



# Paddle For A Cause 2018

On June 9, 2018, more than 100 paddlers from around the world will compete in a grueling 22.5-mile World Paddle Association-sanctioned race around Absecon Island. Local athletes and fun seekers will participate in 4-mile and 8-mile fun paddles. Spectators gather, as competitors race toward the finish line and join supporters and sponsors for an epic after party and awards banquet on The Deck at the Golden Nugget Atlantic City.

## Become a Sponsor

### Presenting Sponsor - \$5,000 x (1)

- Inclusion in all Paddle For A Cause media promotion
- Inclusion in ads, public relations, radio and event signage
- Logo on TheDRCF.org homepage and paddle slider areas
- Logo identified as presenting sponsor at the event
- Logo displayed on all event related apparel
- Promotion on website and social media channels
- Entry for 10 to Paddle for a Cause and after party
- 30-by-30-foot display area at the 2018 PFAC

### Event Partner - \$2,500 x (2)

- Logo featured on starting/finish line signage
- Customized graphics and shout-outs on social media
- Company listed on all printed promotional materials
- Inclusion in after party signage
- Logo on Paddle For A Cause posters
- 20-by-20-foot display area at the 2018 PFAC
- Logo on event T-shirt and competitor jersey
- Entry for 8 to Paddle For A Cause after party
- Inclusion in 70 promotional announcements on 95.1 WAYV/100.7 WZXL
- (25) :60 Commercials to air on the #1 rated 95.1 WAYV

The Dean Randazzo Cancer Foundation is a New Jersey Nonprofit and 501(c)(3) charitable organization and donations are tax deductible



## Why Choose the DRCF?

The Dean Randazzo Cancer Foundation was created in 2001 to promote cancer awareness within the surfing community and provide financial support to people stricken with cancer. Since its inception, The Dean Randazzo Cancer Foundation has donated more than \$700,000 to families, individuals and organizations to aid in the fight against cancer. More than 90 percent of funds raised by the Dean Randazzo Cancer Foundation are awarded directly to individuals with cancer, their families and local cancer centers.

## Sponsorship Opportunities

### Event Support - \$1,000 x (5)

- Logo on Paddle For A Cause posters and T-shirts
- Logo promoted on website and social media
- Logo visible at event and after party
- Entry for 6 to Paddle For A Cause after party
- 10-by-10-foot display area at the 2018 PFAC

### Event Member - \$500 x (10)

- Logo visible at event and after party
- Entry for 4 to Paddle For A Cause after party
- Logo promoted on website

### Become A Paddler or Support A Paddler

- Join with friends and co-workers to create a relay team for our 22.5 mile paddle or paddle together in our 4 and 8-mile paddles
- Paddle on your own and help raise money online
- Every paddler must raise at least \$200 to participate in the PFAC
- Paddlers in select divisions will compete for cash prizes
- Additional prizes will be awarded to contestants who raise the most funds
- Join the after party on The Deck at Golden Nugget Atlantic City

To become a sponsor, submit the corresponding form and a check made payable to The Dean Randazzo Cancer Foundation to: The DRCF, P.O. Box 149, Somers Point, New Jersey 08244. For more information see [TheDRCF.org](http://TheDRCF.org).