



Dana Point Yacht Club's
RICHARD HENRY DANA
Charity Regatta®

Join us in our effort to raise **\$100,000** for the Ocean Institute's educational & environmental programs. Two simple steps will help us reach this goal.

1. Enter Early – Enter early and start your boat team sponsorship drive to increase your chances of winning a 40" Toshiba HDTV. All boat sponsorships totaling \$500 or more and paid by August 1, will receive "Double" raffle tickets.



WIN! a 40" Flatscreen HDTV

Get Your Free Raffle Tickets Now!

donated by
TOSHIBA
Leading Innovation >>>

"Early Sponsorship Incentive Raffle"

\$500 Sponsors - receive 1 raffle ticket
\$1,000 Sponsors - receive 2 raffle tickets
\$2,500+ Sponsors - receive 3 raffle tickets

Double Your Tickets! If paid by **Aug. 1, 2011**

2. Entry Fee Waived – Organize your crew as a team. You and your crew send out one email a month (see sample email letter) to all your friends, family, and co-workers asking them to sponsor you in the 2011 Richard Henry Dana Charity Regatta® with donations of \$20 or more. Donations can be made online at www.dpvc.org/rhd/donate.htm or by check payable to the Ocean Institute. Then follow your efforts on our RHD Charity Regatta webpage. Turn in your pledge sheet and any checks by August 1 for double raffle tickets, and all donations no later than Wednesday, September 7, 2011.

It's that simple! You will be surprised by the response and how quickly you can raise \$1,000 or more in support and earn a **FREE ENTRY**. The top fundraiser will have their name etched upon the Richard Henry Dana Charity Regatta® perpetual trophy. While not mandatory to race, we hope every sailor will take the small amount of effort to help in this worthy cause.

Team Fundraising Benefits

Raise \$500 and earn an invite for two to the VIP/Sponsor Party, 2 tickets to Saturday night's Gala Party, and 1 raffle ticket to win a Toshiba 40" HDTV (double tickets if paid before August 1st).

Raise \$1,000 and you will get your entry fee waived, earn an invite for two to the VIP/Sponsor Party, 4 tickets to Saturday night's Gala Party, and 2 raffle tickets to win a Toshiba 40" HDTV (double tickets if paid before August 1st).

Raise \$2,500 as a team and you will get your entry fee waived, earn an invite for four to the VIP/Sponsor Party, 4 tickets to Saturday night's Gala Party, and 3 raffle tickets to win a Toshiba 40" HDTV (double tickets if paid before August 1st).

Raise \$5,000+ as a team and you will get your entry fee waived, earn an invite for six to the VIP/Sponsor Party, 6 tickets to Saturday night's Gala Party, and 3 raffle tickets to win a Toshiba 40" HDTV (double tickets if paid before August 1st).

Thank you and good luck!

Sample Letter / E-Mail

[Word Document Sample Letter](#)

Dear **(name)**:

On September 8th - 11th, I will be joining local **(sailors, fishermen, paddleboarders)** as we hoist our sails, drop our fishing lines, or paddle for a great cause, Dana Point Yacht Club's Richard Henry Dana Charity Regatta[®] benefiting the Ocean Institute. The regatta is a terrific event featuring challenging racing between numerous Southern California sailors, including the Audi Cup for the Farr 40 and J24 one-design classes. The 4-day event also includes a two fishing tournaments and two SUP race events.

The RHD Charity Regatta begins on Thursday evening with the "Sponsor A Marine" fishing tournament. Friday evening there is a VIP/Sponsor party for those sponsors of \$500 or greater. Saturday provides for some great sailboat racing, another fishing tournament, SUP races and continues in the evening with a Gala Party open to all.

I'm inviting you to help me raise funds for this special event. Over the next few weeks, my crew and I are asking our friends, family members and business associates to help us reach our goal of raising \$2,500. Please help all of us aboard **(your boat's name here)** by making a tax-deductible contribution to our campaign in support of the Ocean Institute's educational and environmental programs. Please forward this **(email, letter)** to all your family and friends for their help. If you are able to join us at the Gala Party on Saturday evening we can celebrate our fundraising success together. Tickets are available online at www.dpyc.org/rhd/rhd11.htm

Your donation for me can be made online at www.dpyc.org/rhd/donate.htm or by sending me your tax-deductible check payable to the Ocean Institute. Don't forget to indicate our boat name, **(boat name)**, along with your donation if made online.

Thank you in advance for your generosity and support.

(Your name here)