

# INTERNATIONAL SEARCH AND RESCUE COMPETITION

## SPONSORSHIP BROCHURE



***PORTSMOUTH, VIRGINIA***

***NOVEMBER 5-6, 2004***



## America's Volunteer Lifesavers



## The Coast Guard Auxiliary Association Inc.



## The Canadian Coast Guard Auxiliary

Each year the United States Coast Guard Auxiliary is credited with:

- ❖ Saving 350 – 450 lives;
- ❖ Assisting over 10,000 boaters in distress;
- ❖ Flying 10,000 hours of air patrols;
- ❖ Educating over 500,000 students in boating safety classes;
- ❖ Operating over 2600 radio stations;
- ❖ Performing over 100,000 vessel safety checks;
- ❖ Training over 50,000 hours to develop member skills;
- ❖ Providing over 2,000,000 hours annually for operations and missions on a voluntary basis for the safety of the American public.

The Coast Guard Auxiliary Association Inc. is a 501(c)(3) non-profit Organization dedicated to supporting the financial need of the 38,000 civilian volunteers of the U.S. Coast Guard Auxiliary.

The Association has representatives in all 50 states working to develop boating safety programs for children and adult boaters. The Association is responsible for the Vessel Safety Check program where trained vessel examiners from the U.S. Coast Guard Auxiliary provide one-on-one instruction to boat owners on the proper operation of required and essential safety equipment and checks the boater can make to assure its readiness.

The Association provides opportunities for training of civilian volunteers of the U.S. Coast Guard Auxiliary in its missions in recreational boating safety and support of the U.S. Coast Guard Search & Rescue missions as well as assisting the U.S. Coast Guard in Homeland Security and Marine Environmental Protection missions.

The Canadian Coast Guard Auxiliary (CCGA) is a not-for-profit organization specializing in search-and-rescue (SAR) and water-safety activities. Our mission is to provide a SAR service and prevent loss of life and injuries on the water.

Our objectives for carrying out this mission are:

- ❖ To save 100% of lives in danger;
- ❖ To reduce the number and seriousness of SAR incidents;
- ❖ To promote marine safety;
- ❖ To support the Canadian Coast Guard;
- ❖ To provide humanitarian services;
- ❖ To maintain high professional standards; and
- ❖ To promote dedication and pride in our members.

Every year, the 5,000 members of the CCGA take part in over 25% of the 7,000 marine search and rescue missions carried out and save 200 lives on average.

# INTERNATIONAL SAR COMPETITION

NOVEMBER 5 – 6, 2004



## WHAT IS ISAR 2004? INTERNATIONAL SEARCH AND RESCUE 2004

Twelve teams of Coast Guard Auxiliarists, Six teams from the US and six teams from Canada, will compete for the International Trophy with three objectives in mind:

- ❖ First, to demonstrate the skills of our volunteer lifesavers through a major search and rescue exercise
- ❖ Second, it provides an avenue to increase esprit de corps and exchange information and ideas between the United States and the Canadian Coast Guard Auxiliaries.
- ❖ Third, the competition provides a forum for the participants to be recognized for their work as dedicated volunteer lifesavers

ISAR 2004 will be preceded by a major advertising campaign to ensure good visibility for the event. The competition will be advertised in various media (press releases, publications, web sites, radio and television).

ISAR 2004 will take place in Portsmouth, Virginia on Friday and Saturday (November 5-6), from 9am – 1pm at the Waterfront Park adjacent to the Renaissance Hotel.

## PORTSMOUTH, VIRGINIA

**PORTSMOUTH, VIRGINIA** is a charming, historic port city, located in the middle of Hampton Roads. It is ideally located at the middle of the Atlantic Coast and the entrance to the Chesapeake Bay on the Elizabeth River. Portsmouth is only a quick ferry ride to Norfolk, a 20 minute ride to Virginia Beach, or a 50 minute ride to Colonial Williamsburg. Within Portsmouth itself, you can stroll along the famous seawall and walk through three centuries of history in one of America's most historic neighborhoods. You can visit the Lightship Museum, Naval Shipyard Museum, Courthouse Galleries, Virginia Sports Hall of Fame Museum, and the Famous "Olde Towne". Portsmouth is steeped in military tradition and is home to bases from every branch of the military.

With her military background, large coast line, beautiful waterfront park, and large boating public, **PORTSMOUTH, VIRGINIA** is the perfect site for ISAR 2004!

# QUESTIONS & ANSWERS

**What part of the funds donated will be used for this program?**

100%!

**Can sponsors/donors contribute in the form of goods and services?**

YES!

**What are the benefits of Sponsorship?**

**Tangible:**

- ✓ Local event signage
- ✓ Logo and recognition in all programs distributed at the event
- ✓ Multi-media coverage
- ✓ T.V. and Radio
- ✓ Newspapers & Magazines
- ✓ Sponsors identification in corporate advertising
- ✓ Recognition in the USCG Auxiliary Magazine, "THE NAVIGATOR"
- ✓ Recognition in the Canadian CG Auxiliary Magazine, "THE AUXILIARIST"
- ✓ Recognition on the various CG Auxiliary web sites
- ✓ Logos on team outerwear

**Intangible**

An opportunity for a company and its products to be associated with the efforts of the American and Canadian Coast Guard Auxiliaries. A demonstration of corporate patriotism and social responsibility in supporting the efforts of volunteer lifesavers in projects such as:

- OPERATION PATRIOT READINESS
- OPERATION NOBLE EAGLE
- AS A FORCE MULTIPLIER FOR TEAM COAST GUARD

**Who is expected to attend?**

Senior officials of the US and Canadian Coast Guards, Government Officials from both countries, local civic leaders, the boating public, and area residents



*The Weather Channel broadcasting live from ISAR 2002*

## CONTACT INFORMATION

### UNITED STATES

**COAST GUARD AUXILIARY ASSOC**  
**STEVE BUDAR, Director of Development**  
9449 Watson Industrial Park  
St. Louis, MO 63120 USA  
Tel: (888) 341-9038 FAX: (808) 326-1331  
E-Mail: Sbudar@aol.com

### CANADA

**CANADIAN C. G. AUXILIARY**  
**FRANCOIS VEZINA,**  
**National Business Manager**  
200 Kent Street, 5<sup>th</sup> Floor  
Ottawa, Ontario, K1A 0E6  
Tel: (613) 991-5714 Fax: (613) 996-8902  
E-Mail: vezinaf@dpo-mpo.gc.ca

# ISAR 2004 International Search and Rescue Competition Canadian Coast Guard Auxiliary

## ISAR 2004 Sponsorship Opportunities (Canadian Sponsors) Reservation Form



Choose your sponsorship option and return a signed copy to:  
**Canadian Coast Guard Auxiliary**

c/o François Vézina, National Business Manager  
200 Kent Street, 5<sup>th</sup> Floor, Ottawa, Ontario K1A 0E6

• Phone: (613) 991-5714 • Fax: (613) 996-8902

• Phone toll free: 1 (866) MAYDAY2 / 629-3292

• E-Mail: vezinaf@dfo-mpo.gc.ca

• Visit our Web Site at: [www.ccg-a-gcac.org](http://www.ccg-a-gcac.org)

OPTION	AVAILABLE	PRICE	SELECTION X
<b>MAJOR SPONSOR</b>	2	\$15,000.00	
<b>6 REGIONAL TEAMS</b>			
• Team Sponsor	6	\$3,000.00	
• All Jackets	4	\$4,000.00	
• All Ball Caps	2	\$3,000.00	
• All Polo Shirts	2	\$2,000.00	
• All Sport Bags	4	\$2,000.00	
<b>TROPHIES</b>			
• SAR Planning	2	\$3,000.00	
• SAREX & First Aid	2	\$3,000.00	
• Emergency Pump	2	\$3,000.00	
• Heaving Line 1	2	\$3,000.00	
• Heaving Line 2	2	\$3,000.00	
• Heaving Line 3	2	\$3,000.00	
• Chartwork	2	\$3,000.00	
• Water Rescue Event	2	\$3,000.00	
• Marlinespike	2	\$3,000.00	
• Mystery Event 1	2	\$3,000.00	
• National Winner	2	\$4,000.00	
• International Winner	2	\$4,000.00	
• Competition Video Sponsor	2	\$4,000.00	

# ISAR 2004 • Sponsorship Opportunities

## Goods & Services in Kind

### Reservation Form

OPTION	AVAILABLE	PRICE	SELECTION X
• Portable VHF Radios X 5 Days	25	*	
• 6 Person Liferrafts X 2 Days	6	*	
• 7 to 10 Ft. Inflatable Boats X 2 Days	4	*	
• 2 to 5 HP OB Motors X 2 Days	4	*	
• Immersion Suits X 2 Days	32	*	
• PFDs X 2 Days / type 111	60	*	
• Competition Signage	10	*	
• Media Tent	1	*	
• VIP Tent	1	*	
• First-Aid Tent	1	*	
• Refreshments for Competitors / Judges	4	*	
• Stands	1	*	
• Audio System	1	*	

\* For more information on exact requirements and estimated costs, please contact the Event Coordinator, Commodore Robert Colby at: (989) 686-8139.

# ISAR 2004 • Sponsorship Opportunities

## Competition Program Advertising Reservation Form

ISAR 2004 Program (Advertisement) • Deadline: September 1<sup>st</sup>, 2004

OPTION	AVAILABLE	PRICE	SELECTION X
<b>COMPETITION PROGRAM</b>			
• Business Cards		\$150.00	
• Quarter Page		\$425.00	
• Half Page		\$550.00	
• Full Page (1 Color)		\$750.00	
• Back Page (4 Color)	1	\$950.00	
• Logo on Cover Page	2	\$800.00 each	

### Sponsor Identification *(Please print)*

Company			
Address			
City		State	
Zip Code		Country	
Telephone		FAX	
E-mail			
Contact		Title	
Signature		Amount due	

Include a cheque or postal money order payable to:  
COAST GUARD AUXILIARY ASSOCIATION INC.