



# 8<sup>th</sup> Annual Chocolate Lobster Dive

Dear Potential Sponsor:

Cabrillo Marine Aquarium (CMA) invites you to participate in the **8th Annual Chocolate Lobster Dive, Saturday, September 24, 2005**. This event provides a special opportunity to **support marine education** and **promote your business** to hundreds of scuba and free divers.

Up to 500 participants search the waters off Cabrillo Beach in San Pedro, California for lobsters with the hope of winning exciting prizes donated by vendors like your company. Donated prizes provide a unique opportunity to get your name out into the local community and show your support for marine education.

**We are asking for your assistance by contributing goods and services for the Chocolate Lobster Dive.** The terrific promotional opportunities available to you vary depending upon the total value of items you provide. You may also receive these benefits and promotional opportunities through cash donations to the Chocolate Lobster Dive. As a **sponsor you will enjoy valuable benefits** including:

#### RECOGNITION AND MARKETING OPPORTUNITIES FOR SPONSORS:

**Official Entry Form** name and logo  
**Sponsor's banner** at registration  
**Pre-event advertising** special recognition  
**Logo** on event website

**Event T-shirts** name and logo  
**Product display** table at event  
**Awards Presentation** special recognition  
**Product Description** on event website

#### PROMOTION THROUGHOUT THE DIVING COMMUNITY

- Event flyers distributed to over **200 Dive Clubs & Shops** in California, Arizona and Nevada.
- Official Entry Forms and brochures will be distributed to over **40 Dive Boats**.
- Press Releases will be sent to over **20 dive magazines** and **30 local publications/stations**.
- Display Advertisements will be featured in **California Diving News** prior to the event.
- Links will be posted to over **50 diving Web sites**.

Proceeds from this event will go toward supporting Cabrillo Marine Aquarium's Ocean Outreach Program. Each school year, Ocean Outreach delivers hands-on marine education to the classrooms of over 30,000 children, pre-K through 12<sup>th</sup> grade throughout the Los Angeles area. Using a combination of instruction and touchtanks, Ocean Outreach is an excellent way to teach children about marine science and ocean stewardship.

Please complete the enclosed Donor Response Form with special attention to how you wish to be acknowledged for your donation. September 24<sup>th</sup> is right around the corner, so please return your form early! For more information about the event please contact Kelly Sayce at (310) 548-8396 or [ksayce@rap.lacity.org](mailto:ksayce@rap.lacity.org). We look forward to hearing from you.

Thank you in advance for your support,

A handwritten signature in black ink, appearing to read "Sue Goldman-Shaw".

Sue Goldman-Shaw, Event Chair