



What: Sarcoma Cup 2011 Regatta Sponsorship Opportunities

When: August 27-28, 2011

Where: San Francisco Bay, hosted by the Berkeley Yacht Club

Who: BeatSarcoma, a nonprofit founded by a Sarcoma survivor and local sailor, and the Berkeley Yacht Club are excited to bring to you these sponsorship opportunities for Sarcoma Cup 2010, a charity regatta in support of sarcoma research.

Why: Two good reasons:

1. Sponsor a race designed for the most active fleets in the Bay Area

- Visibility in sailing circles, press and local area: this is a powerful human story of an entire sailing community getting together to support one of its members
- In kind donations will encourage product trials and generate recommendations: highly qualified buyers will be using the product and encouraging others to buy
- Giving back to the community, associated PR and employee satisfaction
- Promoting sailing/boating/yacht racing as a sport, a generous and charitable community and a recreational activity.

2. Associate with a great regatta:

- 2-day regatta open to all classes and boats, without any conflict with major fleets' calendar. The top fleets (J105s, Express 27s, Alerion, Open 570, Wabbits, etc...) have already committed to the event. The 'Got Wind and Water' Meetup group will register its members. 'Celebrity Media' regatta will join forces with the Sarcoma Cup and some youth classes such as the 49ers will debut at the event this year. Our goal is to have more than 100 boats registered (we had nearly 90 last year, up year over year)
- People will be given the option to register for either 1 or 2 day

How: There are a number of options for our sponsors.

At the top of the list this year, we are offering one **Blue Whale** sponsorship at **\$10,000**, which affords the sponsor the following:

- The top award for one of our divisions named after your organization, product or programs
- A complimentary day cruise for four around San Francisco Bay on a luxury yacht
- The opportunity to have a spinnaker made with your company logo for the boat of your choice to fly during the races and then to be auctioned
- The opportunity to outfit a boat or an entire class with jackets and hats promoting your organization or program
- All of the benefits of White Whale sponsorship listed below

SPONSORSHIP BENEFITS

Top award for the division of your choice named after your company
 Spinnaker with your company logo (at your cost) to be used by boat of your choice and then auctioned or raffled
 The opportunity to outfit a boat or an entire class with jackets and hats promoting your organization or program
 A complimentary day cruise for four people around the Bay on a luxury yacht
 Mention of name at the award ceremony
 Name on the Sarcoma Cup individual take-home trophies
 Banner on the committee boat both days
 Name and logo on the photo album
 Flag or sticker on flagship "Elise" sailboat during both races
 Name and logo on signage (registration, gear sale) during the event
 Name and logo displayed during pre-race and post-race activities
 Co-marketing of name and logo on event-specific gear (shirts or caps)
 Name and logo on the Sailing Instructions and registration form
 Name and logo on the BeatSarcoma and Berkeley Yacht Club websites



Donations are ideally in cash or checks made out to BeatSarcoma. We can also discuss in-kind donations or vouchers for the raffle or charity auction if you are interested.

Supporting sarcoma research will have a huge impact:

- Powerful Focus: BeatSarcoma is focused on sarcoma-related issues.
- Important funding needs: Sarcomas are hard to diagnose, hard to detect, and hard to treat. Biopsy is the only diagnostic tool and surgery often the only curative treatment.
- High return on funds: Sarcoma research is still at the beginning of the learning curve. The incremental value of every dollar is high. Donors and sponsors can make a noticeable impact.
- Far-reaching benefits: BeatSarcoma favors fundamental translational and early clinical research as opposed to late clinical trials. The funding needs are greater but the benefits are far-reaching.
- No "tax" levied on donations: Currently, 100% of funds raised through an event such as Sarcoma Cup 2010 support sarcoma research.
- Complete Transparency: BeatSarcoma publishes all relevant financial and medical information on <http://www.beatsarcoma.org/uploads/sarcomacup2009-financials.pdf>.

Teams that are benefitting from BeatSarcoma's support:

- Stanford Cancer Center, sarcoma program: http://www.beatsarcoma.org/SarcomaResearch_Updates.html
- UCSF Cancer Center, sarcoma program: <http://stories.beatsarcoma.org/2010/04/beatsarcoma-makes-5000-research-gift-to.html>

Why BeatSarcoma?

- o BeatSarcoma works with world-class research institutions such as the Stanford Medical Center to identify high impact projects and strives to fund the most promising and far-reaching programs.
- o The Sarcoma Cup Regatta is a proven success and an attractive vehicle for fundraising and publicity, with significant potential to grow into a national event at multiple locations.
- o BeatSarcoma's founder is an active local sailor whose cause has been strongly embraced by the Bay Area sailing community.

To learn more, please contact us at sarcomacup@beatsarcoma.org.

BeatSarcoma

www.beatsarcoma.org

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