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 Friends of F4AC,

The Coronavirus pandemic had a tremendous financial impact on Anne Arundel Medical Center and Luminis Health, just as it did on hospitals and health systems across the U.S. Even after much needed and much appreciated CARES funding from the government, we have seen a net deficit from this pandemic of more than $20 million. Fortunately, AAMC has a century-long track record of strong fiscal management that has allowed to ensure we can continue to provide high-quality, leading edge care to patients across the health system as we rebound from these financial losses.

**Cancer Doesn’t Stop in Quarantine**

Throughout the COVID-19 pandemic, life-saving cancer care at AAMC’s Geaton and JoAnn DeCesaris Cancer Institute has not stopped. With safety measures and the highest level of precaution taken to protect the health of our patients and AAMC team, we continued to treat more than a hundred patients a day in infusion therapy and even more for radiation and surgical care.

The areas of cancer care most impacted by these losses are what we call care differentiators – AAMC programs that are donor funded and provide social, emotional, fiscal, and psychological support for patients and families as they navigate treatment and recovery from illness. Through Fish For A Cure, the ripple effect of our Cancer Survivorship Program impacts more than 2,000 patients and their families each year. Without continued support from the community through this incredible event, these critical areas of care are more at risk. Now more than ever, your generosity as a philanthropic partner of F4AC is vitally needed if we are to continue to make these very important patient and family centered care programs and services available to our friends, loved ones, and neighbors who need it most.

Every dollar raised through F4AC 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 local businesses like yours during these unprecedented times, and we know that our success is not possible without our sponsors. 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 in times of greatest need. 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**
Tournament Sponsor - $15,000

- Entry for three boats in the fishing tournament. **Each boat includes** registration for a Captain, Three Anglers, and the VIRTUAL F4AC Shore Party (evening of the tournament)

- 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 virtual party

- The Shore Party Pack is valued at $600 (F4AC website will be updated with specifics as we get closer to the event)

- Presenting sponsor recognition and inclusion on the following
  - During Virtual F4AC Kick-off Reception
  - On large F4AC sponsor signs to be displayed in our corporate partner locations around town (including but not limited to the Annapolis Towne Center, Westfield Shopping Mall, AllTackle, and Anne Arundel Medical Center Campus)
  - On F4AC sponsor building banner to be displayed on AAMC's Jennifer Road Campus in Annapolis. (30 feet tall banners that can be seen from Route 50)
  - Signage during Captain's Meeting (to take place at Annapolis Maritime Museum with social distance measures in place)
  - During the Virtual F4AC Shore Party (ticker tape advertising, recognition from AAMC and F4AC leadership)
  - 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)
  - F4AC website link to sponsor's website

- Optional Facebook Live promotion at corporate location leading up to the tournament. Facebook Live commentator will be provided by Arizzi creative

- Two F4AC boat burgees

- An opportunity to add your company's promotional item in the Captains' Swag Bucket and virtual silent auction

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**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
Captain Sponsor - $10,000

- Entry for two boats in the fishing tournament. Each boat includes: registration for a Captain, Three Anglers, and the VIRTUAL F4AC Shore Party (evening of the tournament)

- 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 virtual party

- The Shore Party Pack is valued at $600 (F4AC website will be updated with specifics as we get closer to the event)

- Captain sponsor recognition and inclusion on the following:
  › During Virtual Fish F4AC Kick-off Reception
  › On large F4AC sponsor signs to be displayed in our corporate partner locations around town (including but not limited to the Parole center, Westfield Shopping Mall, AllTackle, and Anne Arundel Medical Center Campus).
  › On F4AC sponsor building banner to be displayed on AAMC's Jennifer Road Campus in Annapolis. (30 feet tall banners that can be seen from Route 50)
  › Signage during Captain's Meeting (to take place at Annapolis Maritime Museum with social distance measures in place)
  › During the Virtual F4AC Shore Party (ticker tape advertising, recognition from AAMC and F4AC leadership)
  › 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)
  › F4AC website link to sponsor’s website

- Optional Facebook Live promotion at corporate location leading up to the tournament. Facebook Live commentator will be provided by Arizzi creative

- Two F4AC boat burgees

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

Angler Sponsor - $7,500

- Entry for one boat in the fishing tournament. Each boat includes registration for a Captain, Three Anglers, and the VIRTUAL F4AC Shore Party (evening of the tournament)

- 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 virtual party

- The Shore Party Pack is valued at $600 (F4AC website will be updated with specifics as we get closer to the event)

- Angler sponsor recognition and inclusion on the following:
  › During Virtual Fish F4AC Kick-off Reception
  › On large F4AC sponsor signs to be displayed in our corporate partner locations around town (including but not limited to the Annapolis Towne Center, Westfield Shopping Mall, AllTackle, and Anne Arundel Medical Center Campus)
  › On F4AC sponsor building banner to be displayed on AAMC’s Jennifer Road Campus in Annapolis. (30 feet tall banners that can be seen from Route 50)
  › Signage during Captain’s Meeting (to take place at Annapolis Maritime Museum with social distance measures in place)
  › During the Virtual F4AC Shore Party (ticker tape advertising, recognition from AAMC and F4AC leadership)
  › 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)
  › F4AC website link to sponsor’s website

- Two F4AC boat burgees

- An opportunity to add your company’s promotional item in the Captain’s Swag Bucket and virtual silent auction
### 2020 MARKETING EXPOSURE

#### 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

### First Mate Sponsor - $3,500

- Entry for one boat in the fishing tournament. Each boat includes registration for a Captain, Three Anglers, and the VIRTUAL F4AC Shore Party (evening of the tournament)

- 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 virtual party

- The Shore Party Pack is valued at $600 (F4AC website will be updated with specifics as we get closer to the event)

- First Mate sponsor recognition and inclusion on the following:
  - On large F4AC sponsor signs to be displayed in our corporate partner locations around town (including but not limited to the Annapolis Towne Center, Westfield Shopping Mall, AllTackle, and Anne Arundel Medical Center Campus)
  - On F4AC sponsor building banner to be displayed on AAMC's Jennifer Road Campus in Annapolis. (30 feet tall banners that can be seen from Route 50)
  - Signage during Captain's Meeting (to take place at Annapolis Maritime Museum with social distance measures in place)
  - 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)
  - F4AC website link to sponsor's website

- One F4AC boat burgee

- An opportunity to add your company's promotional item in the Captain's Swag Bucket and virtual silent auction

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SUNDAY, NOVEMBER 7<sup>TH</sup>, 2020
2020 CORPORATE SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS

☐ Tournament Sponsor - $15,000
☐ Captain Sponsor - $10,000
☐ Angler Sponsor - $7,500
☐ First Mate Sponsor - $3,500

☐ Check made payable to AAMC Foundation is enclosed.
☐ Installments will be made. ☐ Semi-Annually ☐ Quarterly
☐ Credit Card payment type: ☐ MasterCard ☐ VISA ☐ AMEX ☐ Discover

☐ Please have this sponsorship credited towards _______________ Captain/Boat.

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.

A copy of our current financial statement is available upon request by contacting AAMC at 2000 Medical Parkway, Suite 604, Annapolis, MD 21401 or (443) 481-4747. Documents and information submitted to the state of Maryland under the Maryland Charitable Solicitation Act are available from the office of the secretary of state for the cost of copying and postage. If you prefer not to receive fundraising communications from Anne Arundel Medical Center, please contact us toll free at 888-890-6919 or by email at OptOut@AAHS.org. Please include your name and address so that we may honor and acknowledge your request.

www.fishforacure.org

SATURDAY, NOVEMBER 7TH, 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
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FishTalk
G&G Outfitters
Greenberg Gibbons
Liquified Creative
PropTalk

FIRST MATE SPONSORS
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Citizen Pride
Coastal Conservation Association- Maryland
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HMS Insurance Associates, Inc.
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LEDO Pizza
Liff, Walsh & Simmons
The MacKenzie Companies
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Meridian Financial Management, Inc.
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