Corporate Sponsorship Opportunities

Help us support the AAMC Cancer Survivorship Program

SATURDAY, NOVEMBER 7TH, 2020

www.fishforacure.org

2000 Medical Parkway, Belcher Pavilion, Suite 604, Annapolis, Maryland 21401
Dear Sponsor,

For more than a decade, the Fish for A Cure Tournament has provided transformational charitable support for Anne Arundel Medical Center’s (AAMC) Geaton and JoAnn DeCesaris Cancer Institute. A program fully funded by our philanthropic contribution, the proceeds from our Fishing Tournament, Shore Party, and Paul C. Detor Captain’s Challenge directly supports cancer patients and their families through the Cancer Survivorship Program for patients undergoing treatment and recovering from all types of cancers.

Committed sponsors like you make this special community event successful each year. Sponsorships elevate the fundraising bar higher each year and provide critically needed funding for this special care that makes a real difference in the lives of cancer patients and their families. Every dollar helps thousands of cancer patients in our community with services and programs including:

- **Nurse Navigation** - Nurses guide patients and their families through their cancer journey, communicating with primary care doctors and specialists, and helping to interpret complex care plans so that patients can make careful and informed decisions.

- **Nutrition Counseling** - Dieticians and Nutritionists educate patients about dietary requirements, meal plan design, alternative food choices, and supplements.

- **Psychosocial Wellbeing** - Oncology Social Workers help patients cope with the challenges that come with a cancer diagnosis. They provide supportive counseling, financial assistance information, and referrals to helpful community resources.

- **Oncology Rehabilitation Services** - This program includes physical therapists, occupational therapists, and speech language pathologists, all of whom focus on improving quality of life for cancer survivors. With your help, these patients don’t just survive – they thrive!

We are humbled by the support of our community and local businesses, and we know that our success is not possible without our sponsors. Fish for A Cure has donated more than $3.1 million dollars to AAMC over the years, but we plan to grow this community event and further impact cancer care at AAMC’s Geaton and JoAnn DeCesaris Cancer Institute. With your support, we will be able to continue to provide these programs and services to our friends, loved ones, and neighbors in the community – cancer patients and families need us!

We hope you will consider forging a mutually strategic partnership with us, one that will position your organization as a leading community partner in the support of cancer care and survivorship at AAMC. Please join us as a sponsor of our 14th Annual Fish for A Cure Tournament.

With gratitude,

**Michael Cassidy**  
**Brian Heller**

Michael Cassidy and Brian Heller,  
*F4AC Co-Chairs*

LETTER FROM THE FISH FOR A CURE CREW

*SATURDAY, NOVEMBER 2, 2020*
Tournament Sponsor - $15,000

•Naming rights as a presenting sponsor of Fish for a Cure (Only 4 available)

•Entry for three boats in the fishing tournament. Each boat registration includes:
  › One Captain
  › Three Anglers
  › Four tickets to the F4AC Shore Party (Additional angler registration and tickets must be purchased)

•Invitation to attend the:
  › F4AC Kick-Off Reception- this includes a check presentation photo opportunity during the kick-off reception
  › F4AC Captain’s Meeting

•Invitation to attend Anne Arundel Medical Center Foundation signature events as a member of AAMCF’s Business Society, including:
  › Holiday Toast
  › Baldwin Society Tailgate

•Spoken recognition at podium from F4AC leadership during the:
  › F4AC Kick-Off Reception
  › Captain’s Meeting
  › Shore Party

•Prominent signage during the:
  › F4AC Kick-Off Reception
  › Captain’s Meeting
  › Shore Party
  › Step & Repeat Banner

•Presenting sponsor recognition and inclusion on the following:
  › Event T-shirt
  › Ads (What’s Up? Magazine, WRNR, Comcast, Chesapeake Bay Magazine, FishTalk and PropTalk magazines)
  › Communications promoting the event (facebook, email blasts, web presence, tournament communications)
  › All event signage and banners
  › F4AC website with link to sponsor’s website

•Logo inclusion on a mailed Save the Date postcard to 1,000 contacts

•Reserved table for 12 at the F4AC Shore Party

•Three F4AC boat burgees

•An opportunity to add your company’s promotional item in the Captain’s Swag Bucket and silent auction

F4AC LEADERSHIP

Michael Cassidy- Co-Chair
Brian Heller- Co-Chair
Alexis Arizzi
Melissa Bowen
Erin Brimhall
PJ Dettor
Keith Fraser
Alex Laperouse
Greg Lilly
Adele Oliver
Ken Scaturro

SATURDAY, NOVEMBER 7TH, 2020
Captain Sponsor - $10,000

• Entry for two boats in the fishing tournament. **Each boat registration includes:**
  › One Captain
  › Three Anglers
  › Four tickets to the F4AC Shore Party (Additional angler registration and tickets must be purchased)

• Invitation to attend the:
  › F4AC Kick-Off Reception
  › Captain’s Meeting

• Invitation to attend Anne Arundel Medical Center Foundation signature events as a member of AAMCF’s Business Society, including:
  › Holiday Toast
  › Baldwin Society Tailgate

• Spoken recognition at podium from F4AC leadership during the:
  › F4AC Kick-Off Reception
  › Captain’s Meeting
  › Shore Party

• Prominent signage during the:
  › F4AC Kick-Off Reception
  › Captain’s Meeting
  › Shore Party
  › Step & Repeat Banner

• Presenting sponsor recognition and inclusion on the following:
  › Event T-shirt
  › Ads (What’s Up? Magazine, WRNR, Comcast, Chesapeake Bay Magazine, FishTalk and PropTalk magazines)
  › Communications promoting the event (facebook, email blasts, web presence, tournament communications)
  › All event signage and banners
  › F4AC website with link to sponsor’s website

• Reserved table for 8 at the F4AC Shore Party

• Two F4AC boat burgees

• An opportunity to add your company’s promotional item in the Captain’s Swag Bucket and silent auction
Angler Sponsor - $7,500

- Entry for one boat in the fishing tournament. Each boat registration includes:
  - One Captain
  - Three Anglers
  - Four tickets to the F4AC Shore Party (Additional angler registration and tickets must be purchased)

- Prominent signage during the:
  - F4AC Kick-Off Reception
  - Captain's Meeting
  - Shore Party
  - Step & Repeat Banner

- Sponsor recognition and inclusion on the following:
  - Event T-shirt
  - Ads (What's Up? Magazine, WRNR, Comcast, Chesapeake Bay Magazine, FishTalk and PropTalk magazines)
  - Communications promoting the event (facebook, email blasts, web presence, tournament communications)
  - All event signage and banners
  - F4AC website with link to sponsor's website

- Invitation to attend the:
  - F4AC Kick-Off Reception
  - Captain's Meeting

- One F4AC boat burgee

- An opportunity to add your company's promotional item in the Captain's Swag Bucket and silent auction
2020 CORPORATE SPONSORSHIP OPPORTUNITIES

SATURDAY, NOVEMBER 7TH, 2020

Publications & Broadcast

• What’s Up? Magazine Readership - Annapolis: 210K
  Eastern Shore: 91K
• Chesapeake Bay Magazine Readership - 36K+
• FishTalk and PropTalk Readership - FishTalk: 25K / PropTalk: 33K
• Radio WRNR-FM 103.1 - 400 Radio spots and streaming
• Comcast - 500K+ Households (AA, QA, and Talbot Counties)

Digital & Social Media

• Promotional e-blasts
• Press release - 67 Media outlets
• F4AC Facebook, twitter, and Instagram
• AAMC Foundation and AAMC Facebook
• The F4AC website receives 40K hits annually
• Looping photo and logo slideshow during all F4AC events

2020 MARKETING EXPOSURE

• Entry for one boat in the fishing tournament. Each boat registration includes:
  › One Captain
  › Three Anglers
  › Four tickets to the F4AC Shore Party (Additional angler registration and tickets must be purchased)

• Signage during the:
  › F4AC Kick-Off Reception
  › Captain’s Meeting
  › Shore Party

• Sponsor recognition and inclusion on the following:
  › Event T-shirt
  › Ads (What’s Up? Magazine, WRNR, Comcast, Chesapeake Bay Magazine, FishTalk and PropTalk magazines)
  › All communications promoting the event (Facebook, email blasts, web presence, tournament communications)
  › All event signage and banners
  › F4AC website with link to sponsor’s website

• Invitation to attend the:
  › F4AC Kick-Off Reception
  › Captain’s Meeting

• One F4AC boat burgee

• An opportunity to add your company’s promotional item in the Captain’s Swag Bucket and silent auction

First Mate Sponsor - $3,500

• Entry for one boat in the fishing tournament. Each boat registration includes:
  › One Captain
  › Three Anglers
  › Four tickets to the F4AC Shore Party (Additional angler registration and tickets must be purchased)

• Signage during the:
  › F4AC Kick-Off Reception
  › Captain’s Meeting
  › Shore Party

• Sponsor recognition and inclusion on the following:
  › Event T-shirt
  › Ads (What’s Up? Magazine, WRNR, Comcast, Chesapeake Bay Magazine, FishTalk and PropTalk magazines)
  › All communications promoting the event (Facebook, email blasts, web presence, tournament communications)
  › All event signage and banners
  › F4AC website with link to sponsor’s website

• Invitation to attend the:
  › F4AC Kick-Off Reception
  › Captain’s Meeting

• One F4AC boat burgee

• An opportunity to add your company’s promotional item in the Captain’s Swag Bucket and silent auction

SATURDAY, NOVEMBER 7TH, 2020
For additional information or to email a sponsorship commitment please contact Kelly Accinelli at kaccinelli@aahs.org or call 443-610-7292.

Payments can be mailed to AAMC Foundation, Fish For A Cure 2000 Medical Parkway, Belcher Pavilion, Suite 604, Annapolis Maryland 21401.

Please make checks payable to AAMC Foundation.

In order to have your logo or ad included in promotional materials, we will need to have your signed commitment, payment and logo/artwork (logo in eps/vector format and jpg format) no later than September 21, 2020.
THANK YOU TO OUR GENEROUS 2019 SPONSORS!

TOURNAMENT SPONSORS
The Chesapeake Bayhawks
Koons Annapolis Toyota
Koons Easton Toyota
Koons Westminster Toyota

CAPTAIN SPONSORS
Boston Whaler, Inc.
Chesapeake Whalertowne
Comcast

ANGLER SPONSORS
Alltackle
Chesapeake Bay Magazine
FishTalk
G&G Outfitters
Greenberg Gibbons
Liquified Creative
PropTalk

FIRST MATE SPONSORS
Annapolis Waterfront Hotel
Buck Distributing
Chesapeake Bay Foundation
Citizen Pride
Coastal Conservation Association- Maryland
Eagle Title, LLC
ExeGi Pharma, LLC
General & Mechanical Services
Heller Electric Company Inc.
HMS Insurance Associates, Inc.
The Kahan Center
LEDO Pizza
Liff, Walsh & Simmons
The MacKenzie Companies
Mark and Lisa Emmons
MaxSent
Meridian Financial Management, Inc.
NUTANIX
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Pusser’s Caribbean Grille
TAM Financial Advisors
Tony J Photography
Visibiome
What’s Up? Media
WRNR
Yorktel

DECKHAND SPONSORS
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