



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 18 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



3



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.



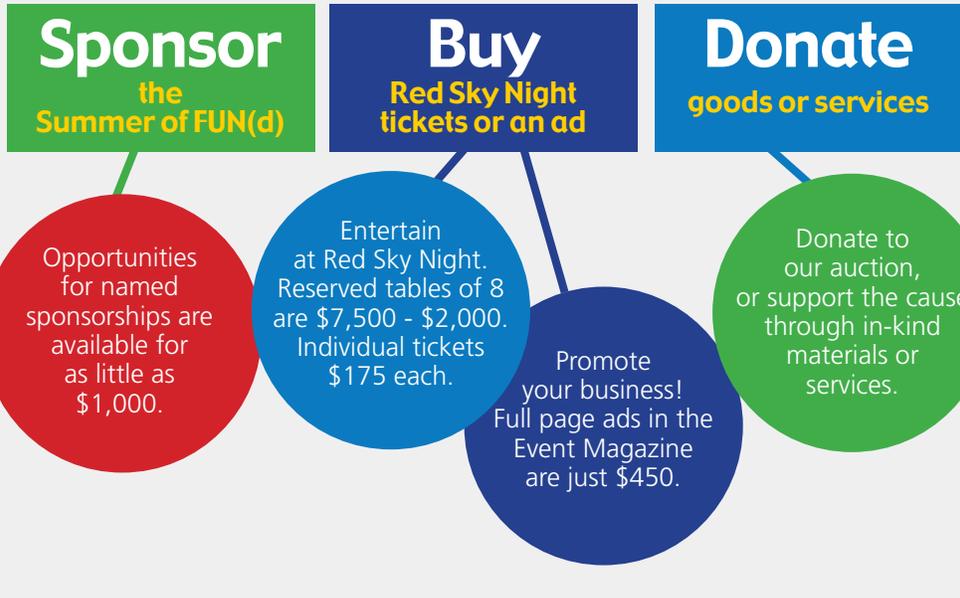
WHAT THE SUMMER OF FUN(d) DOES *Danica Uetz, shown here with her father, Mark, was diagnosed with a rare sub-type of acute lymphoblastic leukemia as an infant. She underwent an aggressive treatment plan of chemotherapy and radiation, and in just 29 days was in medical remission. Today, Dani is a happy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



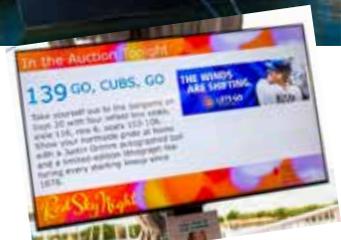
The Choice is Yours

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

CHOOSE HOW YOU WANT TO FIGHT BLOOD CANCERS



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!



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TEL: (708) 411-1600, FAX: (708) 411-1713
WWW.MARINESERVICESCORP.COM

2018 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.



P

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.



C

Commodore \$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 in gift bags; recognition in LLS Annual Report



V

Vice 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 in gift bags



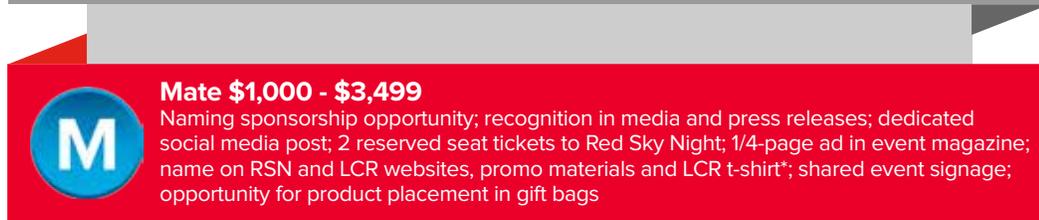
R

Rear 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 in gift bags



S

Skipper \$3,500 - \$4,999
Naming sponsorship opportunity; recognition in media and press releases; dedicated social media post; VIP 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 in gift bags



M

Mate \$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 in gift bags

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 312-568-7752

*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.

SUMMER OF FUN(D) BY THE NUMBERS

85¢

of every dollar raised goes directly to research and patient services



53% male



47% female



47 average age



70% married



96% college educated



78% professional

\$\$\$\$\$\$\$\$

2,000,000
average household net worth

986,000
median household net worth

282,000
average household income

150,000
median household income



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



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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



CHLOE
WINE COLLECTION



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National Sponsors

Gosling's Rum
BERMUDA SINCE 1806



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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:

- COMMODORE (\$10,000-\$24,999)** \$ _____ (amount)
- VICE COMMODORE (\$7,500-\$9,999)** \$ _____ (amount)
- REAR COMMODORE (\$5,000-\$7,499)** \$ _____ (amount)
- SKIPPER (\$3,500-\$4,999)** \$ _____ (amount)
- MATE (\$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.



**LEUKEMIA
CUP REGATTA®**

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

**MEGAN TRIPPEL
CAMPAIGN MANAGER, SPECIAL EVENTS
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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
redskynight.org
pokerrunchicago.com
dockdash.org**