



LEUKEMIA &  
LYMPHOMA  
SOCIETY®

LEUKEMIA  
CUP REGATTA®

**Sponsorship**

**Opportunities**

**2020**



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

**Red Sky Night**  
FRIDAY, AUGUST 21, 2020

**Leukemia Cup Regatta  
& Awards Party**  
SATURDAY, AUGUST 22, 2020



LEUKEMIA &  
LYMPHOMA  
SOCIETY®

## 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 \$5.6 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. In 2019 alone, the FDA approved 14 new drugs to fight blood cancers, 12 of which were developed through 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.*



## 2020 Summer of FUN(d) Events

### Cooler By The Lake Party

FRIDAY, JULY 24 • COLUMBIA YACHT CLUB

Hosted by LLS Illinois' Associate Board, come join the fun for a lively evening of music, dancing, silent auction, great food and open bar on Chicago's lakefront aboard the Club Ship Abby.

### Dock Dash for LLS

SATURDAY, AUGUST 1 • COLUMBIA YACHT CLUB

A ridiculously fun Dock Party, Paddleboard and Kayaking event to benefit LLS. Compete as a team for just show up for the party. Accolades and bragging rights for top fundraisers, finishers and best costume.

### Red Sky Night

FRIDAY, AUGUST 21 • COLUMBIA YACHT CLUB

Limited to just 250 guests, this gala evening offers gourmet food, specialty cocktails, priceless and unique live and silent auctions, and dancing under the stars to a fabulous live band. Red Sky Night sells out each year, and only sponsors are guaranteed premium seating.

### Leukemia Cup Regatta & Awards Party

SATURDAY, AUGUST 22 • 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 and Cooler By The Lake party. Contact Nicole Willsey for details: [Nicole.Willsey@lls.org](mailto:Nicole.Willsey@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 elementary school student who loves playing with her friends.





## 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 - \$1,600.  
Individual tickets  
\$185 each

Promote  
your business!  
Full page color ads  
in the  
Event Magazine  
are just \$750

**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) 611-1500 FAX: (708) 611-5743  
WWW.MARINESERVICECORP.COM

## 2020 Sponsorship Opportunities and Benefits\*\*

### Red Sky Night and the Leukemia Cup Regatta

Your support directly funds the life-saving treatments and cures that literally mean the world to blood cancer patients and their families. LLS is focused on finding cures, bridging the gap between academic discovery and drug development.



#### Admiral \$10,000 - \$24,999

Naming sponsorship opportunity; recognition in media and press releases; dedicated social media post; VIP table for 8 at Red Sky Night; 2-page ad in event magazine; logo on RSN and LCR websites, promo materials and LCR t-shirt\*; dedicated event signage; opportunity for product placement; recognition in LLS Annual Report



#### Commodore \$7,500 - \$9,999

Naming sponsorship opportunity; recognition in media and press releases; dedicated social media post; VIP table for 8 at Red Sky Night; 1-page ad in event magazine; logo on RSN and LCR websites, promo materials and LCR t-shirt\*; dedicated event signage; opportunity for product placement



#### Vice Commodore \$5,000 - \$7,499

Naming sponsorship opportunity; recognition in media and press releases; dedicated social media post; VIP table for 8 at Red Sky Night; 1/2-page ad in event magazine; name on RSN and LCR websites, promo materials and LCR t-shirt\*; shared event signage; opportunity for product placement



#### Rear Commodore \$3,500 - \$4,999

Naming sponsorship opportunity; recognition in media and press releases; dedicated social media post; Premium table for 8 at Red Sky Night; 1/4-page ad in event magazine; name on RSN and LCR websites, promo materials and LCR t-shirt\*; shared event signage; opportunity for product placement



#### Skipper \$1,000 - \$3,499

Naming sponsorship opportunity; recognition in media and press releases; dedicated social media post; 2 reserved seat tickets to Red Sky Night; 1/4-page ad in event magazine; name on RSN and LCR websites, promo materials and LCR t-shirt\*; shared event signage; opportunity for product placement



#### Presenting Sponsor \$25,000+

Premier event naming opportunity is available at the \$25,000 and higher sponsorship level. Benefits and recognition at this level are tailored to the sponsor's marketing needs and objectives.



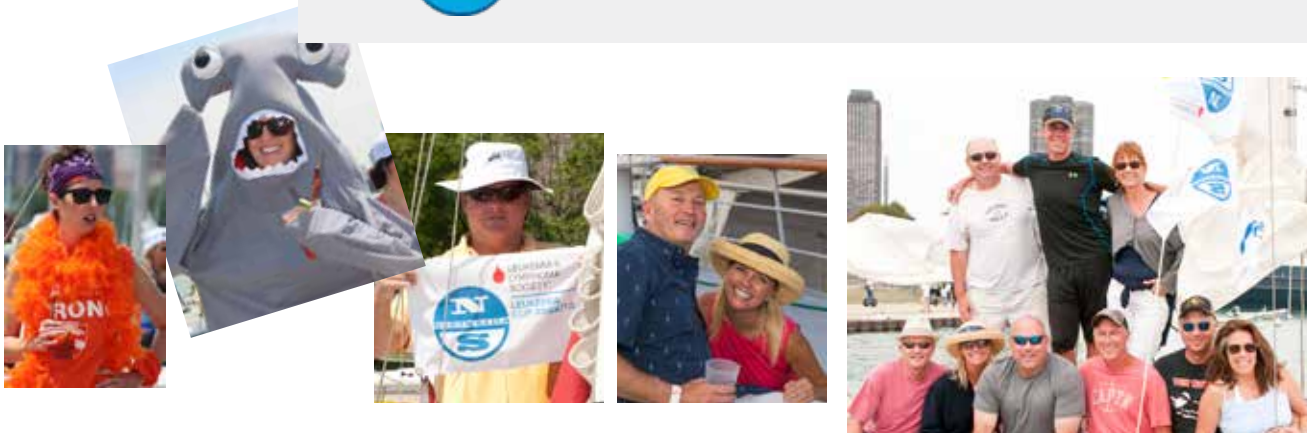
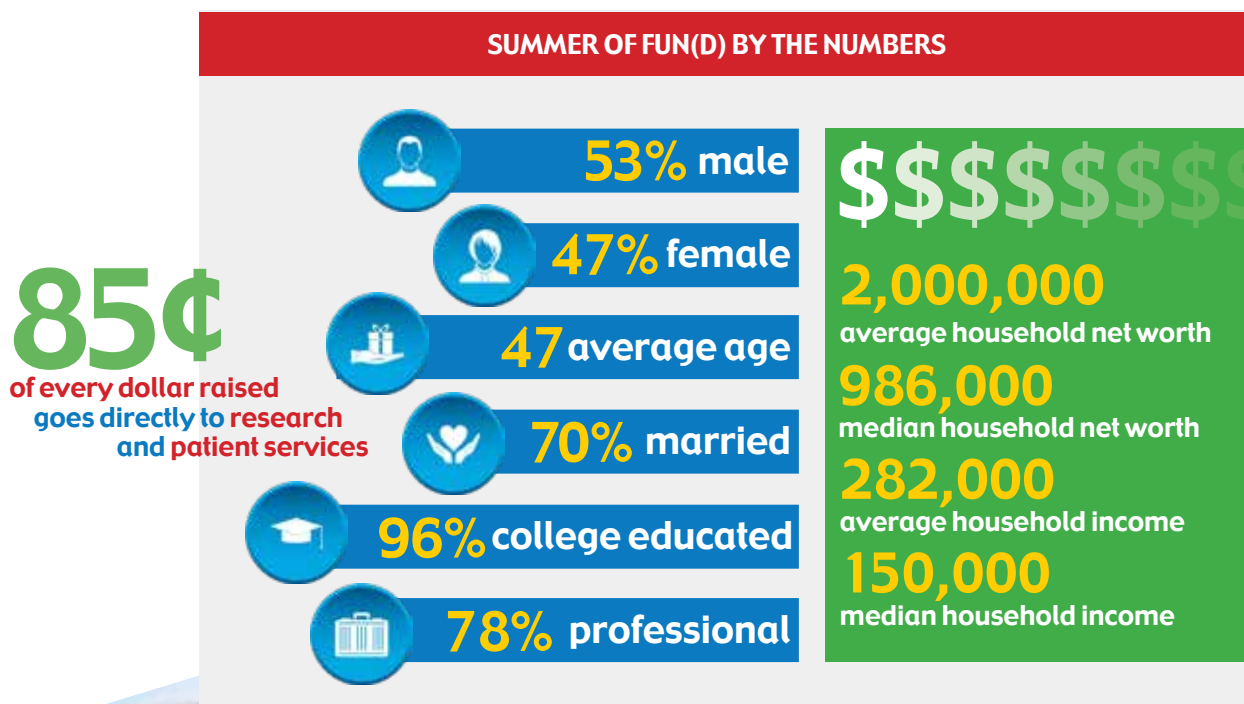
The Leukemia & Lymphoma Society is a 501(c)(3) charitable organization. All contributions are tax-deductible to the full extent allowed by law.

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 Nicole Willsey: [nicole.willsey@lls.org](mailto:nicole.willsey@lls.org) 312-568-7731

\*Subject to sponsorship confirmation prior to printing deadlines. \*\*Specific 2020 benefit details published 3/1/2020

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

In 2018, 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

### 2019 Leukemia Cup Donors

#### THE HOWARD FAMILY FOUNDATION

IN LOVING MEMORY  
**GERRY A. BOYLE**   **Erwin & Nancy Aulis**   **PUREPOINT®**  
 FINANCIAL

**Allan L. and Florence H. Book**   **Jano & Tod Tanner**  
 FAMILY CHARITABLE FUND

**CIBC**   **Hilton**   **Skender Foundation**   **Bobette Gibbons**

**CROWLEY'S YACHT YARD LAKESIDE**   **MARINE SERVICES CORP.**   **Roz & Mike Wilhite**   **The Heil Family Foundation**

**CASTLEARK**   **HARRIS ASSOCIATES**   **SATELLITE Garage**   **Neiman Marcus**    **Honore Woodside  
Travis Wilhite  
Hope Wilhite**

**Jeff & Susan Barton**   **Herman Ebner & Heather Wallace**   **Edwaldan Foundation**   **ESI Group USA**   **Lee & Cheryl Sachnoff**

### In-kind Sponsors

**Columbia Yacht Club**   
 ESTABLISHED 1892

 **CA JEWELERS**    **Founders BREWING**    **KENDALL JACKSON**    **FORTUNE FISH & GOURMET**  
 THE SEAFOOD & GOURMET SPECIALISTS

 **Virginia Wolff Inc.**  
*Fabulous Flowers*

 **LITHOGRAPHIC COMMUNICATIONS, LLC**

 **MARQUEE EVENT RENTALS**   **Bill Hanyzewski**    **PHOTOforte**  
 by Rob Kuehnle

 **DAVIS HARRISON DION**  
 STRATEGIC COMMUNICATIONS

 **Amplify**  
 SNACK BRANDS

 **Tito's**  
 HANDMADE VODKA

### National Sponsors

**Gill®**   **Gosling's Rum**  
 BERMUDA SINCE 1806

 **The Moorings**    **NORTH SAILS**

 **OFFSHORE SAILING SCHOOL**   **SAILING WORLD**

 **West Marine®**

**LIFE-SAVING TREATMENT** Travis Wilhite is a long-time advocate for the Leukemia & Lymphoma Society. 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. Eleven years post transplant, Travis leads a healthy, normal life and is declared cured by his doctors.



## 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 marketing team

#### ADDRESS

\_\_\_\_\_  
CITY

\_\_\_\_\_  
STATE

\_\_\_\_\_  
ZIP

\_\_\_\_\_  
PHONE

\_\_\_\_\_  
EMAIL

### SPONSORSHIP LEVEL

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

- ☐ **ADMIRAL (\$10,000+)** \$ \_\_\_\_\_ (amount)
- ☐ **COMMODORE (\$7,500-\$9,999)** \$ \_\_\_\_\_ (amount)
- ☐ **VICE COMMODORE (\$5,000-\$7,499)** \$ \_\_\_\_\_ (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 Nicole Willsey at address below
- ☐ **CREDIT CARD** Circle appropriate card **MC** **VISA** **AMEX** **DISCOVER**

\_\_\_\_\_  
NUMBER

\_\_\_\_\_  
EXP. DATE

\_\_\_\_\_  
NAME ON CARD



Address info  
same as above

#### BILLING ADDRESS

\_\_\_\_\_  
CITY

\_\_\_\_\_  
STATE

\_\_\_\_\_  
ZIP

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
\$ AMOUNT

### ARE YOU SUPPORTING A FUNDRAISING TEAM?

If so, please indicate the team or individual to be credited for your donation:

\_\_\_\_\_

### THANK YOU FOR YOUR SPONSORSHIP

If you have any questions or need further information, contact

**NICOLE WILLSEY 312-568-7731 NICOLE.WILLSEY@LLS.ORG FAX: 312-463-0980**

**THE 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**

**NICOLE WILLSEY  
CAMPAIGN MANAGER, SPECIAL EVENTS  
LEUKEMIA & LYMPHOMA SOCIETY, ILLINOIS CHAPTER  
954 WEST WASHINGTON STREET, SUITE 305  
CHICAGO, ILLINOIS 60607  
312-568-7731 NICOLE.WILLSEY@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)  
[dockdash.org](http://dockdash.org)**