

SPONSORSHIP PROPOSAL



Set sail for cures.

Help raise funds for lifesaving cancer research!

EVENT DETAILS



The Mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and to improve the quality of life of patients and their families.

The Vision: A future in which The Leukemia & Lymphoma Society (LLS) will have transformed the lives of people with blood cancer and the healthcare landscape that patients, their families and caregivers navigate.

Why Sponsor The Leukemia Cup Regatta?

Because it makes sense for your business and the community...

The Leukemia Cup Regatta is a racing and fundraising competition that combines the joy of sailing with the important task of raising money to fight blood cancers. Since 1993, sailors from across the country have raised an amazing \$27 million for blood cancer research, patient aid, advocacy, and education through the Regatta. The Minnesota Chapter's Regatta is held each September on White Bear Lake, and is co-hosted by White Bear Boat Works, White Bear Yacht Club and Black Bear Yacht Racing Association. In just six short years, the Minnesota event has raised over \$420,000 and become a fall tradition, bringing sailors from across the state together for a weekend of sailing, socializing and helping to find a cure!

Friday, Sept. 10

Mt. Gay Rum Cocktail
Reception

Saturday, Sept. 11

Breakfast
Skippers' Meeting
Race
Lunch
Race
Silent Auction
Dinner & Entertainment

Sunday, Sept. 12

Breakfast
Skippers' Meeting
Race
Lunch
Awards Program

The Regatta experiences continued growth each year due to ongoing support from returning corporate sponsors and past sailors. There is a special camaraderie amongst the sailors and their supporters because they are united by one ultimate goal - to raise as much money as possible in honor of the Honored Skipper and Crew. The Honored Skipper and Crew are local adults and children who are in treatment for or in recovery from leukemia, lymphoma or myeloma.

As a corporate sponsor, you will receive many benefits, including:

- An exciting weekend at The Leukemia Cup Regatta for you, your executive clients and staff
- Tremendous visibility at a gathering of the Twin Cities' sailing community
- Recognition in local media and event materials
- Significant exposure for you and your company as a good citizen in your community

The life-saving work of LLS is only possible through the generous and dedicated support of individuals and businesses. As a Regatta sponsor, your company affirms its commitment to supporting the many Minnesotans living with blood cancers, and ensures the continuation of research vital to the eradication of blood cancer for future generations.

Did You Know?

- 91 percent of Americans believe that companies have a responsibility to support a cause.
- 86 percent of Americans say that when price and quality are equal, they will reward companies who support a cause with their business. This is a 30 percent increase since 1993.
- A company's commitment to a social issue is important to Americans when they decide:
 - Which companies they want doing business in their communities
 - Where to work
 - Which products and services to recommend to others

Source: Cone Corporate Citizenship Study, Building Brand Trust

THE MISSION OF LLS

WHAT IS THE LEUKEMIA & LYMPHOMA SOCIETY?

The life-saving work of LLS is only possible through the generous and dedicated support of individuals and businesses. Headquartered in White Plains, NY, LLS is the world's largest voluntary health organization dedicated to funding research for blood cancers and to providing education and patient services.

Investing in Blood Cancer Research

Since its founding in 1949, LLS has invested more than \$680 million for research, \$69 million in fiscal year 2009 alone. Research funded by LLS has led or contributed to advances such as chemotherapy, bone marrow and stem cell transplantation and new, targeted oral therapies such as Gleevec®. In Minnesota, LLS currently funds \$3.9 million in research grants at the University of Minnesota and Mayo Clinic.

Providing Support for Patients and Their Families

Each of LLS's 68 chapters is staffed with a Patient Services Manager who oversees the chapter's services to patients and their families. For more than 30 years, LLS has helped patients obtain financial assistance to cover a portion of their treatment costs. Nationally, LLS made 4.9 million contacts with patients, caregivers and healthcare professionals in fiscal year 2009 through its Information Resource Center (IRC), its award-winning Web site, and its community-based patient service programs.

The Need Is Critical

- More than 912,000 Americans are living with leukemia, Hodgkin or non-Hodgkin lymphoma, or myeloma.
- Every four minutes, someone new is diagnosed with blood cancer. Every 10 minutes, someone dies.
- Leukemia causes more deaths than any other cancer among children and young adults under the age of 20.
- Lymphomas are the most common blood cancers, and incidence increases with age.
- The survival rate for myeloma is only 37 percent. Incidence is nearly twice as high among African Americans as for all other races.

NATIONAL & LOCAL SUPPORTERS



LOCAL SUPPORTERS OF THE REGATTA

Local supporters include: Shavlik Technologies, Larry Klopp & Associates, Kowalski's Markets, Outback Steakhouse, Maplewood, Olive Garden Italian Restaurant, White Bear Boat Works, White Bear Yacht Club, Black Bear Yacht Racing Association, Buerkle Honda, Maplewood Imports, White Bear Lincoln Mercury, White Bear Mini-Storage, Print Pelican, Press Publications, Jimmy's Food & Drink, Rudy's Redeye Grill, and Best Buy.

NATIONAL SUPPORTERS OF THE REGATTA

National Supporters include: Mt. Gay Rum, Gary Jobson, Sailing World Magazine, John Mecray, Marine Artist, Ken Gardiner, Model Maker, West Marine, North Sails, and Wente Wines.



LEUKEMIA CUP COMMITTEE MEMBERS

Committee members include: Jason & Angie Brown, Lisa & Brian Mathewson, Bob & Toni Quirk, Jay Bibelheimer, Jim Dugelman, Sean & Melissa Wagner, Lawrie & Sue Yearsley, Marcia Dahlquist, Nicki Hyser, and Rebecca Shavlik.

THE BENEFITS OF SPONSORSHIP

PRESENTING SPONSOR - \$10,000

Print Benefits *(print deadlines apply)*

- Logo placement:
 - Event Posters
 - Event Brochures
 - Sailor Guides

Web Site & E-Marketing Benefits

- Recognition on the Minnesota Chapter's Regatta homepage
- Logo placement:
 - On the Regatta sponsor Web page
 - In all Regatta email blasts
- One-time advertisement in email blast to 500 people
- One-time feature story in email blast to 500 people

Media Benefits

- Logo placement in all print advertisements
- A news release announcing your sponsorship
- Your company highlighted in first paragraph of all Regatta news releases

Event Benefits

- Company name on front of Regatta T-Shirts
- Company logo on back of Regatta T-Shirts, placed prominently above other sponsors
- Ten tickets to the Saturday Night Dinner
 - Includes exclusive reserved seating at the Patient Honoree Family's Table
- On stage recognition at the Regatta
- Recognition on signage at the Regatta
- Company may include a giveaway in the Skipper Bags

ADMIRAL SPONSOR - \$7,500

Print Benefits *(print deadlines apply)*

- Logo placement:
 - Event Posters
 - Event Brochures
 - Sailor Guides

Web Site & E-Marketing Benefits

- Logo placement:
 - On the Regatta sponsor Web page
 - In all Regatta email blasts
- One-time advertisement in email blast to 500 people
- One-time feature story in email blast to 500 people

Media Benefits

- Logo placement in all print advertisements
- Your company included in all Regatta news releases

Event Benefits

- Company logo on back of Regatta T-Shirts
- Company may include a giveaway in the Skipper Bags
- Eight tickets to the Saturday Night Dinner
- On stage recognition at the Regatta
- Recognition on signage at the Regatta

COMMODORE SPONSOR - \$5,000

Print Benefits *(print deadlines apply)*

- Logo placement:
 - Event Posters
 - Event Brochures
 - Sailor Guides

Web Site & E-Marketing Benefits

- Logo placement:
 - On the Regatta sponsor Web page
 - In all Regatta email blasts
- One-time advertisement in email blast to 500 people

Media Benefits

- Logo placement in all print advertisements
- Your company included in all Regatta news releases

Event Benefits

- Company logo on back of Regatta T-Shirts
- Company may include a giveaway in the Skipper Bags
- Four tickets to the Saturday Night Dinner
- On stage recognition at the Regatta
- Recognition on signage at the Regatta

SKIPPER SPONSOR - \$2,500

Print Benefits *(print deadlines apply)*

- Logo placement:
 - Event Posters

Web Site & E-Marketing Benefits

- Name recognition:
 - On the Regatta sponsor Web page
 - In all Regatta email blasts

Media Benefits

- Your company included in all Regatta news releases

Event Benefits

- Company logo on back of Regatta T-Shirts
- Company may include a giveaway in the Skipper Bags
- Four tickets to the Saturday Night Dinner
- On stage recognition at the Regatta
- Recognition on signage at the Regatta

FIRST MATE SPONSOR - \$1,000

Web Site & E-Marketing Benefits

- Name recognition:
 - On the Regatta sponsor Web page
 - In all Regatta email blasts

Media Benefits

- Your company included in all Regatta news releases

Event Benefits

- Company may include a giveaway in the Skipper Bags
- On stage recognition at the Regatta
- Recognition on signage at the Regatta
- Two tickets to the Saturday Night Dinner

SPONSORSHIP CONTRACT

Company Name:	Contact Name:	
Address:		
City:	State:	Zip:
Phone:	Fax:	
E-Mail:		

YES! We want to sponsor at the level marked below:

- \$10,000 PRESENTING SPONSOR
- \$7,500 ADMIRAL SPONSOR
- \$5,000 COMMODORE SPONSOR
- \$2,500 SKIPPER SPONSOR
- \$1,000 FIRST MATE SPONSOR
- We wish to be an IN-KIND SPONSOR by providing: _____

PAYMENT INFORMATION

- Check enclosed (made payable to The Leukemia & Lymphoma Society)
 - Please charge to the following credit card: VISA MasterCard American Express
- Cardholder Name _____ Billing Zip Code _____
- Card Number _____ Exp. Date _____ CVC: _____

SIGNATURE _____ **DATE** _____

SORRY, we are unable to sponsor at this time.

- Please accept our tax-deductible donation: \$ _____

PLEASE RETURN CONTRACT TO:

*Please return this form along with your logo and specifications (if applicable) in EPS and JPEG format to
The Leukemia & Lymphoma Society, 8441 Wayzata Blvd., Suite 340, Golden Valley, MN 55426
Jared Nielsen - Ph: (763) 852-3004 - Fax: (763) 852-3001 – Jared.Nielsen@LLS.org*