

January 2009

Dear Friend and Neighbor:

The **Rotaract Club of Downtown San Diego** is hosting their 7th Annual Ace of Hearts event with a new twist: This year, the event will be called Ace of Hearts, Afloat! The event aims to assist the Hydrological Research Center in their ongoing international efforts with a casino themed night afloat at the San Diego Maritime Museum's Historical Berkeley. This event aims to raise several thousand dollars this year to assist the HRC with ongoing educational programs worldwide.

What: Ace of Hearts, Afloat! A Casino Themed Night aboard the Berkeley

When: May 16th, 2009, 6-9 PM

Where: San Diego Maritime Museum, 1492 Harbor Drive, San Diego

Our event will include gambling, raffle prizes, a silent auction and tastings from local restaurants. We are hoping your business will consider a donation of appetizers or samplings of some of your cuisine.

What does this mean for your business?

Rotaract of Downtown San Diego will work to build awareness surrounding Ace of Hearts Afloat both within the community and local media. Through pro-active media relations efforts, the Rotaract Public Relations Chair will correspond with key media including local broadcast and editorial media prior to Mingei thus building awareness to attract attendees to the event. PR efforts will also be made to secure media to cover the event the day of, as well. Rotaract of San Diego corresponds with over 60 local media contacts regarding events and the organization overall, some of these media outlets include: San Diego Business Journal, City Beat, San Diego Reader, San Diego Magazine, Discover San Diego, 944, Riviera, Ranch & Coast, Union-Tribune, the local San Diego affiliates of FOX, NBC, CW and CBS, Daily Transcript, etc.

In addition, we can promise:

- The opportunity to strategically place your company name in front of numerous contacts in local media
- Coverage in Rotaract's bi-monthly newsletter which reaches 500+ 25-35 year olds in San Diego
- E-mail blasts regarding the event will be sent out to 10+ Rotaract and Rotary clubs in San Diego
- Logo and link on Rotaract San Diego's Web site for one year. Our website generates 700+ visitors monthly
- Logo placement on all event signage
- Name recognition at the event with an expected 200 guests

Hydrological Research Center (HRC)

This year, our profits from the event will benefit the Hydrologic Research Center. HRC is a public-benefit organization involved with helping least developed countries reduce the impacts of floods, especially flash floods. They are currently working in Southeast Asia where flash floods are a big problem and warnings are non-existent in many communities. Unfortunately, climate change is expected to increase average temperatures, intensify precipitation, and consequently cause more flooding throughout the world. HRC's community outreach programs will help these communities better understand flood threats and how to respond. www.hrc-lab.org

Rotaract of Downtown San Diego

The Rotaract Club of Downtown San Diego is a charitable group sponsored by the San Diego Downtown Breakfast Rotary. Comprised of civic-minded young professionals, our club is a not-for-profit organization which performs community service and local charities. www.sandiegorotaract.org

We appreciate any **tax deductible donations** (HRC Tax ID # 33-0576233), and in gratitude, all donors will have exposure on our website for a year, in our newsletter, and at the night of the event. This exposure should not be underestimated, as the event hopes to draw upwards of 200 attendees, our website receives an average of 700 hits monthly and the newsletter reaches over 500 recipients bimonthly. Additionally, donors of raffle prizes with retail value of \$500 or more will receive two complimentary tickets to the event. We encourage you and your friends to buy tickets regardless of your ability to donate prizes. We also extend an open invitation to join us at any of our general Rotaract meetings.

If you have any questions, please feel free to contact:
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Thank you for your time and for your support!

Sincerely,

The Rotaract Club of Downtown San Diego

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