



February 19, 2010

On behalf of **John Madden, Steve Mariucci and Kuoni Destination Management Inc.**, we would like to offer you the opportunity to get involved with the *12<sup>th</sup> annual* Madden-Mariucci "Battle of the Bay" Charity Bocce Tournament.

Over the past decade, this event has raised over **\$3 million** for local and national charities. The 2010 beneficiaries are: Juvenile Diabetes, Kaleidoscope, Northern California Special Olympics and Tri-Valley High School Football.

This exclusive high-level mixer is a unique event that has brought famous athletes, celebrities, dignitaries and business leaders together to enjoy wine tasting, catered Italian cuisine, celebrity, and media filled courts in a venue dedicated to the old world game of bocce. Bay Area Professional Sports Teams will be represented with players, coaches and high-level executives, as well as representation from the top Bay Area Educational Institutions and their Athletic and Academic departments. Also, Fortune 500 Companies will also be represented by corporate executives as well.

The top-tier networking opportunities and media coverage is a great environment to have fun and connect with respected Bay Area Affiliates and top sports figures. Not only that, but your donation efforts will get noticed and the community will recognize your philanthropic generosity. Your donation will support the 12<sup>th</sup> annual Madden-Mariucci "Battle of the bay" Charity Bocce Tournament, and of course, it is tax deductible.

We are excited to have you as a potential sponsor. Be ready to bring your competitive spirit and enjoy all the festivities at the 12<sup>th</sup> Annual Madden-Mariucci "Battle of the Bay" Charity Bocce Tournament!

Additional sponsorship information and detailed event benefits are attached to this document or visit [www.maddenmariuccibocce.com](http://www.maddenmariuccibocce.com). To discuss specific details, please contact the Event Director, Dimitrous Chattman, at (415) 268-9429 or email him at [info@maddenmariuccibocce.com](mailto:info@maddenmariuccibocce.com)

We look forward to connecting with you!

Sincerely,

A handwritten signature in black ink, appearing to read "D Chattman".

Dimitrous Chattman  
Event Director  
Kuoni Destination Management  
W: (415)268-9429  
M: (650)346-2673

A handwritten signature in black ink, appearing to read "Craig Vandermause".

Craig Vandermause  
General Manager  
Kuoni Destination Management  
W: (415)268-9409





# Title Sponsorship

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**\$30,000 Donation: 501(c) (3)**

*Your Sponsorship will entitle you to:*

- Four (4) six-person teams in the event. Your team members will receive:
  - Tournament Apparel
  - Traditional Italian buffet dinner with beverages and wine tasting
  - Forty-two (42) additional event tickets
  - Opportunity to purchase additional event tickets at \$100.00 each
  - Tax deduction 501(c)(3)
- Four (4) 6x10 feet Banners prominently displayed at Campo di Bocce during the event
- One (1) minute commercial, PowerPoint or Flash graphic aired throughout the event (12pm-8pm)
- VIP Mixer Area
- Name on giveaway items (gift bags, banners and souvenirs)
- Group photo shoot and autographs with John Madden & Steve Mariucci
- Dinner recognition and presentation
- Logo and emphasis as “Official Tournament Sponsor” on all external communication:
  - Press Releases
  - Promotion on social networking sites (e.g. Facebook, LinkedIn, Youtube)
  - National and Local media coverage
  - Madden-Mariucci Charity Bocce Ball Tournament sponsored by (YOUR NAME HERE) as title sponsor.
  - Live interview spots with top team representatives from local TV/Radio stations throughout the tournament.
  - Feature stories on goodwill of the tournament to include (YOUR NAME HERE)





## Premiere Sponsorship

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**\$15,000 Donation: 501(c) (3)**

*Your Sponsorship will entitle you to:*

- Two (2) 6-person teams in the event. Your team members will receive:
  - Tournament apparel
  - Traditional Italian buffet dinner with beverages and auction
  - Eighteen (18) additional event tickets
  - Opportunity to purchase additional event tickets at \$100.00 each
  - Tax deduction 501(C)(3)
- Two (2) 6x10 feet banners prominently displayed at Campo di Bocce during the event
- Logo and emphasis as premier tournament sponsor on all external communication
  - Press Releases
  - National and Local Media coverage
  - Madden-Mariucci Charity Bocce Ball Tournament sponsored by (YOUR NAME HERE)
  - Live Interview spots with top team representatives from local TV/Radio stations throughout the tournament
  - Feature Stories of the tournament to include (YOUR NAME HERE) as Premiere Sponsor





## Team Sponsorship

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**\$5,000 Donation: 501(c) (3)**

*Your Sponsorship will entitle you to:*

- One (1) six-person team in the event. Your team members will receive:
  - Tournament Apparel
  - Traditional Italian buffet dinner and beverages
  - Six (6) additional event tickets
  - Opportunity to purchase up to 10 additional party tickets at \$100.00 each
  - Tax deduction 501 (C)(3)
- One (1) 3x5 feet banner prominently displayed at Campo di Bocce during the event

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## Banner Sponsorship

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**\$1,000 Donation: 501(C) (3)**

*Your Sponsorship will entitle you to:*

- Two (2) event tickets
  - Traditional Italian buffet dinner and beverages
  - Tax deduction 501(C)(3)
- One (1) 3x5 feet banner prominently displayed at Campo di Bocce during the event





# SPONSORSHIP RESERVATION

For **title** and **premiere** sponsorship contact Dimitrous Chattman directly at (415)268-9429

## CONTACT INFORMATION

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Team Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Phone: (W) \_\_\_\_\_

(C) \_\_\_\_\_

(FAX) \_\_\_\_\_

Email: \_\_\_\_\_

(We will follow up with you via email on acquiring an eps logo for your banner)

## SPONSORSHIPS

Sponsorship	Quantity	Price	Donation
Team	___ X	\$5,000	_____
Banner	___ X	\$1,000	_____
Extra Tickets	___ X	\$100	_____
		TOTAL	_____

For **Title** and **Premiere** sponsorship please contact Dimitrous Chattman directly at (415)268-9429

Please make checks payable to: **Madden Charities** and mail this form with your donation to:

Kuoni Destination Management

Attn: Battle of the Bay

77 Geary St. Suite 303

San Francisco, CA 94108

or Fax to: (415) 433-7620

**\*\*PAYMENTS MUST BE RECEIVED NO LATER THAN MAY 1<sup>st</sup> FOR PRIORITY REGISTRATION**



**KUONI** | Destination Management



## Schedule of Events:

12<sup>th</sup> Annual Madden–Mariucci  
“Battle of the Bay”  
Charity Bocce Tournament

Wednesday, June 2, 2010

<u>Time:</u>	<u>Segment:</u>	<u>Tagline:</u>
10:30 AM	Registration	"Tape Your Ankles!"
12:00 PM	Preliminary Rounds	"Round Robin Tourney!"
5:00 PM	Roll Off??	"First Place Teams Advance"
5:15 PM	Quarter Finals	"Let the Playoffs Begin"
5:50 PM	Semi-Finals	"Final 4!"
6:30 PM	Finals	"The Super Bowl of Bocce!"

