



LEUKEMIA &  
LYMPHOMA  
SOCIETY®

LEUKEMIA  
CUP REGATTA®

# 2018 Sponsorship Opportunities

A Weekend on the Water to Raise Funds for a World Without Cancer

**Red Sky Night**

FRIDAY, AUGUST 24, 2018

**Leukemia Cup Regatta  
& Awards Party**

SATURDAY, AUGUST 25, 2018



LEUKEMIA &  
LYMPHOMA  
SOCIETY®

fighting blood cancers

## Welcome to the Summer of FUN(d)

### What

Each year the Chicago boating community hosts a series of fundraisers benefiting the Leukemia & Lymphoma Society (LLS). Five on-the-water events combine the joy of boating with raising money to cure blood cancers. Chicago's efforts are part of a national program organized by LLS, raising money to bring help and hope to patients and their families.

### Who

Led by Columbia Yacht Club, Chicago boaters have raised more than \$4.75 million directly for LLS. Year over year our fundraising grows, thanks to participant outreach and sponsor underwriting. Prime opportunities exist for corporate and community sponsors to support the cause and generate goodwill.

### Why

The Leukemia & Lymphoma Society relies on sponsors to continue discovering cancer research innovations, cutting-edge drug therapies, and cures. Last year alone, the FDA approved 12 new drugs that were developed with LLS-funded research. More than one million Americans currently battle blood cancers. Every four minutes, someone is diagnosed; they are men, women and children of every age.

**Everyone who takes part in the Summer of FUN(d) events helps to save lives in a real and direct way.**

The Summer of FUN(d) supports and advances the Leukemia & Lymphoma Society mission, bringing hope and help to patients and their families.



**THE LLS MISSION:** *Cure leukemia, Hodgkin and non-Hodgkin lymphoma and myeloma and improve the quality of life of patients and their families. LLS carries out its mission by funding leading-edge cancer research, providing information and support services for patients, and education for health care professionals.*

## 2018 Summer of FUN(d) Events

### **Dock Dash for LLS**

**SATURDAY, JUNE 23 • COLUMBIA YACHT CLUB**

Kick the summer off at this day-long stand-up paddle board and kayak Regatta and Dock Party. More than 30 teams of four and a crowd of spectators spend the day at Columbia Yacht Club cheering the competitors, voting for best costumes and celebrating into the night.

### **Leukemia Cup Poker Run**

**SATURDAY, JULY 21 • CHICAGO CORINTHIAN YACHT CLUB**

Power boat owners and their guests spend a day on the water, traveling from harbor to harbor collecting playing cards at each to build the best hand.

### **Cooler By The Lake**

**SATURDAY, JULY 21 • CHICAGO CORINTHIAN YACHT CLUB**

A spectacular evening under the stars, featuring distillery tastings paired with gourmet foods, a silent auction and live music.

### **Red Sky Night**

**FRIDAY, AUGUST 24 • COLUMBIA YACHT CLUB**

Limited to just 300 guests, this gala evening features gourmet food, specialty cocktails, priceless and unique live and silent auctions, and dancing under the stars to a fabulous live band. This event sells out each year, and only sponsors are guaranteed tables.

### **Leukemia Cup Regatta & Awards Party**

**SATURDAY, AUGUST 26 • COLUMBIA YACHT CLUB**

Captains, crews and friends raise a sail to fight blood cancers. After lively competition on the water, the Summer of FUN(d) wraps up with a post-race party featuring open pour beverages, a killer Caribbean barbeque, a spirited Rain Gutter Regatta and the final awards ceremony for race winners and top fundraisers.

**Sponsorship opportunities are also available for Dock Dash, Poker Run and Cooler By The Lake. Contact Megan Trippel for details: [megan.trippel@lls.org](mailto:megan.trippel@lls.org)**





## Become a Summer of FUN(d) Sponsor

### Highlight Your Brand with Exclusive Benefits

Align with the Summer of FUN(d) benefitting LLS at any of the sponsorship levels, or create a customized program to meet your specific marketing goals with assistance from the Leukemia & Lymphoma Society.

- Summer of FUN(d) sponsorship delivers impact and visibility leading up to, throughout and following the summer-long series of events.
- Build brand loyalty, attract new customers, or chose to honor someone affected by cancer.
- Enjoy high visibility across multiple platforms including e-marketing, social media, public relations, and print materials.
- Showcase your brand as a goodwill ambassador in the community.
- Directly access the highly desirable Summer of FUN(d) audience, comprised of Yacht Club members, passionate LLS supporters, lakefront neighbors (Gold Coast, River North, River East and Loop), and other affluent constituents.

Through branded engagements, product integrations, targeted social media efforts, and prominent logo placement, your brand has the tools to educate, entertain, and engage a captive audience on what it is doing to make a difference in the world today.

So, “throw off the dock lines” and visualize this partnership through the eyes of our attendees. This is more than a marketing play. It’s about creating experiences that will resonate long after your brand strikes its activations.



**WHAT THE SUMMER OF FUN(d) DOES** Danica Uetz, shown here with her father, Mark, was diagnosed with a rare sub-type of acute lymphoblastic leukemia as an infant. She underwent an aggressive treatment plan of chemotherapy and radiation, and in just 29 days was in medical remission. Today, Dani is a happy five-year-old who loves Mickey and Minnie Mouse and playing with her siblings.



## The Choice is Yours

Join the Summer of FUN(d) in the way that works for you

CHOOSE HOW YOU WANT TO FIGHT BLOOD CANCERS

**Sponsor**  
the  
Summer of FUN(d)

Opportunities  
for named  
sponsorships are  
available for  
as little as  
\$1,000.

**Buy**  
Red Sky Night  
tickets or an ad

Entertain  
at Red Sky Night.  
Reserved tables of 8  
are \$7,500 - \$2,000.  
Individual tickets  
\$175 each.

Promote  
your business!  
Full page ads in the  
Event Magazine  
are just \$450.

**Donate**  
goods or services

Donate to  
our auction,  
or support the cause  
through in-kind  
materials or  
services.

Red Sky Night



Proud sponsors of the Leukemia Cup Regatta

Marine Services is Chicago's Premier Service and Storage Facility,  
located just 20 minutes south of Chicago in Dolton, Illinois.

Our Certified Service Technicians can provide expert mechanical service,  
and our body/paint shop can perform top quality hull and topside repairs.  
We share your passion for boating, and can accommodate both sail and  
powerboats up to 65 feet. Call us for estimates on your repair!

**MARINE  
SERVICES CORP.**

14001 COTTAGE GROVE AVENUE, DOLTON, IL 60419  
TEL: (708) 411-5600 FAX: (708) 411-0743  
WWW.MARINESERVICESCORP.COM

## 2018 Sponsorship Opportunities and Benefits

### Red Sky Night and the Leukemia Cup Regatta

Sponsorship at every level offers proven benefits to individuals, families and corporations supporting Red Sky Night and the Leukemia Cup Regatta	<b>P</b>	<b>C</b>	<b>V</b>	<b>R</b>	<b>S</b>
	PRESENTING SPONSOR \$25,000+	COMMODORE \$10,000-\$24,999	VICE COMMODORE \$5,000-\$9,999	REAR COMMODORE \$3,500-\$4,999	SKIPPER \$1,000-\$3,499
TITLE SPONSORSHIP*	YES				
NAMING SPONSORSHIP OPPORTUNITY		YES	YES	YES	YES
RECOGNITION IN MEDIA & PRESS RELEASES	YES	YES	YES	YES	YES
SOCIAL MEDIA RECOGNITION	YES	YES	YES	YES	YES
RESERVED SEATING TICKETS TO RED SKY NIGHT	VIP TABLE FOR 8	VIP TABLE FOR 8	VIP TABLE FOR 8	VIP TABLE FOR 8	2 RESERVED SEAT TICKETS
ADVERTISEMENT IN RED SKY NIGHT EVENT MAGAZINE**	2 PAGES PREMIUM PLACEMENT	2 PAGES	1 PAGE	1/2 PAGE	1/4 PAGE
RECOGNITION ON RED SKY NIGHT & CHICAGO LEUKEMIA CUP WEBSITES	LOGO & LINK	LOGO	LOGO	NAME	NAME
LOGO PLACEMENT ON PROMOTIONAL MATERIALS**	YES	YES	YES	YES	YES
LOGO ON EVENT SIGNAGE	DEDICATED SIGN	DEDICATED SIGN	DEDICATED SIGN	SHARED SIGN	SHARED SIGN
LOGO ON LEUKEMIA CUP T-SHIRTS**	YES	YES	YES	YES	YES
OPPORTUNITY FOR PRODUCT PLACEMENT IN GIFT BAGS	YES	YES	YES	YES	YES
RECOGNITION IN LLS ANNUAL REPORT	YES	YES			

The Leukemia & Lymphoma Society is a 501(c)(3) charitable organization.  
All contributions are tax-deductible to the full extent allowed by law.

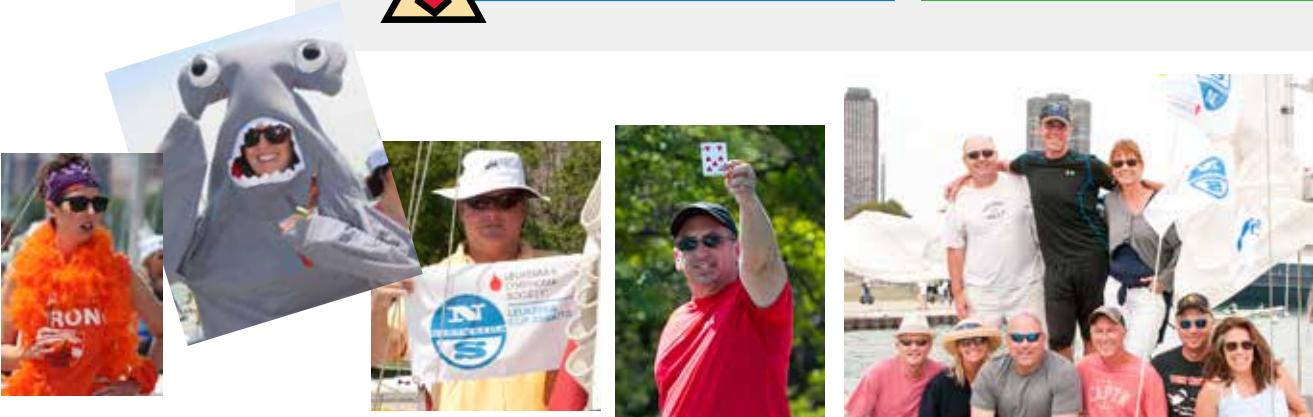
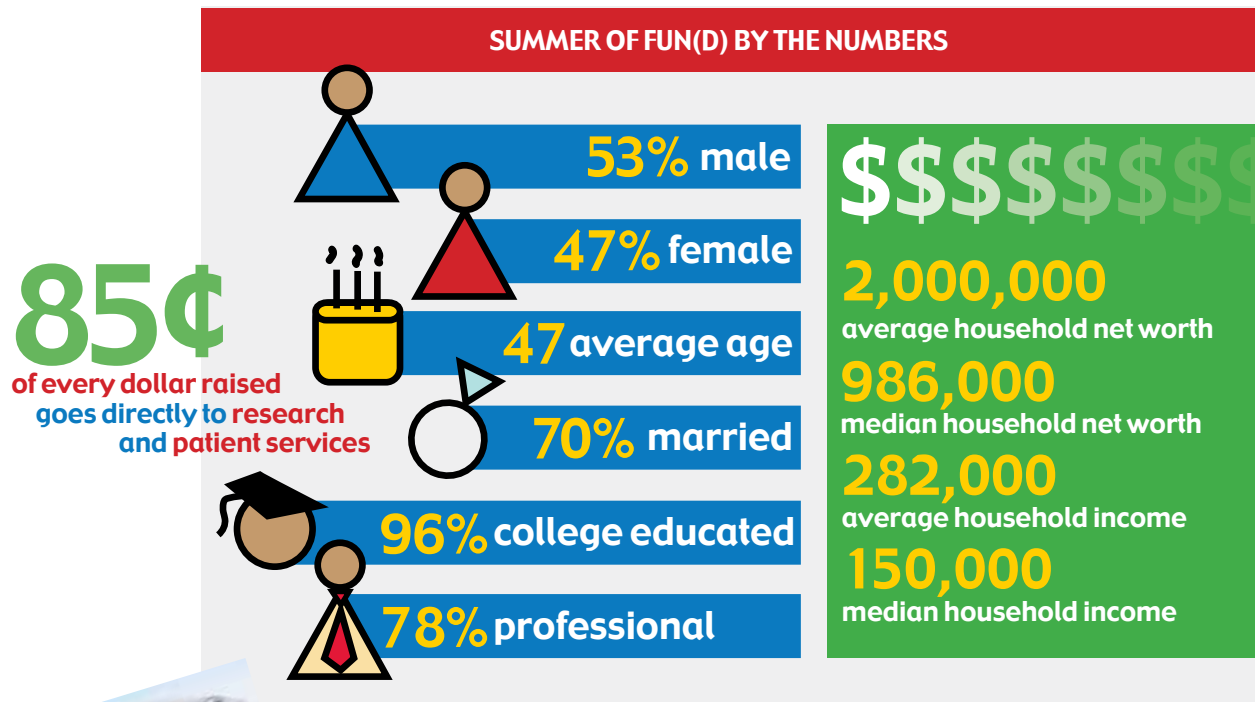
This grid represents opportunities specifically available for Red Sky Night and the Leukemia Cup Regatta. Sponsorship for other Summer of FUN(d) events is available. For more info, contact Megan Trippel: [megan.trippel@lls.org](mailto:megan.trippel@lls.org) 312-568-7752

\*Additional exclusive benefits are attached to this level, and can be customized to your outreach needs. Contact LLS to discuss the full scope of benefits available.

\*\*Subject to sponsorship confirmation prior to printing deadlines.

## Summer of FUN(d) Reaches Audiences Who Matter

In 2017, more than 2,000 participants, representing a robust and vibrant cross-section of Chicago, attended our LCR Series events.



**EVERY DOLLAR COUNTS** Dave Brezina, past Commodore of Chicago Corinthian YC, is a long-time participant in the Leukemia Cup Regatta. Dave was diagnosed with non-Hodgkin lymphoma in 2014. After 18 weeks of EPOCH chemotherapy and 4 weeks of radiation, Dave is now cancer free. Little did he know that his donations to LLS over the years would become an investment in his own health.





## You're in Good Company

### 2017 Leukemia Cup Sponsors

THE HOWARD FAMILY FOUNDATION

IN LOVING MEMORY

GERRY A. BOYLE



**Allstate**  
You're in good hands.

Allan L. and Florence H. Book  
FAMILY CHARITABLE FUND



Honore Woodside  
Travis Wilhite  
Hope Wilhite



**The PrivateBank**



**LAKECABLE**  
When Delivery Matters...

HARRIS ASSOCIATES

Jano & Tod Tanner

Herman Ebner & Heather Wallace

Roz & Mike Wilhite

Bobbi & Don Gibbons

The Heil Family Foundation

Susan Norvich

Lee & Cheryl Sachnoff

### In-kind Donors

**Columbia Yacht Club**  
ESTABLISHED 1892



CA JEWELERS



**CHLOE**  
WINE COLLECTION



**KOVAL**

*Tito's*



FOOD & THOUGHT  
CATERING GROUP



**LITHOGRAPHIC**  
COMMUNICATIONS, LLC



Bill Hanyzewski Rob Kuehnle

### National Sponsors

**Gosling's Rum**  
BERMUDA SINCE 1806



PHILIP S. STEEL

**SAILING WORLD**



**West Marine**

**LIFESAVING TREATMENT** Travis Wilhite is a long-time advocate for the Leukemia & Lymphoma Society. He was diagnosed with a rare form of non-Hodgkin lymphoma in 2004. Travis endured 6 months of CHOP-Rituxan chemotherapy, and after a year's recovery, was in remission. Shortly following the birth of his daughter in 2008, the cancer returned. This time, the course of treatment was an autologous stem cell transplant, requiring extensive preparation before and months of isolation after. Today, Travis is in his 9th year of remission.





## Event Sponsor Agreement



LEUKEMIA CUP



RED SKY NIGHT

### RECOGNITION NAME

\_\_\_\_\_  
*Name as you wish it to appear on event marketing materials*

### CONTACT NAME

\_\_\_\_\_  
*Sponsor liaison to the Leukemia Cup Regatta marketing team*

### ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

### SPONSORSHIP LEVEL

Please check the appropriate box and enter the dollar amount below:



PRESENTING SPONSOR \$25,000+ \$ \_\_\_\_\_ (amount)



COMMODORE (\$10,000-\$24,999) \$ \_\_\_\_\_ (amount)



VICE COMMODORE (\$5,000-\$9,999) \$ \_\_\_\_\_ (amount)



REAR COMMODORE (\$3,500-\$4,999) \$ \_\_\_\_\_ (amount)



SKIPPER (\$1,000-\$3,499) \$ \_\_\_\_\_ (amount)

### PAYMENT METHOD



CHECK Payable to the Leukemia & Lymphoma Society. Please note "LCR Sponsorship" on check



ELECTRONIC TRANSFER Contact Megan Trippel at address below



CREDIT CARD Circle appropriate card MC VISA AM/EX DISCOVER

NUMBER

EXP. DATE

NAME ON CARD



Address info  
same as above

BILLING ADDRESS

CITY

STATE

ZIP

SIGNATURE

\$ AMOUNT

### THANK YOU FOR YOUR SPONSORSHIP

If you have any questions or need further information, contact

MEGAN TRIPPEL

312-568-7752 MEGAN.TRIPPEL@LLS.ORG FAX: 312-463-0980

LEUKEMIA & LYMPHOMA SOCIETY

954 W. WASHINGTON BLVD., STE. 305, CHICAGO, IL 60607

THE LEUKEMIA & LYMPHOMA SOCIETY IS A 501(c)(3) CHARITABLE ORGANIZATION.  
ALL CONTRIBUTIONS ARE TAX-DEDUCTIBLE TO THE FULL EXTENT ALLOWED BY LAW.

**For further information on Sponsorship opportunities for  
the Leukemia Cup Regatta and Red Sky Night, please contact**

**MEGAN TRIPPEL**

**CAMPAIGN MANAGER, SPECIAL EVENTS**

**LEUKEMIA & LYMPHOMA SOCIETY, ILLINOIS CHAPTER**

**954 WEST WASHINGTON STREET, SUITE 305**

**CHICAGO, ILLINOIS 60607**

**312-568-7752 MEGAN.TRIPPEL@LLS.ORG**



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**Detailed information about each of our events  
is available at:**

**[lcrchicago.org](http://lcrchicago.org)  
[redskynight.org](http://redskynight.org)  
[pokerrunchicago.com](http://pokerrunchicago.com)  
[dockdash.org](http://dockdash.org)**