

OCEAN CITY YACHT CLUB

JULY 14-15, 2018



presented by  Penn Medicine
Abramson Cancer Center

SPONSORSHIP PACKET

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WHAT IS THE LEUKEMIA CUP REGATTA?

The Leukemia & Lymphoma Society's *Leukemia Cup Regatta* is a thrilling series of sailing events held each summer at yacht clubs across North America that combine the joy of boating with the important task of raising money to cure cancer. Since its inception, the Leukemia Cup Regatta has raised many millions of dollars for lifesaving research and patient services, bringing help and hope to patients and their families.

Skippers register their boats and recruit friends and colleagues to help crew and to raise funds. Crew members seek donations from friends, family, co-workers and employers to sponsor their boat. National and local event sponsors also support the Leukemia Cup Regatta with both donations and gifts in kind. They are rewarded with significant visibility and gratitude.

The Regatta will be held in two locations in 2018. The Offshore and Lightning Fleets will race out of Ocean City where the new powerboat Poker Run will also be held. The Flying Scot Fleet will race in Stone Harbor. This groundbreaking collaboration between the Ocean City, Cape May and Stone Harbor Yacht Clubs will expand the reach of the Regatta and provide broad exposure to the sponsors. We are proud to welcome Penn Medicine's Abramson Cancer Center as our presenting sponsor.



AT A GLANCE

Events:

- The Leukemia Cup Offshore and Lightning Regatta will be held at the Ocean City Yacht Club. The Flying Scot Fleet will race out of Stone Harbor. The powerboat Poker Run will take place in Ocean City on July 14. There will be parties on June 30, July 13 and 14. It is estimated that the event will attract over 600 volunteers and participants. It will be highly visible in the local community and well covered by the local media.
- For more information on the schedule of events, please visit www.leukemicup.org/nj/

Audience:

- While a portion of the participants are racers and volunteers, the Leukemia Cup Regatta is a community event and anyone interested in joining the mission is welcome and encouraged to participate in all events related to the regatta. We have something for everyone!

Exposure:

- Media outreach, community promotions, direct mail and social media will be generated. In addition, participants will attract individual donors and numerous spectators will enjoy our high-profile event.

Kickoff Fundraiser

- **A kickoff fundraiser** will be held at Ocean City Yacht Club on June 30, 2018. It promises to be a fun and eventful night raising funds for the Leukemia & Lymphoma Society mission and patients battling blood cancer.

Sponsor Materials:

- All sponsor logos should be sent to LLS staff. Also, any product sampling, promotional material, or company banners that you would like included in sailor packets may be mailed to the LLS office by, **June 10th, 2018**

DID YOU KNOW?

- Since inception, LLS has invested over \$1 billion in developing better treatments.
- Last year alone, LLS invested more than \$78 million in cutting-edge research.
- Since the early 1960's, the survival rate for many blood cancer patients in North America has quadrupled.
- Every 3 minutes someone is diagnosed with a blood cancer.
- Every 9 minutes someone loses a battle to blood cancer.

SPONSORSHIP LEVELS

\$10,000 Commodore “Presenting” Sponsor

- Company name/logo to be prominently displayed on top of regatta marketing materials including event t-shirt
- Logo and hyperlink on LCR NJ Chapter website
- Opportunity to provide product sampling/ information distribution at event site and in sailor packets
- One table for ten (10) guests at post race party (7/15/18) or at the Gala (6/30/18)
- Company representative to speak at post race or Gala party
- Event hats & t-shirts for your company’s use
- Banner displayed at all regatta events
- Full page in Program Book
-

(No longer available as Penn Medicine is the Presenting Sponsor!)

\$5,000 Tactician Sponsor

- Company name/logo to be displayed on regatta marketing materials including event t-shirt
- Logo and hyperlink on LCR NJ Chapter website
- Opportunity to provide product sampling/ information in sailor packets
- One table for six (6) guests at post race party (7/15/18)
- Event hats & t-shirts for your company’s use
- Banner displayed at all Regatta events
- Half (1/2) page in Program Book

\$1,500 Skipper Sponsor

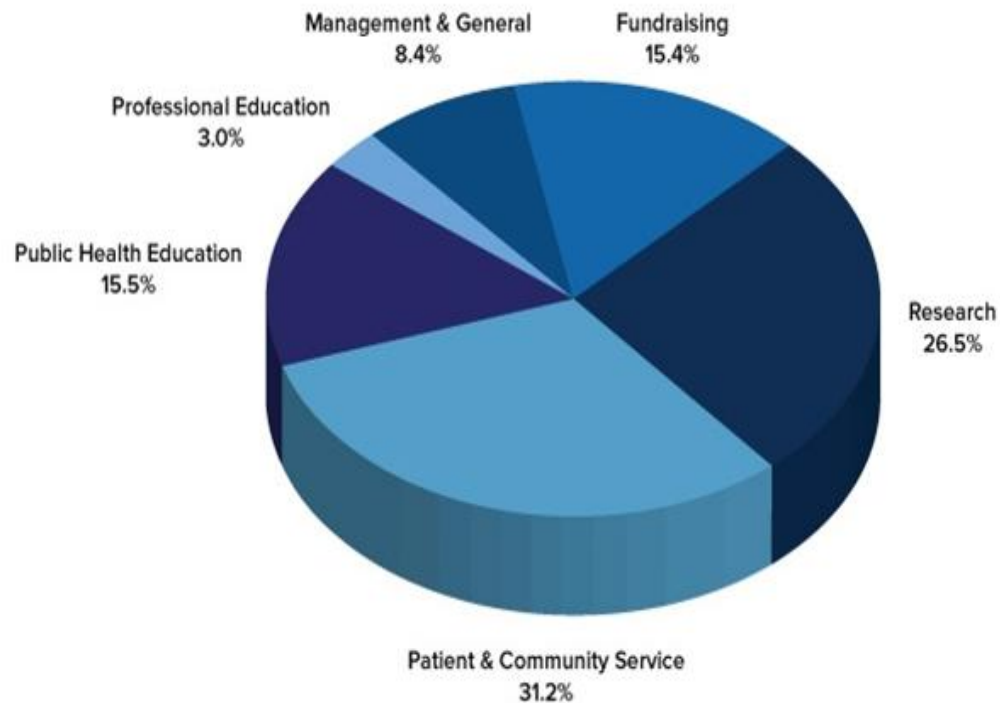
- Company name/logo to be displayed on event signage and event t-shirt
- Logo and hyperlink on LCR NJ Chapter website
- Opportunity to provide product sampling/ information in sailor packets
- Four (4) event hats & t-shirts for your company’s use
- Four (4) tickets for the post-race party (7/15/18)
- Quarter (1/4) page in Program Book

\$500 Crew Sponsor

- Company name/logo to be displayed on event signage and event t-shirt
- Opportunity to provide product sampling/ information in sailor packets
- Two (2) tickets for the post-race party (7/15/18)
- Two (2) event hats and t-shirts for your company’s use
- Quarter (1/4) page in Program Book

WHERE DOES YOUR MONEY GO?

The Leukemia & Lymphoma Society (LLS) is proud to be one of the most efficiently managed non-profits in the country. Approximately 78% of total expenses support cancer research and patient services.





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"/> Tactician Sponsor | \$5,000 |
| <input type="checkbox"/> Skipper Sponsor | \$1,500 |
| <input type="checkbox"/> Crew Sponsor | \$500 |

Additionally, we would like to donate an auction item and/or be an in-kind donor and would like to include the following:

Description:_____

Value of items:_____

Items are enclosed:___ Items are to be delivered_____ Picked up_____

Please send your logo in an email as a jpeg or pdf file to melissa.casafranca@lls.org with submission of donation.

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

This information will be used for thank you letters and tax receipts

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:

Melissa Casafranco
The Leukemia & Lymphoma Society
14 Commerce Dr., Unit 301
Cranford, NJ 07016