



2019

Sponsorship Opportunities

About the Leukemia Cup Regatta Events

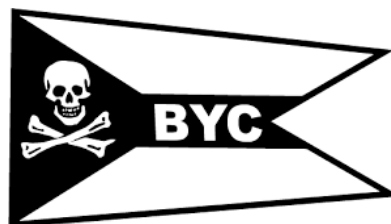
Each Year the Leukemia and Lymphoma Society hosts the Leukemia Cup Regatta (LCR), a national campaign that combines the joys of sailing, boating and other water sports with fundraising towards blood cancer research and patient services. More than \$58 Million has been raised through the LCR since its inception 30 years ago. The fiscal year 2018 LCR Campaign grossed nearly \$4.4 million nationally. The South Alabama event at Buccaneer Yacht Club raised over \$40,000 and has raised over \$550,000 to date.

LCR Kickoff: Friday July 12th Buccaneer Yacht Club

This fun evening is held at The Buccaneer Yacht Club. This event kicks off the excitement for the LCR coming in September. Live music, food, door prizes and much more accompany this night of revelry. All participants, supporters and the sailing community are invited.

LCR Event Weekend: September 20-21, 2019: Buccaneer Yacht Club

The Leukemia Cup Regatta is a two day sailing event. After sailors and their crews sign up, they begin an exciting fundraising voyage. On September 20th The Buccaneer Yacht Club will host a Rum Party sponsored by Gosling's Rum. This Friday night event includes a silent and live auction, the competitor's briefing along with an always lively Calcutta. A donation at the door gives party goers an unlimited Rum Cup and entry into this unforgettable night filled with music, auctions, food and friendly competition. The following day, the 21st, Skippers and their crew get ready to sail their boats in full view of the history Buccaneer Yacht Club. Following the race, participants and supporters enjoy lunch and an awards ceremony at BYC. Although racing awards are handed out, the most prestigious prize is the Leukemia Cup which is awarded to the boat with the greatest amount fundraised during the campaign. An honored skipper (usually a child survivor or a child currently in treatment) gives out this trophy.



Marketing & Outreach

The Leukemia Cup Regatta of Mobile is a community event that attracts a large number of participants who like to support a good cause while combining their love of the water. Through a partnership with LLS, your company will play a critical role in changing the face of blood cancer and supporting the current 1.3 million people who are living with or are in remission from leukemia, lymphoma or myeloma in the United States. Your business will experience first hand how your funds affect the lives of blood cancer patients at our LCR events. You will receive personalized co-branding and strategic marketing planning with our staff in order to receive maximum exposure and benefits.

Our Audience by the Numbers

80% Male



20% Female

50 Average Age



80% Married



80% College Educated

70% Executives



In 2018, Participants from over 3 different Yacht Clubs and various water recreational associations attended our events.

Exposure

The LCR campaign co-brands with our partners through media outreach, community promotions, direct mail, e-marketing and social media. In addition, participants engage individual donors and numerous spectators to enjoy our popular events.

Electronic

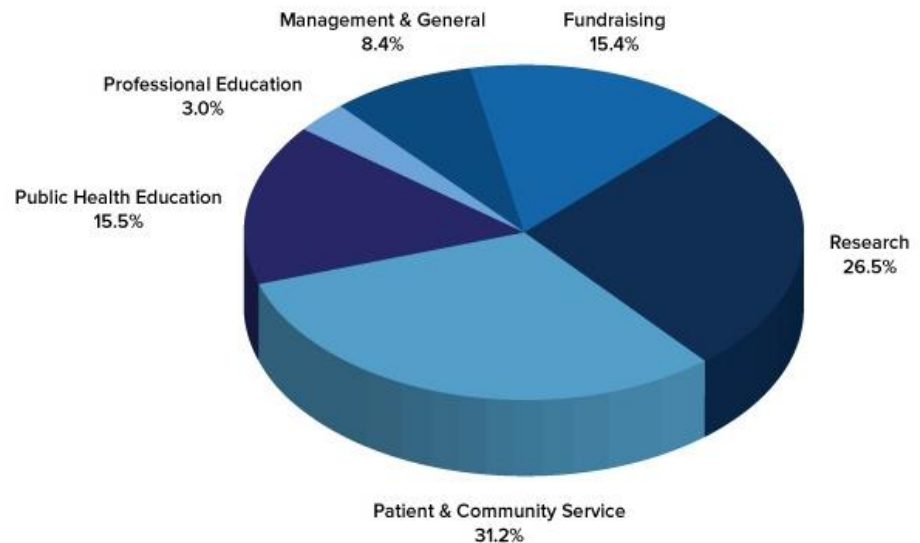
email blast to over 1000 people for each event

Social Media

Daily posts on LLS Official accounts, and local groups for private Yacht club members and subscribers

**The Mission of The Leukemia & Lymphoma Society (LLS) is:
Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and
improve the quality of life of patients and their families**

Where Does Your Money Go?



Because of the continued support of our corporate partners and sponsors, in fiscal year 2018 we were able to succeed in the following:

- LLS nationally has invested \$1.3 billion in research. In 2018 alone, we invested \$188 million to research for all types of blood cancers.
- LLS has invested \$2.6 million to date in Alabama.
- Since 2017, LLS has funded 34 out of 39 FDA approved blood cancer treatments
- Provide co-pay assistance to patients

**In 2018 LLS gave over 1 MILLION DOLLARS in co-pay
assistance to patients in Alabama**

Why Sponsor?

- 91% of consumers are likely to switch brands to one associated with a good cause
- 93% of consumers have a more positive image of a company that supports LLS
- 50% of consumers said they would be willing to reward companies that give back to society by paying more for their goods and services.

Sponsorship Levels

~~\$10,000 Title Sponsor~~ **SOLD!**

Brand Visibility Marketing Benefits

- Name appears as “**Company Name** Leukemia Cup Regatta” prominently featured in all marketing materials including brochures, posters event program booklet, notice of race, sailing instructions, trophies signage and t-shirts
- Company name featured as Title Sponsor in all media and social media imprints
- Hyperlinked logo on LCR Chapter Website
- Opportunity to provide product sampling/information distribution in event and sailor packets
- Company banner displayed event weekend throughout the sailing season at Buccaneer Yacht Club

Recognition Benefits

- Premier speaking opportunity at all Regatta related events
- VIP table at Rum Party at Buccaneer Yacht Club
- Company spectator boat with signage on race day.
- Company logo featured in Sailing World 2019 ad.
- Bottle of Gosling’s Family Reserve Rum at VIP Table

\$7,500 Admiral Sponsor

Brand Visibility Marketing Benefits

- Name appears as “**Company Name**, Race Admiral” prominently featured in all marketing materials including brochures, posters event program booklet, notice of race, sailing instructions, trophies signage and t-shirts.
- Company name featured as Admiral Sponsor in all media and social media imprints.
- Hyperlinked logo on LCR Chapter Website
- Opportunity to provide product sampling/information distribution as event and sailor packets
- Company banner displayed event weekend and throughout the sailing season at Buccaneer Yacht Club

Recognition Benefits

- Company name featured in National LLS Annual Report
- VIP table at Rum Party at Buccaneer Yacht Club
- Bottle of Gosling’s Family Reserve Rum at VIP Table

\$5,000 Commodore Sponsor

Brand Visibility Marketing Benefits

- Company name and logo on Regatta marketing materials including event t-shirt and banners
- Hyperlinked logo on LCR Chapter Website
- Opportunity to provide product sampling/information distribution in event and sailor packets
- Company banner displayed event weekend throughout the sailing season at Buccaneer Yacht Club
- VIP Table at Rum Party at Buccaneer Yacht Club

\$2,500 Spectator Boat Sponsor

Brand Visibility Marketing Benefits

- Opportunity to provide product sampling/information distribution in sailor packets
- Company name and logo on Regatta marketing materials including event t-shirt and banners
- Hyperlinked logo on LCR Chapter Website
- Four tickets to the Rum Party at Buccaneer Yacht Club

\$1,000 Skipper Sponsor

Brand Visibility Marketing Benefits

- Opportunity to provide product sampling/information distribution in sailor packets
- Company name and logo on Regatta marketing materials including event t-shirt and banners
- Two tickets to the Rum Party at Buccaneer Yacht Club

\$500 Crew Sponsor

Brand Visibility Marketing Benefits

- Opportunity to provide product sampling/information distribution in sailor packets
- Company name and logo on Regatta t-shirt

Sponsor Agreement

Yes! We want to help find a cure for blood cancers by supporting the Leukemia Cup Regatta at the following level:

- | | |
|---------------------------------------|----------|
| <u> </u> SOLD Title Sponsor | \$10,000 |
| <u> </u> Admiral Sponsor | \$7,500 |
| <u> </u> Commodore Sponsor | \$5,000 |
| <u> </u> Spectator Boat Sponsor | \$2,500 |
| <u> </u> Skipper Sponsor | \$1,000 |
| <u> </u> 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 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:

Leukemia Cup Regatta
 The Leukemia & Lymphoma Society
 1111 Hillcrest Road Suite 240
 Mobile, AL 36695