



St. Croix Yacht Club Hospice Regatta

Guidelines Regarding Sponsored Perpetual Trophies

Sponsoring multiple-year trophies is a novel way for sponsors to demonstrate, in a particularly visible and appropriate manner, their support of their community, their hospice regatta, and the hospice patients and families who are the true beneficiaries of the regatta.

Allocation of Contribution: The sponsor designates how their contribution is allocated to benefit a Hospice Regatta, either according to the St. Croix Yacht Club Hospice Regatta's normal methods or in a different way agreed with the regatta organizers.

Expenses: Expenses associated with the trophy -- such as purchase of items, engraving, transportation and display -- are covered as the sponsor and Hospice Regatta agree. Ideally the sponsor is involved in choosing the perpetual trophy item and the keeper trophies, perhaps even separately purchasing them, with the St. Croix Yacht Club Hospice Regatta coordinating the process from year to year.

Trophy Contract: It is recommended that sponsor's intentions be documented and scheduled through a contract agreed by the sponsor and the St. Croix Yacht Club Hospice Regatta.

Contributions: It is recommended that contributions be in the form of a pledge for donations made each of several years. However, the sponsor may contribute a single sum for a trophy presented multiple years. Examples from one hospice regatta:

> \$30,000	Funding and trophy presentation period to be negotiated.
\$30,000	\$10,000 yearly for three years -- trophy presented for three (3) years.
\$20,000	\$10,000 first year; \$5,000 two years -- presented for three (3) years.
\$15,000	\$5,000 yearly for three years -- presented for three (3) years.
\$10,000	\$5,000 yearly for two years -- presented for two (2) years.

Purpose for Award: It is recommended that a sponsored trophy recognize accomplishments appropriate to the level of the contribution. For example, significantly-supported trophy might be awarded to the overall winner of the race or for an outstanding volunteer accomplishment.

Trophy Display: The sponsor chooses where the perpetual trophy item will be displayed between one year and the next. Suggested locations include the sponsor's or the winner's place of business, the St. Croix Yacht Club or the area hospice, Continuum Care, Inc..

Sponsor Privileges: The sponsor may name the trophy, designate how the contribution is allocated, choose the location for displaying the perpetual trophy, and work with the event organizers to determine an award category for the trophy. The sponsor receives recognition and privileges as determined by the Hospice Regatta.

Other Conditions: Purposes for presenting sponsored trophies may become limited. Retired trophies should continue on display in the sponsor's chosen location unless otherwise specified.