



LEUKEMIA & LYMPHOMA SOCIETY

LEUKEMIA CUP REGATTA

Mississippi Leukemia Cup Regatta

**Hosted by
The City of Pass Christian
and
Pass Christian Yacht Club**

**Sponsorship
Proposal**

Presented By



Sponsor Levels

\$15,000 Title Sponsor

- Corporate logo to appear along with the Leukemia Cup Regatta (LCR) logo as “Presented by” prominently featured in: event brochures, newsletters, emails, sailor packets
- Recognition in newspaper ads and television if secured by LLS
- Logo and hyperlink on LCR MSLA Chapter website
- Banner displayed at all regatta events
- Logo on event t-shirt
- Opportunity to provide product sampling/ information distribution at event sites and in sailor packets
- Two Premier table for sixteen (16) guests at post race party
- Event hats & t-shirts for your company’s use
- Company spectator boat on Regatta day of your choice if secured by LLS
- Premier speaking role during the post race party program and stage naming rights for the post race party
- Concierge service for post race party
- On-the-water signage on race days

\$10,000 Admiral Sponsor

- Corporate logo to appear along with the Leukemia Cup Regatta (LCR) logo prominently featured in: event brochures, newsletters, emails, sailor packets
- Recognition in newspaper ads and television if secured by LLS
- Logo and hyperlink on LCR MSLA Chapter website
- Banner displayed at all Regatta events
- Logo on event t-shirt
- Opportunity to provide product sampling/ information distribution at event sites and in sailor packets
- Two VIP tables for sixteen (16) guests at post race party
- Event hats & t-shirts for your company’s use
- VIP parking
- Champagne & commemorative glasses at table
- Bar Naming Rights for post race party

• \$7,500 Commodore Sponsor

- Corporate logo to appear along with the Leukemia Cup Regatta (LCR) logo prominently featured in: event brochures, newsletters, emails, sailor packets
- Logo and hyperlink on LCR MSLA Chapter website
- Banner displayed at all Regatta events
- Logo on event t-shirt
- Opportunity to provide product sampling/ information distribution at event sites and in sailor packets
- One table for ten (10) guests at post race party
- Event hats & t-shirts for your company’s use
- Special pour wines at table
- Naming rights of two (2) auction tables

• \$5,000 Tactician Sponsor

- Corporate logo to appear along with the Leukemia Cup Regatta (LCR) logo prominently featured in: event brochures, newsletters, emails, sailor packets
- Logo and hyperlink on LCR MSLA Chapter website
- Banner displayed at all Regatta events
- Logo on event t-shirt
- Opportunity to provide product sampling/ information in sailor packets
- One table for eight (8) guests at post race party
- Event hats & t-shirts for your company’s use
- Naming rights of two (2) auction tables

• \$1,500 Skipper Sponsor

- Corporate logo to appear along with the Leukemia Cup Regatta (LCR) logo prominently featured in: event brochures, newsletters, emails, sailor packets
- Logo and hyperlink on LCR MSLA Chapter website
- Banner displayed at all regatta events
- Logo on event t-shirt
- Opportunity to provide product sampling/ information in sailor packets
- Event hats & t-shirts for your company's use
- Four (4) tickets for the post race party
- Naming rights to one (1) auction table

• \$500 Crew Sponsor

- Banner displayed at all regatta events
- Logo on event t-shirt
- Opportunity to provide product sampling/ information in sailor packets
- Two (2) tickets for the post race party

At A Glance

Where: **July 21 & 22, 2012**
Pass Christian Yacht Club

Audience: While the majority of the participants are racers, cruisers and power-boaters, the Leukemia Cup Regatta (LCR) is a community event and anyone interested in joining the mission is welcome and encouraged to participate in all events related to the regatta.

Sponsor Relations: Cash contribution and/or budget relieving in-kind products, use of logo and collaborative marketing/advertising, cause marketing promotions

Kick Off: The Leukemia Cup Regatta Kick-Off Party will be **May 18, 2012** at Pass Christian Yacht Club.

Sponsor Materials: All sponsor logos should be turned in by **June 1, 2012**. Also any product sampling, promotional material, or company banners that you would like included in sailor packets should be turned in by **July 2, 2012**.

Sponsor Agreement

Yes! We want to help find a cure for blood cancers by supporting the Leukemia Cup Regatta at the following level:

<input type="checkbox"/>	Title Sponsor	\$15,000
<input type="checkbox"/>	Admiral Sponsor	\$10,000
<input type="checkbox"/>	Commodore Sponsor	\$7,500
<input type="checkbox"/>	Tactician Sponsor	\$5,000
<input type="checkbox"/>	Skipper Sponsor	\$1,500
<input type="checkbox"/>	Crew Sponsor	\$500

We cannot be an official sponsor at this time, but wish to contribute: \$ _____

We wish to be an in-kind sponsor and would like to donate the following:

Description: _____

Value of items: _____

Items are enclosed: _____ Items are to be delivered _____ Picked up _____

*Sponsorship logos are due on or before June 1, 2012 for guaranteed placement of logo on Regatta event t-shirts and banner. Any product sampling, promotional material, or company banners should be turned in by July 2, 2012.

Please send your logo in an email as a jpeg or pdf file to Katie.Triplett@lls.org

Please indicate exactly how you want your company name to appear:

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____

METHOD OF PAYMENT Check enclosed made payable to LLS
 Credit Card (MC/VISA/AMEX/Discover)

CC# _____ Exp. _____

Name as if appears on the card: _____ Security Code _____

Signature: _____ Date: _____

Please send this commitment form along with your payment to:

Katie Triplett
The Leukemia & Lymphoma Society
3636 South I-10 Service Road, Suite 304
Metairie, LA 70001

