

# Tuna Challenge 2009

An Auxiliary of the Make-A-Wish Foundation® of San Diego, Inc.  
September 11<sup>th</sup> to 13<sup>th</sup> 2009

## Sponsorship Levels

*Sponsor recognition will commence upon receipt of signed agreement or donation*

- **Note: Custom Sponsorship Packages and Wish Adoptions are available by special arrangement. Please call Carolyn at: (619) 583-5132 for further details.**

## Presenting Sponsorship Level

**\$35,000 Cash**

**SOLD**

- ☆ Presenting sponsor recognition in all event collateral and promotion
- ☆ Product/industry exclusivity
- ☆ VIP reserved seating for up to 30 guests at Tournament Awards Banquet on September 13<sup>th</sup>
- ☆ Sponsor highlight in the Make-A-Wish newsletter (cir. 14,000, Quarterly)
- ☆ Inclusion on all media exposure
- ☆ One inflatable display (pending port approval – sponsor to provide)
- ☆ Logo and hyperlink on Tuna Challenge website ([www.tunachallenge.org](http://www.tunachallenge.org))
- ☆ Company signage displayed at event (4 signs up to 4' x 10' each – sponsor to provide)
- ☆ Recognition on event t-shirt and 30 complimentary t-shirts (total).
- ☆ Recognition on event poster
- ☆ Front cover recognition and 2 full-page color ads in auction program
- ☆ Display table at awards banquet and pre-tournament seminar
- ☆ Option to insert product or literature in competitor and/or captain goody bags
- ☆ Recognition award acknowledging corporate participation
- ☆ Right to use Make-A-Wish in sponsor's advertising and marketing
- ☆ Sole sponsorship of two children's wishes
- ☆ TBA: Recognition in event radio advertisements (radio partner pending)
- ☆ TBA: Recognition in event print advertisements (print partner pending)

### **“Magic Maker,” Exclusive Donor Club:**

- ☆ Recognition as a distinguished member of *Magic Makers*, the exclusive donor club of the Make-A-Wish Foundation
- ☆ Invitation to a private reception held each year to recognize *Magic Makers*

## Community Corporate Partner - \$20,000 Cash

- ☆ Product/industry exclusivity
- ☆ VIP reserved seating for up to 25 guests at Tournament Awards Banquet on September 13<sup>th</sup>
- ☆ Sponsor highlight in the Make-A-Wish newsletter (cir. 14,000, Quarterly)
- ☆ Inclusion on all media exposure
- ☆ Logo and hyperlink on Tuna Challenge website (www.tunachallenge.org)
- ☆ Company signage displayed at event (3 signs up to 4' x 10' each – sponsor to provide)
- ☆ Recognition on event t-shirt and 25 complimentary t-shirts
- ☆ Recognition on event poster
- ☆ One full-page color ad in auction program
- ☆ Company logo in all display advertising
- ☆ One inflatable display (pending port approval – sponsor to provide)
- ☆ Display table at awards banquet and pre-tournament seminar
- ☆ Option to insert product or literature in competitor and/or captain goody bags
- ☆ Recognition award acknowledging corporate participation
- ☆ Sole sponsorship of one child's wish
- ☆ TBA: Recognition in event radio advertisements (radio partner pending)
- ☆ TBA: Recognition in event print advertisements (print partner pending)

### “Magic Maker,” Exclusive Donor Club:

- ☆ Recognition as a distinguished member of *Magic Makers*, the exclusive donor club of the Make-A-Wish Foundation
- ☆ Invitation to a private reception held each year to recognize *Magic Makers*

## Bigeye Tuna Sponsorship - \$15,000 Cash (or cash +in-kind)

- ☆ VIP reserved seating for up to 20 guests at Tournament Awards Banquet on September 13<sup>th</sup>
- ☆ Product/industry exclusivity
- ☆ One inflatable display (pending port approval – sponsor to provide)
- ☆ Sponsor highlight in the Make-A-Wish newsletter (cir. 14,000 Quarterly)
- ☆ Logo and hyperlink on Tuna Challenge Website (www.tunachallenge.org)
- ☆ Company logo on event t-shirt and 20 complimentary t-shirts
- ☆ Company logo on event poster and recognition in print advertising
- ☆ One full-page color ad in auction program
- ☆ Company signage displayed at event (3 signs up to 4' x 10' each – sponsor to provide)
- ☆ Recognition award acknowledging corporate participation
- ☆ Display table at Awards Banquet and Tournament Seminar
- ☆ Option to insert product or literature in competitor and/or captain goody bags
- ☆ TBA: Recognition in event radio advertisements (radio partner pending)
- ☆ TBA: Recognition in event print advertisements (print partner pending)

### “Magic Maker,” Exclusive Donor Club:

- ☆ Recognition as a distinguished member of *Magic Makers*, the exclusive donor club of the Make-A-Wish Foundation
- ☆ Invitation to a private reception held each year to recognize *Magic Makers* members

**Bluefin Tuna Sponsorship**  
**\$10,000 Cash (or cash +in-kind)**

- ☆ Reserved seating for up to 10 guests at Tournament Awards Banquet on September 13<sup>th</sup>
- ☆ Product/industry exclusivity
- ☆ Sponsor highlight in the Make-A-Wish newsletter (cir. 14,000, Quarterly)
- ☆ Company logo on event t-shirt and 10 complimentary t-shirts
- ☆ Company logo on event poster
- ☆ ½-page color ad in auction program
- ☆ Company recognition in print advertising
- ☆ Logo and hyperlink on Tuna Challenge website ([www.tunachallenge.org](http://www.tunachallenge.org))
- ☆ Recognition award acknowledging corporate participation
- ☆ Company signage displayed at event (1 sign up to 4' x 10' – sponsor to provide)
- ☆ Display table at Awards Banquet and Tournament Seminar
- ☆ Option to insert product or literature in competitor and/or captain goody bags
- ☆ TBA: Recognition in event radio advertisements (radio partner pending)
- ☆ TBA: Recognition in event print advertisements (print partner pending)
- ☆ **“Magic Maker,” Exclusive Donor Club**
- ☆ Recognition as a distinguished member of *Magic Makers*, the exclusive donor club of the Make-A-Wish Foundation
  - ☆ Invitation to a private reception held each year to recognize *Magic Makers* members

**Yellowfin Tuna Sponsorship**  
**\$5,000 Cash (or cash +in-kind)**

- ☆ Reserved seating for up to 10 guests at Tournament Awards Banquet on September 13<sup>th</sup>
- ☆ Company logo on event t-shirt and 10 complimentary t-shirts
- ☆ Company logo on event poster
- ☆ Company signage displayed at event (1 sign up to 4' x 10' – sponsor to provide)
- ☆ Logo and hyperlink on Tuna Challenge website ([www.tunachallenge.org](http://www.tunachallenge.org))
- ☆ Display table at Awards Banquet and Tournament Seminar
- ☆ Option to insert product or literature in competitor and/or captain goody bags
- ☆ ¼-page color ad in auction program
- ☆ **“Magic Maker,” Exclusive Donor Club**
- ☆ Recognition as a distinguished member of *Magic Makers*, the exclusive donor club of the Make-A-Wish Foundation
  - ☆ Invitation to a private reception held each year to recognize *Magic Makers* members

**Blackfin Tuna Sponsorship**  
**\$2,500 Cash or In-Kind**

- ☆ 6 complimentary t-shirts
- ☆ Company name listed on event poster
- ☆ Logo and hyperlink on Tuna Challenge website ([www.tunachallenge.org](http://www.tunachallenge.org))
- ☆ Display table at Awards Banquet
- ☆ Option to insert product or literature in competitor and/or captain goody bags
- ☆ 1/4-page black & white ad in auction program
- ☆ 6 tickets to Tournament Awards Banquet

**Albacore Tuna Sponsorship**  
**\$1,000 Cash or In-Kind**

- ☆ Logo and hyperlink on Tuna Challenge website ([www.tunachallenge.org](http://www.tunachallenge.org))
- ☆ Company name listed on event poster
- ☆ Company name listed in auction program
- ☆ 4 tickets to Tournament Awards Banquet

**Skipjack Tuna Sponsorship**  
**\$500 Cash or In-Kind**

- ☆ Company name listed on Tuna Challenge website ([www.tunachallenge.org](http://www.tunachallenge.org))
- ☆ Company name listed in auction program
- ☆ 2 tickets to Tournament Awards Banquet

**Tunny Sponsor**  
**Under \$500 Cash or In-Kind**

- ☆ Company name listed in auction program