburn finally dissipated, and I noticed a bump on the back top of my head that began to itch. I asked my wife to check on it and she thought it was nothing more than the moles that I have all over. I suspected something else.

After several attempts to get a referral from my primary care physician to my dermatologist, I finally received a referral after 6 months. Another aspect to this story is, you must take charge of your health because no one else will. I had to force my primary care physician to hand over my referral that I took straight to my dermatologist. My dermatologist cut the bump off my head, cut another one from my leg and froze a spot off my cheek.

A week later, I was at the PGA Superstore getting some grips when my phone rang. It was Dr. Conroy, my dermatologist. "Jim, you have melanoma" she said. That is the moment your world changes. You see, I had 3 friends die from melanoma, one of whom I played the last round of golf with. I immediately contacted the surgeon she recommended to me, Dr. Alex Haynes. My surgery was set, and I had to first go to Dell Children's Hospital for imaging to determine if the Melanoma had traveled into my lymphatic system. Immediately after the imaging, we went straight to UT Medical Center for surgery that lasted 4 hours



Jim feels a sense of purpose he never had before. "Golf is a game I love," he often says, "but loving it doesn't mean ignoring the risks. If I can save just one life by sharing my story, it's all worth it."



At that point, it was determined that my diagnosis was what they call T3A N2A Metastatic Malignant Melanoma Stage 3B. Dr. Haynes recommended that I begin Immunotherapy. I chose MD Anderson in Houston as they have Dr. Jim Allison as head of Immunotherapy. Dr. Allison invented Immunotherapy and received the Nobel Prize for Medicine in 2018 for it. I began my treatments every 28 days.

It was at this point that I didn't pray to Jesus to save me. But if I could be a tool to save others, then show me the way. I have shared my story on Facebook with as many as I could and to date, there have been more than 60 friends and family that have gone to their dermatologist and 7 of them they found something. I have received emails, text and phone calls from them stating that if it wasn't for me, they are not sure what may have happened to them.

At dinner one evening, a buddy asked me "how did they find it?". I said, I had to get naked for my dermatologist to which my wife overhears this and says, "what did you say?!". I said "honey, there are only two people I get naked for, you and my dermatologist! Once faced with the diagnosis of Melanoma, And so it begins, Get Naked for your dermatologist!

Skin Cancer Awareness for Golfers mission is to make golfers and others aware of the dangers of over exposure to the sun and to take necessary precautions to protect themselves from it.

# THE COURSE

GETNAKEDTODAY.ORG IS COMMITTED TO REDUCING MELANOMA RISK AND PROMOTING SKIN CANCER PREVENTION AMONG GOLFERS AND OUTDOOR ENTHUSIASTS. THROUGH FREE SKIN SCREENINGS, EDUCATIONAL CAMPAIGNS, AND COMMUNITY EVENTS, WE EMPOWER INDIVIDUALS TO PRIORITIZE SUN SAFETY AND DETECT MELANOMA EARLY. TOGETHER, WE'RE CREATING A CULTURE OF PROACTIVE SKIN HEALTH ON AND OFF THE COURSE.

Skin Check Clinics:

Free dermatologist-led screenings at golf courses and tournaments.

Sun Smart Education:

Workshops and materials on sun safety, proper sunscreen use, and UV-protective clothing.

Gear Up for Health:

Partnerships with brands to distribute sun-protective gear like hats, sleeves, and SPF-rated golf apparel.

Tee Off Talks:

Inspirational stories and survivor testimonials shared at golf events and online.

# OUR PARTNERS



**Healthcare and Skin Cancer Organizations**



**Golf Industry Partners**



**Sun Protection and Skincare Companies**



**Local and Regional Partnerships**



**Corporate Sponsors and Foundations**



**Fitness and Lifestyle Partners**



# AUDIENCE PROFILE



## TARGET AUDIENCE

Golfers, Enthusiasts and Spectators (Amateur and Professional)

Family and Friends of Golfers, Enthusiasts and Health Conscious individuals

Healthcare Providers  
Corporate Partners  
Community Leaders



## DEMOGRAPHIC FOCUS

35-65 Year Old Golfers

Primary: Male (70-75% of golfers)  
Secondary: Female (25-30% of golfers)

Middle to Upper-Income Brackets (\$75,000+ annually)

Sunbelt States (e.g., California, Arizona, Texas, Florida)



## KEY INTERESTS

Golfing Communities

Health and Wellness Advocates

Outdoor Sports Enthusiasts

Educational Institutions

Pro-Shops

Media and Influencers

# PROPOSAL SUMMARY

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WE PROPOSE A STRATEGIC PARTNERSHIP TO:

**Raise Awareness:** Launch joint campaigns highlighting the importance of sun protection for golfers.

**Promote Prevention:** Provide golfers with the tools they need to stay safe, including UPF apparel, sunscreen, and sun safety tips.

**Host Events:** Organize skin cancer screenings, awareness drives, and tournaments with integrated health education.





# COLLABORATION OPPORTUNITIES

## CO-BRANDED CAMPAIGNS

Develop social media content, videos, and print materials with dual branding.

Feature YOU as a key advocate for sun safety in the golfing community.



## PRODUCT INTEGRATION

Showcase sun-protective products (e.g., apparel, sunscreen, eyewear) at our events and on our platforms.

Offer exclusive discounts or bundles to golfers who commit to sun safety.

## EVENT SPONSORS

Sponsor our annual "Get Naked on the Greens" charity tournament, with proceeds supporting melanoma research and prevention programs.

Provide resources such as sunscreen stations, UPF giveaways, or branded merchandise.

## EDUCATIONAL INITIATIVES

Partner on webinars, workshops, and blog posts that inform golfers about the importance of early skin cancer detection and prevention.

Support community outreach efforts at golf courses nationwide.

[www.getnakedtoday.org](http://www.getnakedtoday.org)

# BENEFITS FOR PARTNERS

## Brand Visibility

Reach a highly engaged golfing audience through our events, website, and social media platforms.

## Positive Brand Association

Align with a meaningful cause that resonates with health-conscious consumers.

## Market Leadership

Foster deeper connections with golfers who value health, safety, and outdoor activity. Position YOU as a champion of health and safety in the golfing world.

**LET'S STOP SKIN  
CANCER FROM TEEING  
OFF ON GOLFERS—TIME  
TO TAKE A SWING AT  
SAVING LIVES!**

*We'd love to discuss this opportunity further and explore how we can collaborate to protect golfers from skin cancer while promoting sun safety. Please let us know a convenient time for a call or meeting.*

*Thank you for considering this partnership. Together, we can make a lasting impact on the lives of golfers and their families.*



**PRESIDENT  
JIM DARWIN**