



LEUKEMIA &
LYMPHOMA
SOCIETY®

LEUKEMIA
CUP REGATTA®

2016 Sponsorship Opportunities

Sailing to Raise Funds and Create a World Without Cancer

Red Sky Night
FRIDAY, AUGUST 26, 2016

**Leukemia Cup Regatta
& Post-Race Dock Party**
SATURDAY, AUGUST 27, 2016



LEUKEMIA &
LYMPHOMA
SOCIETY®
fighting blood cancers

Welcome to the Summer of FUN(d)

What

Each year the Chicago boating community bands together in a series of fundraisers benefiting the Leukemia & Lymphoma Society (LLS). Four 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, which has raised millions of dollars for life-saving research and patient services, bringing help and hope to patients and their families.

Who

Since 2007, under the leadership of Columbia Yacht Club, Chicago sailors, power boaters and paddle boarders have raised more than \$2.9 million for LLS, exponentially increasing our participation, giving and sponsorship each year. Even with this level of giving, prime opportunities exist for named gifts, sponsored events and giving levels among corporate and community partners.

Why

The Leukemia & Lymphoma Society relies on event partners and sponsors to ensure the discovery of cancer research innovations, cutting-edge drug therapies and cures. In the last 60 years, the survival rate for many blood cancer patients has doubled, tripled and, in some cases, quadrupled. 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) benefits and advances the mission of the Leukemia & Lymphoma Society.



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.*

2016 Summer of FUN(d) Events

STAND UP Against Blood Cancers

SATURDAY, JUNE 25 • COLUMBIA YACHT CLUB

It's not just the millennials who compete at this day-long stand-up paddle board 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, AUGUST 6 • 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, and stop at Columbia YC for happy hour along the route.

Cooler By The Lake

SATURDAY, AUGUST 6 • 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 26 • COLUMBIA YACHT CLUB

Limited to just 300 guests, this yachting-casual event brings Club members, friends and LLS supporters together for a gala evening of gourmet food, specialty cocktails, live and silent auctions and a live band. One of the most anticipated parties of the summer, it's the kickoff to Regatta Weekend.

Leukemia Cup Regatta & Post-Race Party

SATURDAY, AUGUST 27 • COLUMBIA YACHT CLUB

More than 100 boats, their captains, crews and friends raise a sail to fight blood cancers. 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 dancing under the late summer stars.

Sponsorship opportunities are also available for SUP, Poker Run and Cooler By The Lake. Contact LLS for details.



Sponsor the Summer of FUN(d)

The Summer of FUN(d) signature events are Red Sky Night on Friday, August 26, and the Leukemia Cup Regatta on August 27. We have sponsorships and naming opportunities at every level, giving you the perfect way to reach our valuable audience.

- Receive high-impact impressions before, during and after the event
- Showcase your business to a highly desirable demographic
- Enjoy high visibility across multiple platforms, including print, direct mail, e-marketing, social media and public relations
- Differentiate your brand as a goodwill partner in the community
- Entertain clients and reward employees

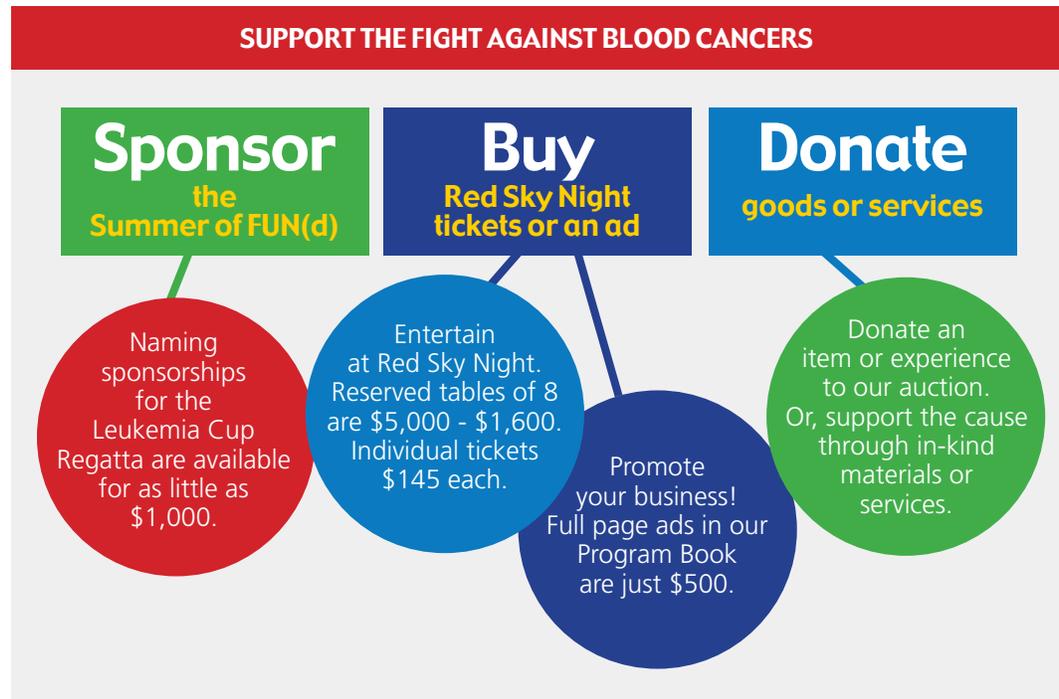
Take advantage of the opportunity to access the key audience and event that aligns best with your marketing and outreach goals.



WHY WE SAIL 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 three-year-old who loves Mickey and Minnie Mouse and playing with her siblings.

It's Easy to Help

Individuals, families, foundations and corporations interested in becoming involved in supporting the Summer of FUN(d) have several options:



2015 Red Sky Night

2016 Sponsorship Opportunities and Benefits

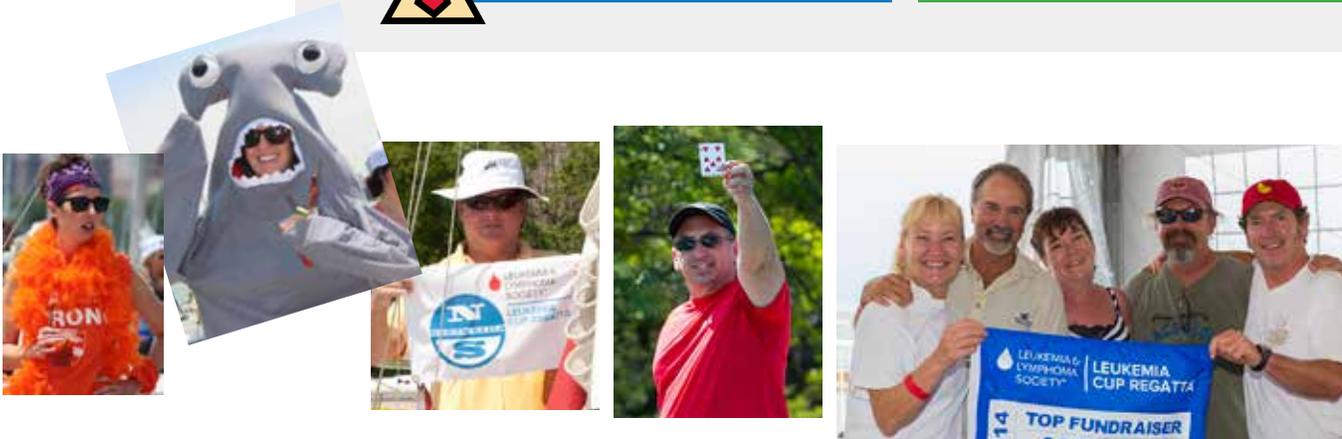
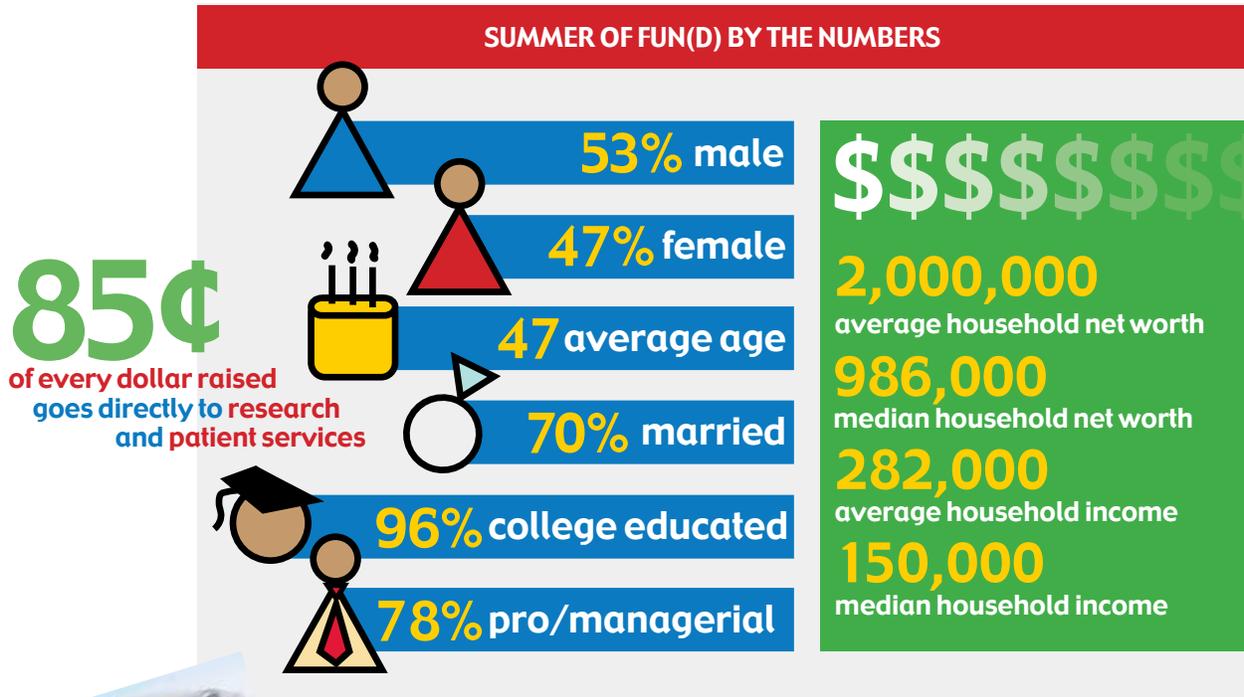
Sponsorship at every level offers proven benefits to individuals, families and corporations supporting Red Sky Night and the Leukemia Cup Regatta	P	C	V	R	S
	PRESENTING SPONSOR \$25,000+	COMMODORE \$10,000-\$24,999	VICE COMMODORE \$5,000-\$9,999	REAR COMMODORE \$2,500-\$4,999	SKIPPER \$1,000-\$2,499
TITLE SPONSORSHIP	YES				
NAMING SPONSORSHIP OPPORTUNITY	N/A	YES	YES	YES	YES
SAMPLING AND/OR TABLING OPPORTUNITY	YES	YES			
RECOGNITION IN LLS ANNUAL REPORT	YES	YES			
PODIUM RECOGNITION AT ALL EVENTS	YES	YES	YES		
SOCIAL MEDIA RECOGNITION	YES	YES	YES		
RESERVED TABLE VIP TICKETS TO RED SKY NIGHT	8 TICKETS	8 TICKETS	8 TICKETS	8 TICKETS	2 TICKETS
ADVERTISEMENT IN RSN PROGRAM BOOK*	2 PAGES PREMIUM PLACEMENT	2 PAGES	1 PAGE	1/2 PAGE	1/4 PAGE
RECOGNITION ON IL. LEUKEMIA CUP & RED SKY NIGHT WEBSITES	LOGO & LINK	LOGO	LOGO	NAME	NAME
LOGO ON LEUKEMIA CUP & RED SKY NIGHT PROMO 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 RSN GIFT BAGS	YES	YES	YES	YES	YES
RECOGNITION IN MEDIA & PRESS RELEASES	YES	YES	YES	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.

*Subject to sponsorship confirmation prior to printing deadlines and calendar availability.

Summer of FUN(d) Reaches Audiences Who Matter

In 2015, 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.



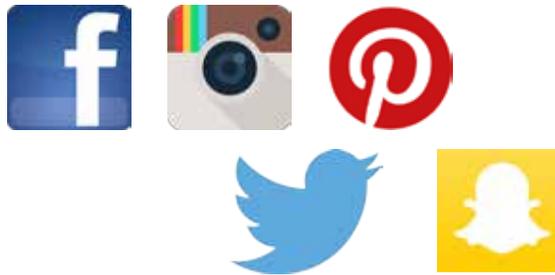
Marketing and Outreach

Beginning in the spring and going through summer, the Summer of FUN(d) marketing team implements a strong cross-platform social media campaign promoting Red Sky Night and the Leukemia Cup Regatta. In order to ensure our target audience demographic and numbers are achieved, our outreach includes targeted list acquisition, direct mail and corporate outreach.

Our sponsorship partners know that Red Sky Night and the Leukemia Cup Regatta reach a highly desirable audience. Attendees for the weekend include members of several area yacht clubs, LLS supporters from the greater Chicago area, neighborhood residents (Gold Coast, River North, River East and Downtown) and other affluent constituencies.

Companies benefit from sponsoring Red Sky Night and the Leukemia Cup Regatta by solidifying their brand in front of an influential audience. Exposure to our social media followers begins months before the event and extends beyond the Regatta day. So in addition to on-site presence during Red Sky Night and the Regatta, our sponsors and their message are seen by hundreds of others who visit our website and follow us on social media.

There are sponsorship levels to fit every marketing objective, but we realize that your needs are specific. We welcome the opportunity to work with you and craft a series of benefits that will ensure your goals are met through a partnership with Red Sky Night and the Leukemia Cup Regatta.



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 7th 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 (\$2,500-\$4,999)** \$ _____ (amount)
- SKIPPER (\$1,000-\$2,499)** \$ _____ (amount)

Please provide a high-resolution PDF, EPS or AI file, preferably converted to outlines, of your logo. Email file to LCR.ILC@lls.org

PAYMENT METHOD

- CHECK** Payable to the Leukemia & Lymphoma Society. Please note "LCR Sponsorship" on check
- ELECTRONIC TRANSFER** Contact Audrey Leech 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**

Please return completed form via fax, email or US mail to LLS today!

THANK YOU FOR YOUR SPONSORSHIP

If you have any questions or need further information, contact
AUDREY LEECH
312-568-7725 AUDREY.LEECH@LLS.ORG FAX: 312-463-0980

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



**LEUKEMIA
CUP REGATTA®**

**For further information on Sponsorship opportunities for
the Leukemia Cup Regatta, please contact**

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

**leukemicup.org/il
redskynight.org
pokerrunchicago.com
supchi.com**