

# RETAIL PARTNERSHIP

THE

---

LEUKEMIA  
CUP  
REGATTA<sup>SM</sup>

---

 *The Leukemia &  
Lymphoma Society*<sup>®</sup>

**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 \$495,000 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**

Mount Gay Rum Reception

### **Saturday**

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

### **Sunday**

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 have included: 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, Heck Estates, 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.

# RETAIL PARTNERSHIP

## Paper Sailboat Program Concept:



Paper sailboat sales are a great way to build excitement about the event while raising critical dollars to support LLS's mission. Store clerks ask each customer at point-of-purchase to "buy a sailboat" for \$1 to \$5 to help the store support patients battling cancer, through LLS. The customer signs his/her name on the paper sailboat icon, and they are placed throughout the store. Vendors are encouraged to run the program for three to four weeks. We encourage you to start the program by displaying paper sailboats with the names of all employees.

## Keys to success:

- Share your excitement about the program with your employees
- Display LLS-provided materials
- Run program for a specific period of time
- Ask every customer
- Offer incentives to your employees to whomever sells the most sailboat icons

## Frequently Asked Questions:

**How much should I sell the paper icons for?** A minimum donation of \$1 to \$5 is the suggested amount. Customers may decide to donate more and any donation to LLS is welcome.

**How do I ask my customers to donate?** Every cashier should ask every customer! Simply say "Would you like to support our efforts in finding cures for cancer?" Or "Would you like to support families in our community battling cancer?" If appropriate, explain how your company got involved or share a mission connection to the cause.

**How do I account for the dollars raised?** Each paper icon has a SKU number to enter into your register system if necessary. You can also designate a particular register key code to sailboat sales. Collection envelopes can be placed at each register to tally daily results.

**What supplies do I need to run the program?** A tool kit containing the following supplies is provided:

- paper sailboat pads
- retail partner how-to guide and frequently asked questions document

Additional supplies are available at anytime. If you need more supplies contact Jared Nielsen at 763.852.3004.

## Partner Benefits – LLS Would Like to Recognize You for Your Efforts!

All partners will be mentioned in one of the Leukemia Cup Regatta's pre-event email blasts. Other perks are available for partners who exceed certain fundraising levels prior to Aug. 20, 2010.

> \$500 - Name & Link in post event eblast

> \$1,000 - Logo & Link in post event eblast

> \$1,500 - Logo & Link in post event eblast, plus recognition in event weekend program book and two tickets to Saturday Night Dinner on event weekend

Additional opportunities may also become available.

# PARTNERSHIP CONTRACT

**YES! We want to be a retail partner**

<b>Company Name:</b>		<b>Contact Name:</b>	
<b>Address:</b>			
<b>City:</b>		<b>State:</b>	<b>Zip:</b>
<b>Phone:</b>		<b>Fax:</b>	
<b>Email:</b>			
<b># of Participating Locations:</b>		<b>Sales Goal: \$</b>	
<b>Sales Dates:</b>		<b># of Paper Icons Requested:</b>	
<b>Comments/Other Ways Your Business Would Like To Be Involved:</b>			

**YES! We are also interested in donating an auction item for the Leukemia Cup Regatta Auction. Auction donations can be mailed to the address below or we can arrange to pick them up.**

PLEASE RETURN COMMITMENT 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  
Cathy Swanson Girsch - Ph: (763) 852-3014 - Fax: (763) 852-3001 – [Cathy.Swanson@LLS.org](mailto:Cathy.Swanson@LLS.org)  
[www.leukemicup.org/mn](http://www.leukemicup.org/mn)*

THANK YOU!