Help us support the AAMC Cancer Survivorship Program
Dear Friend,

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. The proceeds from our Fishing Tournament, Shore Party, and Paul C. Dettor Captain's Challenge directly support cancer patients and their families by funding the Survivorship Support Program for patients recovering from all types of cancers.

In an effort to expand Fish For A Cure’s footprint across the region, we are launching the 2020 Fish For A Cure Marina Challenge to help raise 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 about care.
- **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 we know that our success is not possible without the support of local marine businesses like you. 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 an ambassador in our 14th Annual Fish For A Cure Tournament.

With gratitude,

Michael Cassidy
Brian Heller

Michael Cassidy and Brian Heller,
*F4AC Co-Chairs*
The 2020 Fish For A Cure Marina Challenge will launch Saturday, August 1, 2020 and end Friday, October 30, 2020. All boats must register for the Fish For A Cure Tournament by 5:00pm on Friday, October 30, 2020 in order for their marina to be counted for in the Fish For A Cure Marina Challenge.

The winner of the Fish For A Cure Marina Challenge will be announced at the F4AC Captain's Meeting on Wednesday, November 4, 2020. The Marina Challenge winner will also receive:

- Recognition on a Fish For A Cure Marina Challenge trophy which will be prominently displayed at Anne Arundel Medical Center’s Geaton and JoAnn DeCesares Cancer Institute.
- Invitation to attend the F4AC Shore Party, Captain's Meeting, and Fall Kick Off Reception
- Spoken recognition from the podium at the F4AC Shore Party, Captain's Meeting, and Fall Kick Off Reception
- Inclusion on all Fish For A Cure Tournament post event thank you communications and advertising
- A Fish For A Cure promotional video feature leading up to the 2021 Tournament

As an ambassador of the Fish For A Cure Marina Challenge, we encourage you to:

- Prominently display Fish For A Cure registration signage at your marina
- Recruit Captains to register for the 2020 Fish For A Cure Tournament and Paul C. Dettor Captain's Challenge. Ask Captains to identify your marina as their preferred marina during sign up.

Note: Your marina must be identified by Captains during boat registration to qualify.

Fish For A Cure will provide branded print and digital marketing materials to aid you in your marina challenge efforts.
Additional incentives for participating in the 2020 Fish For A Cure Marina Challenge include:

2-4 Boats Registered
• Signage recognition at the Captain’s Meeting
• Recognition on the following:
  » F4AC social media
  » F4AC website with link to marina’s website
  » An opportunity to add your company’s promotional item in the Captain’s Swag Bucket

5-9 Boats Registered
• Entry for one boat in the fishing tournament which includes registration for a Captain, three Anglers, and Virtual Shore Party (evening of the tournament). The Virtual F4AC Shore Party includes a Shore Party Pack with premium food and beverage as well as other swag for four anglers to enjoy on the boat or during the event.
  » The Shore Party Pack is valued at $600 (F4AC website will be updated with specifics as we get closer to the event)
• Signage recognition at the Captain’s Meeting
• Signage during the Shore Party
• Recognition and inclusion on the following:
  » Ads
  » Communications promoting the event (facebook, email blasts, twitter, web presence, tournament communications)
  » F4AC website with link to marina’s website
  » An opportunity to add your company’s promotional item in the Captain’s Swag Bucket

10+ Boats Registered
• Entry for two boats in the fishing tournament which includes registration for a Captain, three Anglers, and Virtual Shore Party (evening of the tournament). The Virtual F4AC Shore Party includes a Shore Party Pack with premium food and beverage as well as other swag for four anglers to enjoy on the boat or during the event.
  » The Shore Party Pack is valued at $600 (F4AC website will be updated with specifics as we get closer to the event)
• Signage recognition at the Captain’s Meeting
• Signage during the Shore Party
  » Facebook live promotion on site at your marina leading up to the tournament with a member of the F4AC Leadership Advisory Council
• Recognition and inclusion on the following:
  » Ads
  » Communications promoting the event (facebook, email blasts, twitter, web presence, tournament communications)
  » F4AC website with link to marina’s website
  » An opportunity to add your company’s promotional item in the Captain’s Swag Bucket

For more information about the 2020 Fish For A Cure Marina Challenge, visit www.fishforacure.org/fish-for-a-cure-marina-challenge. For questions, contact fishforacure@aahs.org or 443-481-4587.
MARK YOUR CALENDAR FOR THESE 2020 FISH FOR A CURE EVENTS:

›› Fish For A Cure Virtual Kick Off, date TBD
›› Captain’s Meeting is Wednesday, November 4th, 2020 at the Annapolis Maritime Museum
›› Fish For A Cure Tournament & Virtual Shore Party is Saturday, November 7th, 2020.

2020 FISH FOR A CURE MARINA CHALLENGE REGISTRATION FORM

Please complete the 2020 Fish For A Cure Marina Challenge Registration Form below and send to fishforacure@aahs.org. For more information about the 2020 Fish For A Cure Marina Challenge, visit www.fishforacure.org/marina-challenge.

For questions, contact fishforacure@aahs.org or 443-481-4587.

Marina Name: ____________________________
Marina Web Address: _______________________
Name of Primary Contact: ___________________
Email: ___________________________________
Phone: ___________________________________
Marina Address: ___________________________
City: __________________ State: _______ Zip: ____________

Please send hi-resolution marina logo files in .eps and .jpg format to fishforacure@aahs.org. Please include your name and address so that we may honor and acknowledge your request.

www.fishforacure.org