

## Patricia Block

---

**From:** Patricia Block [pblock@blockconsulting.net]  
**Sent:** Friday, August 12, 2005 10:27 AM  
**To:** 'gmcquaid@kfog.com'  
**Subject:** BIG Team Regatta - Community Fund Raiser for Treasure Island Sailing Center

Hi Greg,

It was great seeing you, the KFOG Morning Show team and all the FOGHEADS at the Little Fox Theater this morning in Redwood City!

Thank you so much speaking with me about **BIG Team Regatta** and doing some PSAs for the October 7 Corporate Sailing Challenge – all to raise money for underprivileged kids and disabled sailors through youth and adaptive sailing programs sponsored by the **Treasure Island Sailing Center**. <http://bigsf2005.gelcorp.com/>

The entire team of volunteers serving BIG Team Regatta is excited about getting exposure for the event through KFOG's morning show, the Bay area's best!!

Please do pass on the folder of materials I left with you to Gimmy Park Li, KFOG's program director for community events. I will contact her to see about hopefully scheduling a live interview with Carisa Harris-Adamson, President of the Board of Directors, Treasure Island Sailing Center. It would also be great to include one of BIG's organizing sponsors: Jay Palace, CEO of GEL-Group Experiential Learning, or Anthony Sandberg, CEO of OCSC-Olympic Circle Sailing Club, Berkeley Marina.

Again, it's **all about raising funds for Youth and Adaptive Sailing** and allowing kids and disabled sailors to:

- \* Experience new challenges
- \* Learn new skills, stay in school and pursue a higher education
- \* Help disabled athletes compete against fully able-bodied sailors

Many thanks!

Patty Block  
 PR Director  
 BIG Team Regatta  
 650.344.6691



**A corporate sailing challenge to benefit youth**

# sailing!

**WHEN:** Friday, October 7, 2005

**WHERE:** OCSC (Olympic Circle Sailing Club), Berkeley Marina

**TIME:** Team training at 9:00 am. Racing at 1:00 pm. Party starts rocking at 4:30 pm!

The **BIG Team Regatta** inaugural corporate sailing challenge – the Bay's biggest fundraiser for youth sailing – will be held on **Oct. 7, 2005** at OCSC in Berkeley. **Our goal:** **OCSC** and **GEL**, which specializes in sailboat-based team building and leadership training, hope to raise over \$100,000 to support the youth and adaptive sailing programs of the **Treasure Island Sailing Center (TISC)**.

**Three important reasons for regatta sponsorship:**

**Raise Money for a Great Cause.** Support the Treasure Island Sailing Center (TISC) youth and adaptive sailing programs and [serve thousands of kids from Bay Area youth organizations](#). Use sailing to help them:

- \* Experience new challenges
- \* Learn new skills, stay in school and pursue a higher education
- \* The adaptive program also helps disabled athletes compete against fully able-bodied sailors

**Invest in Corporate Philanthropy.** Many companies are making an investment in their community to become more competitive.

- \* Corporate success in large part depends on the local environment – an appropriate infrastructure, the right types and quality of education for future employees, quality of institutions, and so on
- \* A company's social initiatives, or its philanthropy, can have great impact for the organization, including securing local and national PR
- \* Help create value in the SF/Bay Area community and do good by doing the right thing by supporting TISC's sailing programs

**Take Advantage of a Huge Brand, Team and Customer-Relationship Building Opportunity.**

- \* Expert coaches will take a group of executives, staff or clients/customers, and transform them from non-sailors into racers!
- \* Secure significant local and national PR for the company through press invited to cover the regatta (e.g., firm name on the mainsail, event photographers in regatta's photo boat, news story)
- \* Your group will learn new skills, gel as a team and have a blast on the race course, all the while raising money for TISC

Any help is very much appreciated. Every additional team and sponsored sailboat will make a huge impact on TISC's 2006 programs. To **enter a team**, buy a \$75 **ticket on the Spectator Boat** and attend Awards Party or **make a pledge and donate directly to TISC**, visit <http://bigsf2005.gelcorp.com> or call **1 888 GEL TEAM**.

We'd also appreciate your passing this on to any sailing enthusiasts in your network. It's all for a great cause!

To benefit



Organizing sponsors



**BIGTEAMREGATTA** Promotion and PR Services • [www.blockconsulting.net](http://www.blockconsulting.net) • 650.344.6691

**October 7, 2005 • <http://bigsf2005.gelcorp.com> • 1 888 GEL TEAM**

---

Patricia Block  
Business Development, Marketing, Writing & PR Services  
Block Consulting  
Office 650.344.6691  
Cell 415.819.5178  
[pblock@blockconsulting.net](mailto:pblock@blockconsulting.net)  
[www.blockconsulting.net](http://www.blockconsulting.net)