



Bair Island Aquatic Center is pleased to announce the 21st Annual Fall Regatta at the San Mateo Marina Lagoon on November 18, 2012. This is the largest competitive event of its kind in the Bay Area, and promises to attract over 600 athletes ranging in age from 13 to 70+. Rowers and their families, friends, coaches, and support staff from throughout California (and from as far away as Florida) travel to the event. Overall attendance at last year's event exceeded 2,000 people.

We are currently seeking local sponsors for the Fall Regatta. Sponsors will be highly visible to racers and spectators at the regatta, and via online exposure throughout the year. Regatta sponsorship is an ideal way to reach a fit, active audience. Your support will be recognized in the following ways:

- Name and logo featured prominently on race day event signage
- Sponsor's page on souvenir program and other race day handouts
- Sponsor's page on BIAC website, with direct link to sponsor's website

BIAC is a non-profit, community-based organization located in Redwood City on the shores of the San Francisco Bay. BIAC offers educational, recreational and competitive programs in rowing, sculling, paddling and dragon boating for both youth and adults. BIAC is committed to serving the local community through its support of an at-risk program for Sequoia High School, and introductory after school classes for middle school students. We continue to work with Don Edwards National Wildlife Refuge to maintain access to our local waterways, and are working to increase public access to the Bay.

Your sponsorship is a great way to give back to the local community and promote your business to an active audience. We also welcome donations of gift certificates or merchandise, which will be recognized in the event program. Please feel free to contact me directly with any questions.

We look forward to seeing you on race day and greatly appreciate your support!

Brooke Bailey
BIAC Fall Regatta Sponsorship Coordinator
brookebailey@gmail.com
415-373-8662



YES! I would like to sponsor BIAC's 21st Annual Fall Regatta!

- \$5,000** **Signature Sponsor**
Name/logo featured center and top of all event materials
PA Announcement on race day
Press release announcing sponsorship
Name/logo in program and on event day signage
Name on BIAC website
- \$1,000** **Benefactor**
Name/logo featured just below top of all event materials
PA Announcement on race day
Name/logo in program and on event day signage
Name on BIAC website
- \$250** **Advocate**
PA Announcement on race day
Name/logo in program and on event day signage
Name on BIAC website
- \$100** **Friend**
Name in program and on event day signage
Name on BIAC website
- \$50** **Supporter**
Name on BIAC website

I would like to sponsor a total of \$ _____ for the 21st Annual Fall Regatta.

Company/Name: _____

Address: _____

Contact Name: _____

Telephone: _____ Email: _____

Please return this application with your check made payable to "BIAC" to:
Brooke Bailey, BIAC Fall Regatta Sponsorship Coordinator, 512 Thain Way, Palo Alto, CA 94306
OR

Make your donation by credit card at Network for Good: www.networkforgood.org and search on "Bair Island." Please note that NFG charges a 5% credit card service fee.

If submitting a logo we will need electronic black-and-white and color images of your logo. Please email both .eps and .jpg versions to brookebailey@gmail.com before Monday, November 5, 2012.