

# Sail-a-thon



**The 2<sup>nd</sup> Annual Heart of Sailing**

**Sail-a-thon**

**Portland, OR**

**August 24, 2008**

**Columbia Crossings – Island Sailing Club**



## **Sponsorship Packet**



The mission of Heart of Sailing is to introduce sailing to children and adults with developmental disabilities as a form of education and recreational therapy.

[www.heartofsailing.org](http://www.heartofsailing.org)

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## **WHAT?**

The Sail-a-thon is an international event to benefit Heart of Sailing's Daysail program, enabling special needs children and their families to enjoy the therapeutic benefits of sailing at no cost. Sail-a-thon is held in more than 25 regions across the U.S., Canada and Europe including sailing excursions, boat parties, beach picnics, and cookouts, as well as door prizes and awards for fundraising.

We will introduce sailing to all families with and without Special Needs children, and will allow different organizations to share their information with the public.

We are expecting the largest event ever with 200 attendees at the local events and more than 5,000 people worldwide.

**Sail with us from 11am to 3:30pm at the Columbia Crossings – Island Sailing Club**

**Enjoy a barbeque at 12pm**

**Award Ceremony at 3pm with live music**

## **WHEN?**

Saturday, August 24, 2008 from 11:00 am - 3:30 pm

## **WHERE?**

The Columbia Crossings

## **WHY?**

People with developmental disabilities may be excluded from activities you and I enjoy because of their challenges. Founded in 2004 by George Saidah, Heart of Sailing is a non-profit organization which introduces and teaches sailing as a form of education and recreational therapy for people with developmental disabilities.

Through this year's Sail-a-thon, Heart of Sailing will raise funds to help sustain and expand its amazing programs throughout the United States and seek international partners. Together we can build a more inclusive world, one child and one family at a time.

Become a part of the Heart of Sailing family today!



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### **Information on event sponsorship and Sail-a-thon vendor booths.**

March 13, 2008

Dear Vendor,

Heart of Sailing of Oregon is excited to invite you to participate in our Sail-a-thon, the annual Heart of Sailing national and international sailing event. This year, our **Sail-a-thon** will be held on **August 24, 2008 at the Columbia Crossings**. The purpose of our festivities is to celebrate our 3<sup>rd</sup> Year Anniversary and recognize all of our volunteers and supporters. This year we are expecting over 5,000 attendees worldwide, 200 locally. The Sail-a-thon will feature a sailing trip, activity and vendor booths, celebrity guests, live entertainment (site dependant), and free food and beverages and we would love for your company to be a part of the day's festivities.

#### **WHAT IS OUR CAUSE?**

**Heart of Sailing is a non-profit organization that is dedicated to enhancing the lives of people with developmental disabilities through sailing.** People with disabilities are often excluded from our society because of their differences. Our organization is determined to end social isolation for people with developmental disabilities by establishing a recreational activity with their non-disabled siblings and parents. These activities empowers them, help increase self-esteem, social interaction, confidence, teamwork, communication, comprehension, motor skills, coordination, environmental awareness, relaxation, concentration, focus, adventure, exploration, imagination and the abilities of all involved.

#### **HOW CAN YOU GET INVOLVED?**

Our Sail-a-thon is a perfect opportunity for your company to reach over 5,000 people worldwide and over 200 people from the Portland community. Here is a list of the many ways that you can get involved:

#### **1. SPONSORSHIPS**

Year after year, we seek sponsorships for this highly anticipated event and would like to offer you the opportunity to participate. We are offering a number of sponsorship levels with great benefits associated with each level. More information on these sponsorship levels is included in the sponsorship packet accompanying this letter.

#### **2. IN-KIND DONATIONS**

If you are unable to contribute to our event on a sponsorship level, perhaps your company would like to consider donating **in-kind items** like **gift certificates** or **store products** to be used as awards or raffle items for our participants. If you are interested in donating items for the Sail-a-thon, please fill out the **Donation Form** accompanying this letter and send it in to the Heart of Sailing office.

### 3. VENDOR BOOTH

Has your company been striving to find ways to promote a new product or gain more public awareness? We are now inviting companies to participate in the Sail-a-thon by setting up a table at the event to meet our participants, market your company, and enjoy the day. If you work for a non-profit who works to serve the needs to those with Developmental Disabilities, we are looking forward to having you be a part of our Community Outreach at the Sail-a-thon. Please sign-up to have a FREE Vendor Booth and come prepared to meet both teenagers and adults with Developmental Disabilities as well as their families! (This could be a great way to spread the message and increase awareness of your agency!) Please fill out the **Vendor Form** accompanying this letter if you are interested in this opportunity.

### 4. JOIN OUR SAIL-A-THON

What a great bonding experience for you and your staff while you enjoy the day celebrating friendship and supporting an amazing non-profit organization! Group **a team of co-workers together to join our Sail-a-thon or have your company set up a campaign to match the donations that your employees raise.**

#### **HOW CAN YOU BENEFIT FROM YOUR INVOLVEMENT?**

Heart of Sailing is a non-profit organization with 501(c)(3) status, so **all donations and contributions are tax-deductible.** (Copy of IRS form attached) As an event contributor, your company will receive extensive community recognition. **Our 200 local/5,000 worldwide participants that will be attending this event are your prime target audience: boaters, crew members, Yacht Club Members, teenagers and adults with developmental disabilities, family members, caregivers, teachers, as well as other community agencies who work with people with developmental disabilities throughout the Portland community.** You will also have the opportunity to be featured on event promotional materials such as press releases and flyers (subject to print deadlines). Your involvement with our Sail-a-thon will not only gain recognition for your company, but your contributions will give our participants a celebration to remember! (Tax ID # 57-1219277)

Thank you again for taking the time to review this information about our upcoming event. I would love to schedule a time to meet with you to discuss different options. Please don't hesitate to call me at 503-530-0268 if you have any questions, or email me at [dmcginnis@heartofsailing.org](mailto:dmcginnis@heartofsailing.org).

Fair Winds,

Donilee McGinnis  
Sail-a-thon Admiral, Portland, Oregon

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## Sponsorship Levels

Level Name	Level Benefits	Amount
Bronze	Company name listed as "Bronze" Sponsor on inside of all event brochures Company name listed as "Bronze" Sponsor on all posters	\$100.00
Silver	Company name listed as "Silver" Sponsor inside all event brochures Company name listed as "Silver" Sponsor on all posters Company name displayed on event website 6' booth space	\$500.00
Gold	Company logo listed as "Gold" Sponsor inside all event brochures Company logo listed as "Gold" Sponsor on all posters Company logo on event website 6' booth space	\$1,000.00
Platinum	Company logo listed as "Platinum" Sponsor inside all event brochures Company logo listed as "Platinum" Sponsor on all posters Company logo will appear as "Platinum" Sponsor on all event t-shirts Company banner prominently displayed at event site Company can distribute product or company literature at event 12' booth space	\$5,000.00
Presenting	Company logo listed as "Presenting Sponsor" on the cover of all brochures Company logo listed as "Presenting Sponsor" on all posters Company logo will appear prominently as "Presenting Sponsor" on all event t-shirts Company banner prominently displayed at the event site Company can distribute product or company literature at event Company recognition through logo placement and article highlighting company support on event & our website Link back to company from our website ( <a href="http://www.heartofsailing.org">www.heartofsailing.org</a> ) 12' booth space	\$10,000.00
National	Company logo listed as "National Sponsor" first on the cover of brochures for all regional events Company logo listed first as "National Sponsor" on posters for all regional events Company logo listed first as "National Sponsor" on t-shirts for all regional events Company prominently recognized in all pre and post-event publicity, press releases and media Company logo and name featured on event banner at all regional locations Company can distribute product or company literature at all regional locations Company recognition through logo placement and article highlighting company support on event website and our website Link back to company from our website ( <a href="http://www.heartofsailing.org">www.heartofsailing.org</a> ) 12' booth space	\$25,000.00

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## Sponsor / Donation / Vendor Form

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**I would like to be a Sponsor for the Sail-a-thon.**

- National Sponsor (\$25,000)     Presenting Sponsor (\$10,000)     Platinum Sponsor (\$5,000)  
 Gold Sponsor (\$1,000)     Silver Sponsor (\$500)     Bronze Sponsor (\$100)  
 Other Sponsorship Level: \$ \_\_\_\_\_

**I would like to contribute an item for the raffle and/or in-kind donation.**

Please describe the item(s) donated: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**I would like to set up a booth at the Sail-a-thon.**

\$50 fee for non-sponsors and \$25 fee for non-profits. Includes space for one table and listing on event flyer. Company representative must be present at table from 10:00 am – 4:00 pm. Setup is between 8:00 and 10:00 am, tear down is after 4pm

**Method of Payment:**  Cash     Check (Payable to Heart of Sailing)  
 Money Order     Visa     Master Card     American Express

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_



**Completed forms can be sent to:**

Heart of Sailing  
Attn: Donilee McGinnis  
1114 N. College Ave.  
Bloomington, IN 47404  
Or faxed to (866) 609-0807 (if paying by credit card)

We thank you for your support and look forward to seeing you at our 2<sup>nd</sup> annual Sail-a-thon!

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## Order Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

How did you hear about our Sail-a-thon? \_\_\_\_\_

**Please sign me up for the Sail-a-thon and send a fundraising packet to help me get started raising money for Heart of Sailing!**

**Please accept my additional donation of \$\_\_\_\_\_**

**I will be unable to attend; however, please accept my donation of \$\_\_\_\_\_**

**GRAND TOTAL: \$\_\_\_\_\_**

**Method of Payment:**  Will pay at Festival  Cash (enclosed)  
 Check (Enclosed & payable to Heart of Sailing)

Money Order  Visa  Master Card  American Express  
Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_



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We thank you for your support and look forward to seeing you at our 2<sup>nd</sup> annual Sail-a-thon!

**Donilee McGinnis** Tel: **503-530-0268** [dmcginnis@heartofsailing.org](mailto:dmcginnis@heartofsailing.org) [www.heartofsailing.org](http://www.heartofsailing.org)