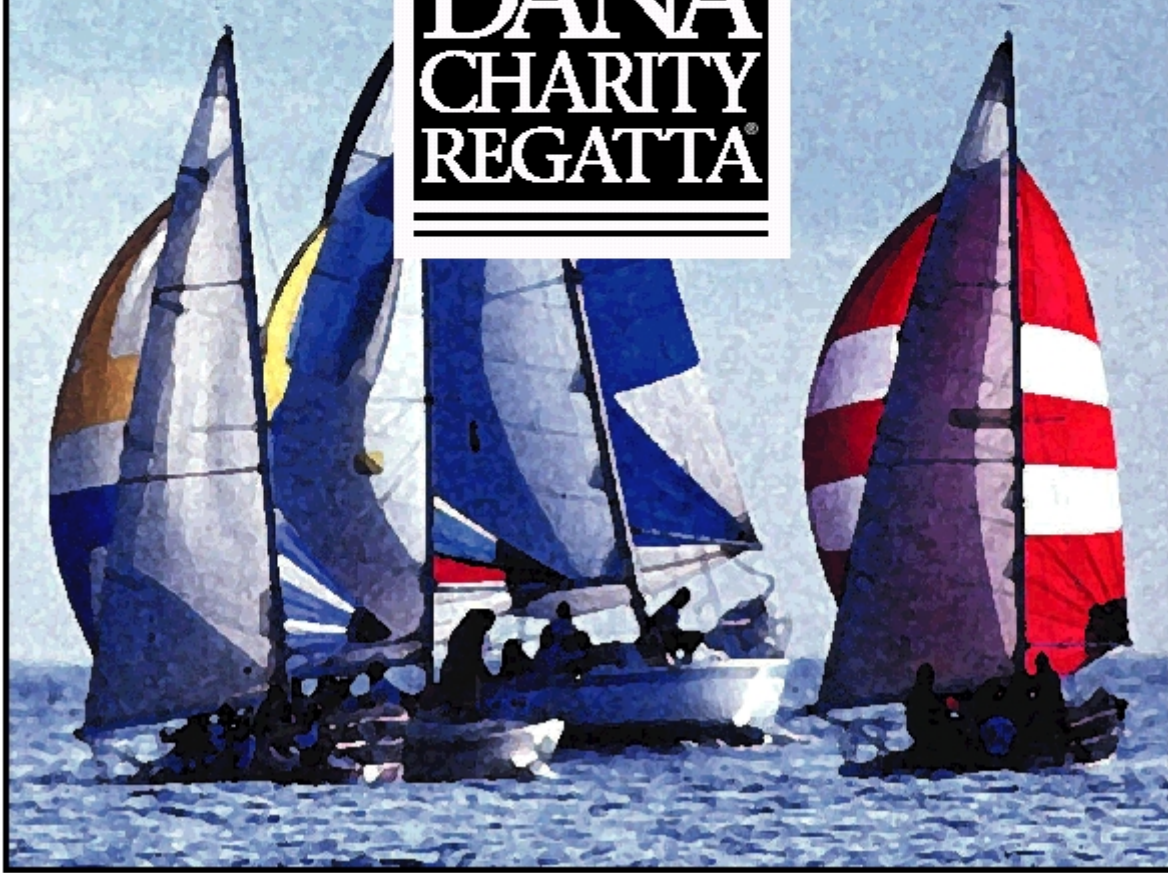




DANA POINT YACHT CLUB
PRESENTS

RICHARD
HENRY
DANA
CHARITY
REGATTA®



SEPTEMBER 8~11, 2011

benefiting



For Additional Information – 949.496.2900 or www.dpyc.org



DANA POINT
YACHT CLUB
PRESENTS

RICHARD
HENRY
DANA
CHARITY
REGATTA®



January 2011

Dear Prospective Sponsor,

I would like to invite you to become a sponsor of the 13th annual Richard Henry Dana Charity Regatta® benefiting the Ocean Institute. What started as a group of yacht racers getting together to enjoy a day on the water and raise a little money for charity has grown into a 4-day event that involves a wide variety of people from our local community. Our goal for the 2011 Charity Regatta is:

To help the Ocean Institute continue their educational programs and to insure that all children, including those who are underserved, become responsible stewards of the ocean and to give them a gift of understanding that will last a lifetime.

Enclosed are details concerning the Charity Regatta. Highlights include a Marine Corps twilight fishing tournament, VIP/Sponsor dinner, Gala Party, live and silent auctions, an open fishing tournament, Junior sabot and laser racing, SUP race events, and of course, the Charity Cup Yacht Racing including the Audi Cup.

Please take a careful look at the benefits you will receive with your tax-deductible support of the Charity Regatta. This is an excellent venue for showcasing your company and/or products and services while helping a worthy charity.

Join other community leaders today and become a sponsor of the 2011 Richard Henry Dana Charity Regatta®.

Thank you for your time and consideration.

Sincerely,

Tom Stallings
Chair, RHD Charity Regatta
RHD@dpyc.org


OCEAN INSTITUTE
EXPERIENCE IS THE TEACHER

The Ocean Institute is among the best informal educational organizations in the country. The students who attend the Ocean Institute are primarily K12 and live in Orange and Los Angeles counties. We offer over 60 unique day and overnight programs that immerse participants in marine science and maritime history. This past year the Ocean Institute served 109,000 students and 6,000 teachers. Many of the students are from underserved families and attend Title I schools.



To learn oceanography and science, students voyage onto the ocean to feel and taste the salty sea spray, sort through live specimens, observe migrating whales and collect scientific data. To learn maritime history and literature, students spend an entire night aboard the brig Pilgrim each student hauling lines, hoisting sails, standing night watch and swabbing decks.

Thousands of underserved students visit the Institute each year. Many live in Southern California and have never been to the ocean or on a boat. Because of the support of the Richard Henry Dana Charity Regatta, all children including those underserved develop positive cooperative learning abilities.



benefiting

Schedule of Events

Thursday, September 8th

Marine Corps Twilight Fishing Tournament
([Sponsor a Marine](#))

Friday, September 9th

Sponsors and VIP Reception & Dinner
Invitation Only
([Get Your Invitation Here](#))

Open Fishing Tournament Skipper's Meeting

Saturday, September 10th

Pancake Breakfast & Skipper's Meeting
Yacht Racing for the "Charity Cup" & "Audi Cup"

SUP Race Events

Open Fishing Tournament

Racer's / Angler's Rum Party

Gala Party

Gourmet Food Stations
Appleton's Rum Landing
Live and Silent Auctions
Entertainment & Dancing
Hosted Bar
([Buy Tickets Online](#))

Sunday, September 11th

2nd Day of Yacht Racing

Junior Sabot Racing

Post Competition Hosted Buffet & Beverages

Trophy Presentations

Dana Point Yacht Club
24399 Dana Drive, Dana Point, CA 92629
Telephone 949.496.2900
rhd@dpyc.org

SPONSORSHIP LEVELS



PRESENTING SPONSOR – \$20,000

- Exclusive “Presenting Sponsor” status and shall be referred to as such in all event advertising, promotion and websites
- Full page ad on back cover of the regatta program
- Second full page ad in regatta program
- Company’s logo:
 - On all advertising incorporated into regatta logo
 - On all promotional material
 - On all regatta apparel
 - Company logo on DPYC Website Sponsor Page with link
- Two “Presenting Sponsor” banners will be prominently displayed at the clubhouse
- Company has rights to use official regatta logo as a tie in for advertising including print broadcast, and in-house
- Recognition in DPYC’s Shackle newsletter sent monthly to 500 members
- Recognition in the Ocean Institute Quarterly newsletter sent to 5500 members
- Recognition in two Ocean Institute Email Blasts to 4500 members
- 10 Tickets to Friday’s Sponsor and VIP Reception and Dinner at the Ocean Institute
- 10 Tickets to Saturday’s RHD Charity Regatta Banquet at Dana Point Yacht Club
- Sponsor presentation at Saturday’s RHD Charity Regatta Banquet
- Sponsor presentation during RHD Special recognition at trophy presentation
- Sponsor award recognition



YACHTING SPONSOR – \$10,000

- “Yachting Sponsor” status and shall be referred to as such in all event advertising, promotion and websites
- Full page ad in regatta program
- Company’s logo:
 - On all advertising incorporated into regatta logo
 - Company logo on DPYC Website Sponsor Page with link
- Prominently placed company banner at Dana Point Yacht Club
- Company has rights to use official regatta logo as a tie in for advertising including print, broadcast, and inhouse
- Recognition in DPYC’s Shackle newsletter sent monthly to 500 members
- 8 Tickets to Friday’s Sponsor and VIP Reception and Dinner at the Ocean Institute
- 8 Tickets to Saturday’s RHD Charity Regatta Banquet at Dana Point Yacht Club
- Sponsor presentation during RHD Special recognition at trophy presentation
- Sponsor award recognition

TALLSHIP SPONSOR – \$5,000

- “Tallship Sponsor” status and be referred to as such in all event advertising, promotions and websites
- Company logo on DPYC Website Sponsor Page with link
- Fullpage ad selectively placed on regatta program
- Prominently placed company banner at Dana Point Yacht Club
- Company has the right to utilize the official regatta logo as a tie in for advertising
- 6 tickets to Friday’s Sponsor and VIP Reception and Dinner at the Ocean Institute
- 6 tickets to Saturday’s RHD Charity Regatta Banquet at Dana Point Yacht Club
- Special recognition at trophy presentation
- Sponsor recognition award

REGATTA SPONSOR – \$2,500

- “Regatta Sponsor” status and be referred to as such in all event advertising promotions and website
- Full page advertisement will be included in the regatta program
- Company has the right to utilize the official regatta logo as a tie in for advertising
- Prominently placed company banner at Dana Point Yacht Club
- 4 tickets to Friday’s Sponsor and VIP Reception and Dinner at the Ocean Institute
- 4 tickets to Saturday’s RHD Charity Regatta Banquet at Dana Point Yacht Club
- Special recognition at trophy presentation
- Sponsor recognition award



SPINNAKER SPONSOR – \$1,000

- “Spinnaker Sponsor” status and be referred to as such in all event advertising, promotions and websites
- Half page advertisement will be included in the regatta program
- Company has the right to utilize the official regatta logo as a tie in for advertising
- Prominently placed company banner at Dana Point Yacht Club
- 4 tickets to Friday’s Sponsor and VIP Reception and Dinner at the Ocean Institute
- 4 tickets to Saturday’s RHD Charity Regatta Banquet at Dana Point Yacht Club
- Special recognition at trophy presentation
- Sponsor recognition award

MAINSAIL SPONSOR – \$500

- “Mainsail Sponsor” status and be referred to as such in all event advertising, promotions and websites
- Half page advertisement will be included in the regatta program
- 2 tickets to Friday’s Sponsor and VIP Reception and Dinner at the Ocean Institute
- 2 tickets to Saturday’s RHD Charity Regatta Banquet at Dana Point Yacht Club
- Special recognition at trophy presentation
- Sponsor recognition award

WIN! a 40" Flatscreen HDTV



**Get Your
Free Raffle
Tickets Now!**

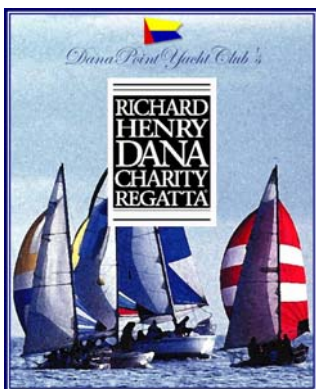
donated by
TOSHIBA
Leading Innovation >>>



"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*



RICHARD HENRY DANA Charity Regatta®


Dana Point Yacht Club
24399 Dana Drive
Dana Point, CA 92629

Sponsorship Commitment Form

949.496.2900
Fax 949.496.1603
dpyc@dpyc.org

Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip _____

Telephone: _____ Fax: _____ E-mail: _____

Website Address: _____ (Email logo/artwork to: info@enterradesign.com)

Our Sponsorship Level will be:

- Presenting Sponsor: \$15,000
- Yachting Sponsor: \$10,000
- Tallship Sponsor: \$5,000
- Regatta Sponsor: \$2,500
- Spinnaker Sponsor: \$1,000
- Mainsail Sponsor: \$500

Sponsorship payment is available online via credit card at <http://www.dpyc.org/rhd/donate.htm>

Sponsorship Credit to: Skipper: _____ Boat: _____

I prefer to pay by credit card with this form and hereby authorize the charge of the above sponsorship to:

Visa MasterCard American Express Discover

Credit Card # _____ Exp. Date _____

Name on Account _____

Signature _____



For Your Protection All Online Donations Are Processed Using The Highest Level Encryption Security
Tax deductible donations are payable to the Ocean Institute -Federal Tax ID # 33-0203488

RICHARD HENRY DANA *Charity Regatta*®

The Dana Point Yacht Club was founded in 1952. It started with 25 members and is currently almost 500 members strong, and growing. The common bond for those in the DPYC is created by their love of the ocean, a deep sense of pride, tradition, fairness & competition in boating; and their genuine love for the community in which they live and the beautiful Dana Point Harbor.

Dana Point Yacht Club has been designated 'Yacht Club of the Year' by the Southern California Yachting Association several times.

In 1999, DPYC embarked on a major fundraising journey to benefit those charities in local Southern California in need of funds. The High Hopes Head Injury Association, Pancreatic Cancer Association and Cystic Fibrosis Foundation have been previous recipients of the Regatta's fundraising efforts.

This year's beneficiary is the Ocean Institute.

- The mission of the Ocean Institute is to inspire all generations, through education, to become responsible stewards of our oceans.
- Their Vision is to be the world's best experiential ocean educational organization.

DPYC brings together the business, social, and civic leaders of our community for this mission; together, with the boating members, the goal is within reach.

Dana Point Yacht Club has a rich history in boating and in serving their community. The Youth Sailing Program is open to the public and is the best. Their involvement in many charitable events & causes has been quietly ongoing and effective.

