

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! There are many ways you can support this effort. Here are just a few:

MINIMUM CONTRIBUTION SPONSOR LEVEL	\$15,000 SPINNAKER	\$10,000 MAINSAIL	\$5,000 MAST	\$2,500 JIB	\$1,000 BOOM
Name/logo on event banner(s)	X	X	X	X	X
Provide swag for Racer Swag Bag	X	X	X	X	X
Logo & Links on Social Media Pages	X	X	X	X	X
Name/logo on Event materials	X	X	X	X	Name Only
Event T-Shirt	10 Shirts	8 Shirts	6 Shirts	4 Shirts	2 Shirts
“Opening Day” Ceremony & Recognition During Ceremony	6 guests	4 guests	2 guests	1 guest	X
Company Name in Eblast and Website	(Logo)	(Logo)	(Logo)	Name Only	Name Only
Logo & Link to website on DWYC site	X	X	X	X	
Promotional Eblast Opportunity to Membership	X	X	X		
Recognized as Presenting Sponsor at All Club Events, plus Logo in Monthly Newsletters & Member Emails through event date	X	X			
Name & Logo on Trophies (vector for logo art required)	X				

The DWYC Charity Regatta is an excellent opportunity to promote your business to our members and guests, as well as the public at large. Our marketing campaign, inclusive of press releases, newsletters, email campaigns, social media, and all other external promotions provides valuable local and regional exposure. *

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.

Please give Pam Northcott or Helen Hawkins a call with any questions: 949-493-9777 or 949-212-9115

SPON-LTR3-19V3

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

Dana West Yacht Club
24601 Dana Drive, Dana Point, CA 92629
949.661.1185 | dwyc.org

American Cancer Society, Orange County Region
1940 E Deere Ave Ste 100, Santa Ana, CA 92705
949.261.9446, option 3 | f) 949.261.9419