

February 17, 2019



Dear Friends,

Dana West Yacht Club is proud to announce the 22nd Annual Charity Regatta to be held on May 31, June 1 and 2, 2019. An expected 1,200 to 1,500 yacht racers, members and guests will unite in Dana Point with a common goal – to raise money for charity. Over the last two decades, the DWYC Charity Regatta has raised over \$1.8 million in charitable contributions by hosting a full calendar of fundraising activities, both on the water and on the land.

Proceeds from DWYC's "Sailing for Life" Charity Regatta and other special fundraising events planned throughout the year will support the American Cancer Society in their efforts to win the fight against cancer.

We need and welcome your sponsorship and donations. Please help us make this year's Charity Regatta another big success!

- Corporate Sponsorship: There are many levels of sponsorship with marketing benefits and event perks!
- Live Auction: Donations of high value may qualify for a sponsorship level!
- Silent Auction: Receive a tax deduction for donated items!
- Corporate Matching Programs: These are employee benefits to you that encourage charitable giving!
- In-Kind Giving: Gifts that reduce the cost to host a 3-day event are as important as a cash donation and may qualify for a sponsor level!
- Advertise in the Regatta Program and Swag Bag: Put your marketing dollars to good use!

Every donation is greatly valued, and no donation is too big or too small!

The regatta is an excellent opportunity to promote your business to our members and visitors, as well as the public at large through our marketing campaign inclusive of press releases, newsletters, email campaigns, social media, and all other external promotions. *

You can learn more about our Annual Charity Regatta at www.dwyc.org/charity-regatta.

Sincerely,

Alex Gelman
2019 Commodore, Dana West Yacht Club

Kristen Strauch
Executive Director, American Cancer Society

* American Cancer Society: 501(c)3 EIN: 13-1788491. Benefits are packaged according to the level of sponsorship based on cash donations, in-kind donations and value of tangible item donations; and may be combined.

Questions, please contact:

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DFL-3-18-19

stay well | get well | find cures | fight back | cancer.org | 1.800.227.2345

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