



Community Boating Center

1641 Padanaram Avenue · New Bedford · Massachusetts · 02740
508-992-6219 · www.communityboating.org

March 4, 2008

Dear Area Merchant:

The Community Boating Center of New Bedford (CBC) is a non-profit educational organization created to provide people from the Greater New Bedford area with challenging and enriching new experiences through boating. To accomplish this mission, CBC offers a variety of educational and recreational programs throughout the year that build on the rich waterfront heritage of New Bedford.

I am writing to encourage you to join the Community Boating Center as a partner in our annual fundraising campaign to support the Beacon of Light Scholarship Fund. Last year we hosted our first Opening of the Bay Celebration and the event was a huge success, providing eighty-seven scholarships to low income children from inner city New Bedford to participate in the CBC Summer Youth Sailing Program.

Our nationally recognized, award-winning program has served thousands of area youth, of which more than 80 percent are low income, children at risk. With an enrollment that has doubled in the past two years, and with the anticipation of additional offerings to better serve our community, CBC is poised to be one of the area's greatest contributors to the betterment of our local youth, teaching students important life lessons such as compassion, self-esteem, preparation, teamwork and environmental stewardship.

This year we anticipate another sell-out crowd of five hundred Southcoast residents dancing the night away under the tent overlooking Buzzards Bay from New Bedford's Fort Taber Park. Our wonderful supporters, together with a select group of Corporate Sponsors, rose over \$25,000 last year to help provide a safe, fun and healthy activity for the at-risk youth of New Bedford.

The unique nature of this event creates an atmosphere of inclusion, drawing attendees from across the Southcoast, bringing together the New Silent Generation with the G.I. Generation and everyone in between. For businesses seeking to increase their visibility in this high-potential market, the event draws highly favorable demographics that cuts across generations and cast a wider audience to present to a more favorable established year round population.

We invite you to be part of our team of highly regarded sponsors this year. Come and enjoy an unforgettable evening with your valued business associates, potential customers, and friends while supporting a worthy cause that is making a significant impact on the youth of New Bedford.

There are a limited number of tables available to our corporate friends, and we encourage you to reserve your spot as soon as possible. You may sign on today by faxing the Community Boating Center at (508) 999-3320 with the SPONSORSHIP REQUEST form. Finally, as part of this event, CBC will be holding a Silent Auction and Balloon Raffle and we would be delighted if you would consider donating goods or services to our event. A copy of the in-kind gift form is attached.

Please do not hesitate to contact me if you have any questions.

Warm Regards,

Alison Durant
Chair - 2008 Opening of the Bay Committee

Heike Milhench
Chair – Corporate Sponsorship

A 501(c)(3) non-profit organization dedicated to enriching the lives of New Bedford area residents through boating.



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RECENT EVENT SPONSORS

Acme Liquors
American Cleaning Company
American Research Management
Aquapoint
Black Bass Grille
Brahmin Leather Works
Burr Brothers
Café Arpeggio
Cape Yachts at South Wharf
Carabiners
Cardoza's
Carters
Chase Canopy Co.
Coalition for Buzzards Bay
Concordia Company, Inc.
Cookies by Design
Cruising World
Curves
D'Angelos
D'Arujo
Dartmouth Indoor Tennis
Defrias Group
Down to Earth
Edson Marine
Fatullis
Flora
Foiled Again
Frank McCoy
Freestones
G. Bourne Knowles & Company, Inc.
Gourmet Outlet
Harding Sails
Healthy Grille
Henley House
Home Depot
Imtra Marine Products
Indian Pond Country Club
Kyler's
Land's End
Lightworks Productions
Lloyd Center
Lockheed Martin
Luzo Auto Body
Ma Raffa's
Margaret's
Marshall Marine
Milhench Supply Company
Nautilus Cushions
Newport Vineyard
No Problemo
Not Your Average Joes
Nye Lubricants
Ocean 18 Mini Golf
Olive Garden
Padanaram Rhodes 19 Fleet #9
Pegasus
Pub 99
Riccardi's
Sailing World
Shaws
Sheila Johnson
Silver City Aluminum Corporation
Smithwick and Mariners Insurance
Southcoast Eye Care
Southcoast Music Together
Southers Marsh Golf Club
Spectrum Photos
Spicy Lime
Standard Times
Stirrings
Stop & Shop
TGI Friday's
The Arthus Moniz Gallery
Titleist
US Sailing
Vanguard Sailing Center of Rhode Island
Vanguard Sailboats
Wawas
Whaling City Expedition
YMCA Southcoast



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OPENING OF THE BAY SPONSORSHIP LEVELS

“Sponsorship is a mutually advantageous business relationship between parties in which the sponsor provides benefits for the sponsored in exchange for a result that can be measured against pre-defined objectives.”

- Improving goodwill • Enhancing image • Improving profitability •
- Management interest • Increase brand awareness • Stimulate sales •
- Corporate reputation • Alter public perception • Build relationships •
- Improving community relations • Creating promotional opportunities

🚩 ADMIRAL SPONSOR \$3,500

- Includes up to eight event tickets (*a \$600 value*)
- Industry Exclusivity (“first come, first served” basis)
- Prime opportunity to showcase service or product
- Maximum signage exposure, and premier placement of a full -page ad in 2008 Opening of the Bay Program (*a \$1,500 value*)
- Recognition as Admiral Sponsor in all 2008 Opening of the Bay media
- Provides four full scholarships to at-risk youth from New Bedford (*priceless*)

🚩 CAPTAIN SPONSOR \$2,000

- Includes up to six event tickets (*a \$450 value*)
- Opportunity to showcase service or product
- Major signage exposure, and preferred placement of one half-page ad in 2008 Opening of the Bay Program (*a \$1,000 value*)
- Recognition as Captain Sponsor in all 2008 Opening of the Bay media
- Provides one full and one partial scholarship to at-risk youth from New Bedford (*priceless*)

🚩 ENSIGN SPONSOR \$1,000

- Includes up to four event tickets (*a \$300 value*)
- Quarter- page ad in 2008 Opening of the Bay Program (*a \$500 value*)
- Recognition as Ensign Sponsor in 2008 Opening of the Bay media
- Provides a partial scholarship to an at-risk youth from New Bedford (*priceless*)

🚩 HELMSMAN SPONSOR \$500

- Includes up to four event tickets (*a \$300 value*)
- Recognition as Helmsman Sponsor in 2008 Opening of the Bay media
- Provides a partial scholarship to an at-risk youth from New Bedford (*priceless*)

🚩 NAVIGATOR SPONSOR \$250

- Includes up to two event tickets (*a \$150 value*)
- Recognition as Navigator Sponsor in 2008 Opening of the Bay media
- Provides a partial scholarship to an at-risk youth from New Bedford (*priceless*)

🚩 “NON-SPONSORSHIP” PROGRAM ADVERTISING

- \$1,500 Full-page advertisement in 2008 Opening of the Bay Program
- \$1,000 Half-page advertisement in 2008 Opening of the Bay Program
- \$500 Quarter-page advertisement in 2008 Opening of the Bay Program



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SPONSORSHIP REQUEST FORM

We want to support the work of the Community Boating Center with the sponsorship level checked below:

- ADMIRAL SPONSOR \$3,500. (Industry _____)
- CAPTAIN SPONSOR \$2,000.
- ENSIGN SPONSOR \$1,000.
- HELMSMAN SPONSOR \$500.
- NAVIGATOR SPONSOR \$250.
- "NON-SPONSORSHIP" PROGRAM ADVERTISING
- \$1,500. Full-page advertisement in souvenir 2008 Opening of the Bay Program
- \$1,000 Half-page advertisement in souvenir 2008 Opening of the Bay Program
- \$500 Quarter-page advertisement in souvenir 2008 Opening of the Bay Program

name of company

email address

send invoice to

address

city

state

zip

phone

fax

FAX IT BACK – (508) 999-3320



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IN-KIND GIFT FORM

Contact Person/Title _____

Company/Donor Name _____

Address _____

City, State, Zip _____

Telephone _____ Fax _____ Email _____

ITEM(S) DONATED *(please list here or attach a list to this form)*

<u>ITEM</u>	<u>VALUE</u>
<u>ITEM RESTRICTIONS AND TERMS</u>	

In consideration of my interest in the Community Boating Center and its mission of service to the community, I/we give, grant, and convey at no charge the above item(s).

Signature of Donor _____ Date _____

GIFT SOLICITED AND RECEIVED BY

Name _____ Signature _____

Address _____ Phone _____

Date Gift Received _____

All gifts are tax deductible to the extent allowed by law.