



What: Sarcoma Cup 2012 Regatta Sponsorship Opportunities

When: August 26-27, 2012

Where: San Francisco Bay, hosted by the Berkeley Yacht Club for the third year in a row. Supported also by Richmond Yacht Club and South Beach Yacht Club on the water

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 2011, 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

- Gain visibility in local area and media: this is a powerful human story of an entire sailing community inspired by its affected members
- Make in-kind donations to encourage product and service trials and generate recommendations: highly qualified buyers will be using your product or service and encouraging others to buy
- Give back to the community and gain associated public recognition and employee pride
- Promote sailing/boating/yacht racing as a sport, a generous and charitable community and a recreational activity.

2. Associate with a great regatta:

- A two-day regatta open to all classes and boats that fits with the major fleets' calendars. The top fleets (J105s, Express 27s, Alerion, Open 570, Wabbits) have already committed to the event. The 'Got Wind and Water' Meetup group will register its members. Our goal is to have more than 100 boats registered (we had nearly 90 last year) or over 500 people at the event.

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

Blue Whale 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](#)

Other levels of sponsorship and corresponding benefits:

	Blue Whale	White Whale	Ocean	Coastal Bay	Lake
	\$10,000	\$5,000	\$2,000	\$1000	\$500\$100
<u>SPONSORSHIP BENEFITS</u>					
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.

Additional Option: Set up a booth at the Club for two days with the Ocean, White Whale and Blue Whale levels of sponsorship for an additional \$800 per day, or \$1,500 for both days.

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 Regatta support sarcoma research.
- Complete Transparency: BeatSarcoma publishes all relevant financial and medical information on <http://www.beatsarcoma.org/uploads/sarcomacup2009-financials.pdf>.

Research teams 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?

- 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.
- 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.
- 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, Inc.

www.beatsarcoma.org

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Sec. 501(c)(3) charitable organization