



2009 PARTNERSHIP OPPORTUNITIES

**Orange County/Inland Empire Chapter
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***Our Mission:** To cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.*



At a Glance

*Be a part of a very close-knit, dedicated and philanthropic community by partnering with The Leukemia Cup Regatta, **the largest charity event in sailing**. Extend your reach by placing your logo and product in front of the thousands of boaters and their friends & family while making a difference in the community!*

- What** The Leukemia Cup Regatta is a series of thrilling events that combine the joy of boating with the critical task of raising money to fight leukemia, lymphoma and other blood cancers. Last year, the Orange County/Inland Empire Chapter's Regatta raised \$220,000 to support The Leukemia & Lymphoma Society's mission.
- Why** Get **IN** on the action by partnering your company's name and product with The Leukemia Cup Regatta, one of the most exclusive charity series of its kind.
- Audience** We anticipate that over 125 boats will participate in the four yacht club events in Orange County in 2009. Participants include the boat's crews, friends and family. These sailors and boaters have the capacity and desire to raise significant funds for others in their community. Their ages range from age 10 (Junior sailors) to active seniors.
- Partner Benefits** Enhance your company's brand and image by becoming a leader in the community. Impacts are made through thousands of impressions in a coordinated set of marketing activities that include:
- Media outreach
 - Direct mail
 - Internet exposure
 - Community promotions
 - Use of The Leukemia Cup Regatta and The Leukemia & Lymphoma Society name and marks
- Opportunities** Partnership can be made in many ways:
- Monetary donation
 - Products
 - Services

The Leukemia & Lymphoma Society will work with your company to match your marketing needs with the needs of The Leukemia Cup Regatta.



Elevate Your Status

National Stats In 2008, the boating community joined The Leukemia Cup Regatta's national chairman, ESPN commentator & expert sailor Gary Jobson to raise more than \$3.6 million at 26 chapters across North America, in 38 events, with over 9,600 attendees, and 1,900 participating boats.

Year	2003	2004	2005	2006	2007	2008
Amount Raised	\$2.6 million	\$2.8 million	\$3.2 million	\$3.3 million	\$3.5 million	\$3.6 million

National Partners



Local Stats The 2008 Leukemia Cup Regatta raised \$220,000 and it is due in great part to the hardworking and close-knit boating community at Dana West Yacht Club, Bahia Corinthian Yacht Club, Lido Isle Yacht Club, and Lake Mission Viejo Yacht Club.

These series of events, which drew over 70 participating boats with approximately 1,500 attendees, took place in the portside communities of Dana Point, Newport Harbor, and Lake Mission Viejo.

Local Partners

The Log Newspaper, Markar Management LLC, KNOX, Emerson Network Power, Hennessey's Tavern, Inc., Duffy Electric Boats, Sign Advantage, Inc., Diversified Marketing, California Mutual, True Wind, Eisel Enterprises Inc., The Crean Foundation, Sterns, Dwight & Associates, CHAMP Steel, KKE Architects, Prentiss, Testa Capital Group, Weingarten Realty, K&L Gates, Ultrasigns





Join a Winning Team

Our goal is to raise more than **\$280,000 in 2009** to support the ongoing work of The Leukemia Lymphoma Society. Seventy-five percent of the money raised goes towards research and patient services, which includes financial aid, support groups, and educational programs. Advances like chemotherapy, bone marrow and stem cell transplantation and new, targeted oral therapies such as Gleevec, might never have happened were it not for the research funded by The Leukemia & Lymphoma Society.

2009 Schedule of Events*

Friday, May 1, Bahia Corinthian Yacht Club
Junior Board Hosts Concert & Dance

Friday, May 8, Bahia Corinthian Yacht Club
Electric Boat Poker Run and dinner

Saturday, May 16, Lido Isle Yacht Club
Electric Boat Poker Run

Saturday, May 16, Bahia Corinthian Yacht Club
Casino Night, dinner and auctions

Sunday, May 17, Bahia Corinthian Yacht Club
PHRF & One-Design, Lorin Weiss and Junior Regattas

Saturday, May 30, Dana West Yacht Club
Garage sale

Saturday, May 30, Lake Mission Viejo Yacht Club
PHRF Regatta, Poker Run, dinner and auctions

Friday, June 5, Dana West Yacht Club
Newport Beach to Dana Point Regatta and Kick-off Party

Saturday, June 6, Dana West Yacht Club
Racer's breakfast, PHRF & Cruising Class races, Junior (Sabots & Lasers) Regatta, Dinghy Poker Run, dinner and auctions

Sunday, June 7, Dana West Yacht Club
Racer's breakfast, Random Leg (PHRF & Cruising Class) races, awards ceremony & reception

**Dates & events subject to change*



Admiral's Club Sponsor

Industry Exclusive Partnership

\$25,000

Recognition Benefits

- Leukemia Cup Regatta **“Presented By Company”** with company logo prominently featured on all printed materials including (but not limited to):
 - Leukemia Cup Regatta brochure
 - Poster
 - Banner
 - Save-The-Date postcard
 - Event program
 - Participant t-shirt
 - Sponsorship Proposal, front cover
 - Sailor Fundraising Guide
- Leukemia Cup Regatta **“Presented By Company”** with company logo on the local Leukemia Cup Regatta website including:
 - Sponsor recognition page with hyperlink to company's homepage
 - Preferred Vendor List with hyperlink to company's homepage
- Leukemia Cup Regatta **“Presented by Company”** with company logo prominently featured in all media and advertising including:
 - Ad in the Orange County Business Journal
 - Full-page company ad in the Leukemia Cup Regatta event program
 - Multiple ads in The Log newspaper (if secured before deadlines)
 - Regatta events-related press releases
- **Feature article and logo** in local Leukemia & Lymphoma Society newsletters including:
 - National Annual Report
 - Chapter Report, bi-monthly publication
 - Leukemia Cup Regatta monthly e-newsletter

Day-of-event Benefits

- Two* (2) company banners (provided by company) may be displayed prominently at all Regatta-related events
- Opportunity to provide skipper goodie bags and give-away at all Regatta-related events
- First right of refusal as Admiral's Club Sponsor for the 2010 Leukemia Cup Regatta

Participation Benefits

- Opportunity for check presentation and to speak at all Regatta awards ceremonies
- Twenty (20) tickets to Regatta-related events including Casino Night, Poker Runs, and dinners/parties
- Twenty (20) Regatta t-shirts & hats
- Appreciation trophy
- Four (4) tickets to the Man & Woman of the Year Grand Finale

Post-event Benefits

- Leukemia Cup Regatta **“Presented By Company”** with logo on all printed and electronic post-event materials including:
 - Thank You ad in the Orange County Business Journal and The Log newspaper
 - Thank You letters
 - Thank You e-newsletter
 - Sponsor Recap packet (given to all Leukemia Cup Regatta sponsors)



Commodore Sponsor \$15,000

Recognition Benefits

- **Company logo** on the following printed materials:
 - Leukemia Cup Regatta brochure
 - Poster
 - Banner
 - Save-The-Date postcard
 - Event program
 - Participant t-shirt
 - Sponsorship Proposal, front cover
 - Sailor Fundraising Guide
- **Company logo** on the local Leukemia Cup Regatta website including:
 - Sponsor recognition page with hyperlink to company's homepage
 - Preferred Vendor List with hyperlink to company's homepage
- **Company logo** featured in all media and advertising including:
 - Ad in the Orange County Business Journal
 - Half-page company ad in the Leukemia Cup Regatta event program
 - Multiple ads in The Log newspaper (if secured before deadlines)
 - Regatta events-related press releases
- **Company logo** in local Leukemia & Lymphoma Society newsletters including:
 - Chapter Report, bi-monthly publication
 - Leukemia Cup Regatta monthly e-newsletter

Day-of-event Benefits

- One* (1) company banner (provided by company) may be displayed at all Regatta-related events
- Opportunity to provide give-away inside skipper goodie bags at all Regatta-related events

Participation Benefits

- Opportunity for company representative at all Regatta awards ceremonies
- Ten (10) tickets to Regatta-related events including Casino Night, Poker Runs, and dinners/parties
- Ten (10) Regatta t-shirts & hats
- Appreciation trophy
- Two (2) tickets to the Man & Woman of the Year Grand Finale

Post-event Benefits

- **Company logo** on all printed and electronic post-event materials including:
 - Thank You ad in the Orange County Business Journal and The Log newspaper
 - Thank You letter
 - Thank you e-newsletter
 - Sponsor Recap packet (given to all Leukemia Cup Regatta sponsors)



Captain's Club Sponsor \$7,500

Recognition Benefits

- **Company logo** on the following printed materials:
 - Leukemia Cup Regatta brochure
 - Poster
 - Banner
 - Save-The-Date postcard
 - Event program
 - Participant t-shirt
 - Sponsorship Proposal, front cover
 - Sailor Fundraising Guide
- **Company logo** on the local Leukemia Cup Regatta website including:
 - Sponsor recognition page with hyperlink to company's homepage
 - Preferred Vendor List with hyperlink to company's homepage
- **Company logo** featured in all media and advertising including:
 - Quarter-page ad in the Leukemia Cup Regatta event program
 - Multiple ads in The Log newspaper (if secured before deadlines)
 - Regatta events-related press releases
- **Company logo** in local Leukemia & Lymphoma Society newsletters including:
 - Chapter Report, bi-monthly publication
 - Leukemia Cup Regatta monthly e-newsletter

Day-of-event Benefits

- One* (1) company banner (provided by company) may be displayed at all Regatta-related events
- Opportunity to provide give-away inside skipper goodie bags at all Regatta-related events

Participation Benefits

- Five (5) tickets to Regatta-related events including Casino Night, Poker Runs, and dinners/parties
- Five (5) Regatta t-shirts & hats
- Appreciation trophy

Post-event Benefits

- **Company logo** on all printed and electronic post-event materials including:
 - Thank You ad in the Orange County Business Journal and The Log newspaper
 - Thank You letter
 - Thank you e-newsletter
 - Sponsor Recap packet (given to all Leukemia Cup Regatta sponsors)



Boat Sponsor \$5,000

Recognition Benefits

- **Company name** on the following printed materials:
 - Leukemia Cup Regatta brochure
 - Poster
 - Banner
 - Save-The-Date postcard
 - Event program
 - Participant t-shirt
 - Sponsorship Proposal, front cover
 - Sailor Fundraising Guide
- **Company name** on the local Leukemia Cup Regatta website including:
 - Sponsor recognition page with hyperlink to company's homepage
 - Preferred Vendor List with hyperlink to company's homepage
- **Company name** featured in all media and advertising including:
 - Business card-sized ad in the Leukemia Cup Regatta event program
 - Multiple ads in The Log newspaper (if secured before deadlines)
 - Regatta events-related press releases
- **Company name** in local Leukemia & Lymphoma Society newsletters including:
 - Chapter Report, bi-monthly publication
 - Leukemia Cup Regatta monthly e-newsletter

Day-of-event Benefits

- One* (1) company banner (provided by company) may be displayed at BCYC, DWYC, or LMVYC Regatta-related events
- Opportunity to provide give-away inside skipper goodie bags at all Regatta-related events

Participation Benefits

- Four (4) tickets to one (1) Regatta-related event of your choice
- Four (4) Regatta t-shirts & hats
- Appreciation trophy

Post-event Benefits

- **Company name** on all printed and electronic post-event materials including:
 - Thank You ad in the Orange County Business Journal and The Log newspaper
 - Thank You letter
 - Thank you e-newsletter
 - Sponsor Recap packet (given to all Leukemia Cup Regatta sponsors)



Skipper Sponsor \$2,500

Recognition Benefits

- **Company name** on the following printed materials:
 - Leukemia Cup Regatta brochure
 - Poster
 - Banner
 - Save-The-Date postcard
 - Event program
 - Participant t-shirt
 - Sponsorship Proposal, front cover
 - Sailor Fundraising Guide
- **Company name** on the local Leukemia Cup Regatta website including:
 - Sponsor recognition page with hyperlink to company's homepage
- **Company name** featured in all media and advertising including:
 - Multiple ads in The Log newspaper (if secured before deadlines)
 - Regatta events-related press releases
- **Company name** in local Leukemia & Lymphoma Society newsletters including:
 - Leukemia Cup Regatta monthly e-newsletter

Day-of-event Benefits

- Opportunity to provide give-away inside skipper goodie bags at all Regatta-related events

Participation Benefits

- Two (2) tickets to one (1) Regatta-related event of your choice
- Two (2) Regatta t-shirts & hats

Post-event Benefits

- **Company name** on all printed and electronic post-event materials including:
 - Thank You ad in the Orange County Business Journal and The Log newspaper
 - Thank You letter
 - Thank you e-newsletter
 - Sponsor Recap packet (given to all Leukemia Cup Regatta sponsors)



Crew Sponsor \$1,500

Recognition Benefits

- **Company name** on the following printed materials:
 - Leukemia Cup Regatta brochure
 - Poster
 - Banner
 - Save-The-Date postcard
 - Event program
 - Participant t-shirt
 - Sponsorship Proposal, front cover
 - Sailor Fundraising Guide
- **Company name** on the local Leukemia Cup Regatta website including:
 - Sponsor recognition page with hyperlink to company's homepage
- **Company name** featured in all media and advertising including:
 - Multiple ads in The Log newspaper (if secured before deadlines)
 - Regatta events-related press releases
- **Company name** in local Leukemia & Lymphoma Society newsletters including:
 - Leukemia Cup Regatta monthly e-newsletter

Participation Benefits

- Two (2) tickets to one (1) Regatta-related event of your choice
- Two (2) Regatta t-shirts

Post-event Benefits

- **Company name** on all printed and electronic post-event materials including:
 - Thank You ad in the Orange County Business Journal and The Log newspaper
 - Thank You letter
 - Thank you e-newsletter
 - Sponsor Recap packet (given to all Leukemia Cup Regatta sponsors)



PARTNERSHIP COMMITMENT FORM

- Admiral's Club Sponsor (\$25,000)
- Commodore Sponsor (\$15,000)
- Captain's Club Sponsor (\$7,500)
 - Boat Sponsor (\$5,000)
 - Skipper Sponsor (\$2,500)
 - Crew Sponsor (\$1,500)

We cannot officially sponsor, but please accept our contribution of \$_____.

COMPANY INFORMATION

Company Name (As you would like it to appear in print): _____

Company Contact Name: _____

Address: _____

City/State/Zip: _____ / _____ / _____

Phone Number: (____) _____ Fax Number: (____) _____

E-mail Address: _____

Signature: _____ Date: _____

****Please note, in order to honor print-related sponsor benefits, we must receive your signed contract, payment and camera-ready logo (JPEG format) no later than Friday, April 3, 2009.***

PAYMENT INFORMATION

- Enclosed is my check for \$_____
- Please send me an invoice for \$_____
- Charge my credit card for \$_____

Name on Card: _____

Type of Card (please circle one): Visa MC DISC AMEX

Card Number: _____

Exp. Date: _____ Card Verification Code (CVC)*: _____

** Three digits on signature strip (Visa/MC) or 4 digits located above card number (AMEX)*

VOLUNTEER INFORMATION

Contact Name: _____ Phone Number: (____) _____

*Please return this form and payment to The Leukemia & Lymphoma Society
ATTN: Leukemia Cup Regatta
2020 E. 1st Street, Ste. 120
Santa Ana, CA 92705
Fax: (714) 881-0616
LLS Staff Contact: Tammy Sung, Campaign Manager
(714)881-0610, ext.334
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