



2011 Leukemia Cup Winner

Burton E. Benrud, Jr.  
&  
Andy Lovell

# 2012 Leukemia Cup Regatta Sponsor Packet

# 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
- Limousine for host couple
- 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
- “1849” Tiki 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:** April 21 & 22, 2012  
Southern 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 **January 12, 2012** at Southern Yacht Club.

**Sponsor Materials:** All sponsor logos should be turned in by **March 16, 2012**. Also any product sampling, promotional material, or company banners that you would like included in sailor packets should be turned in by **April 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 March 16, 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 April 2, 2012.

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

