

# Reelin' for Research

2018 Sponsorship Opportunities



# History

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The first Reelin' for Research tournament was held in 2009 in memory of Tony Montana who passed away from cancer in 2005. Tony was blessed to live a long and full life, but remarked during his battle that children with cancer were too often deprived of that chance.

Tony's son Richard, along with a group of his friends, decided to honor Tony's memory by doing something to try to change that. Tony was a avid fisherman and shared that love with his son throughout his life. So when that small group of friends asked themselves "what would Tony want?", a fishing tournament benefiting childhood cancer research seemed the clear answer. And thus was born Reelin' for Research.

Today roughly 60 boats compete making Reelin' for Research one of the largest offshore fishing tournaments on the East Coast. Even more, Reelin' for Research has grown beyond the tournament, becoming a year-round fundraising effort with nearly 2.5 million dollars raised to date - all for childhood cancer research!

# The Impact

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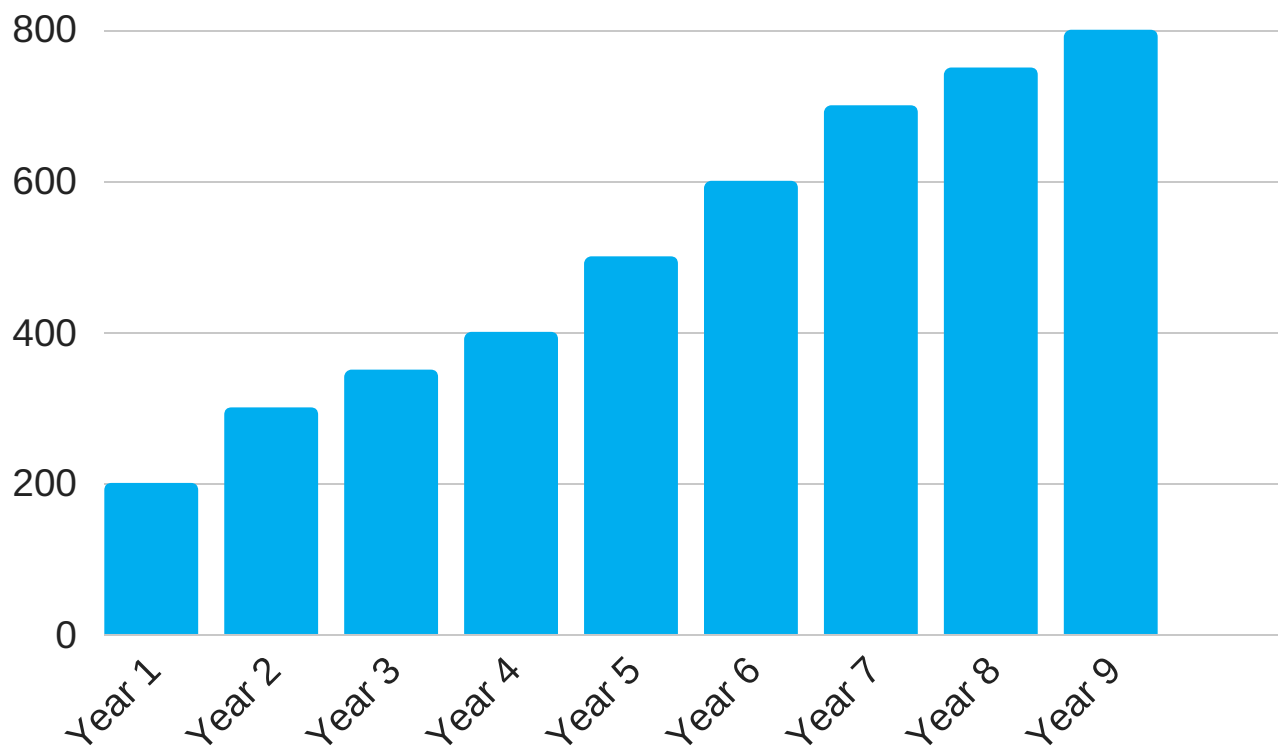
Childhood cancer remains the leading cause of death by disease among children in the United States. Every day, 43 children are diagnosed with cancer and the average age of diagnosis is 6. Cancer affects all ethnic, gender, and socio-economic groups and more than 40,000 children undergo treatment for cancer each year.

The funds raised via Reelin' for Research go to UNC Children's Hospital for the use of researching new and improved treatments of various forms of childhood cancer. UNC Children's is a non-profit hospital, treating all children regardless of the families' ability to pay. While located in Chapel Hill, they treat patients from all 100 NC counties. In addition, the research done at UNC Children's has the potential to affect children battling cancer world-wide. Reelin' for Research hopes that this research will one day lead to a cure for childhood cancer.

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# Exposure

Reelin' for Research has seen tremendous growth since its inception 9 years ago. Given our attendance history and the excitement around our 10-year anniversary, we fully expect year 10 to exceed all previous records. This, factored in with our 5,000+ mail/email distribution lists and our established social media presence ensures that your organization will receive wide-spread exposure.



\*attendance estimates based on tournament registration and ticket sales

# Sponsorship

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Reelin' for Research would not be possible without the support of our sponsors, as they provide the necessary resources to make the weekend, and all of its many associated facets, possible. And because we are primarily volunteer-based and run a fiscally-minded organization, only 50-60% of our sponsorship funds are used to operate the tournament. The remaining %, as well as 100% of the money raised throughout the tournament year, goes directly to UNC Children's Hospital and childhood cancer research. We hope that you will help us in our quest to "land a cure" by considering one of the sponsorship levels outlined in the following pages.

*We kindly ask that all sponsorships be received by February 15th.*

*All items marked with an asterisk indicate first-come, first serve and logo placement is at the discretion of Reelin' for Research.*

*All sponsorship donations to Reelin' for Research, Inc are tax-deductible under section 501(c)(3) of the Internal Revenue Code.*

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# Ten for Ten Club - \$10,000

This new sponsorship level has been formed to commemorate the 10th anniversary of Reelin' for Research!

- \$1,000 entry fee waived
- Entries for 10 guests to all associated weekend festivities
- Logo on sleeve of tournament t-shirt\*
- Logo with link on home page and sponsor page of R4R website
- Logo on tournament banner
- Logo on one of the following promotional items: cups, koozies, buckets, wristbands, merchandise bags\*
- Logo on mailings, posters, social media
- Sponsor may provide a promotional item or literature for team and sponsor bags
- Company banner hung at select R4R events and throughout tournament weekend
- Host of one of the following: Welcome Party, Awards Party, Offshore Weigh-In, Inshore Weigh-In, Captain's Meeting
- Full-page color ad in program (ad provided by sponsor)
- Company logo on tender boat used for weigh-in

# World Slam - \$7,500

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- \$1,000 entry fee waived
  - Entries for 8 guests to all associated weekend festivities
  - Logo on back of tournament t-shirt\*
  - Logo with link on home page and sponsor page of R4R website
  - Logo on tournament banner
  - Logo on one of the following promotional items: cups, koozies, buckets, wristbands, merchandise bags\*
  - Logo on mailings, posters, social media
  - Sponsor may provide a promotional item or literature for team and sponsor bags
  - Company banner hung at select R4R events and throughout tournament weekend
  - Host of one of the following: Welcome Party, Awards Party, Offshore Weigh-In, Inshore Weigh-In, Captain's Meeting
  - Half-page color ad in program (ad provided by sponsor)
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# Royal Slam - \$5,000

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- \$1,000 Entry Fee waived
  - Entries for 6 guests to all associated weekend festivities
  - Link with logo on sponsor page of R4R website
  - Logo on tournament banner and on select mailers, Facebook
  - Company banner hung along railing during weigh-in
  - Sponsor can provide a small promo item or literature to be included in Captain's Bag
  - Host of one of the following items: Raleigh Kick Off Party, Saturday Band, Inshore Weigh-In Basket, Buzz Skinner Award\*
  - Company logo on sleeve of Volunteer T-shirt or Trash Cans at Weigh In
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# Super Slam - \$3,000

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- \$750 of \$1,000 entry fee waived
- Entries for 6 guests to all associated weekend festivities
- Link with logo on sponsor page of R4R website
- Logo on sponsor banner
- Company banner hung along railing during weigh-in
- Sponsor of one of the following awards: Biggest Fish, Landy Angler, Junior Angler, Chummer

# Grand Slam - \$1,500

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- \$500 of \$1,000 entry fee waived
- Entries for 4 guests to all associated weekend festivities
- Link with logo on sponsor page of R4R website

# Supporting - \$500

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- \$250 of \$1,000 entry fee waived
  - Entries for 2 guests to all associated weekend festivities
  - Link on sponsor page of R4R website
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