



Ahoy Maties,

Unleashing Potential (UP) is set to embark on its 3rd Cardboard Boat Regatta adventure, and we want you to help us set sail this summer.

Cardboard Boat Regatta Committee

Our 8 - 13 year-old summer camp students will team up with mentors and educators to design and build cardboard boats. This annual community event will culminate in an exciting boat race.

Pam Manning

Unleashing Potential's mission is to close the opportunity gap for children and youth by building on their strengths. We create educational and empowering experiences through through out-of-school time after school programs, youth development and enrichment camps, and family engagement events.

Ellen Retzolk

Christine Smith

For our regatta to be a success we are asking for your help. Your sponsorship ensures that we close the opportunity gap for children in under resourced neighborhoods by offering STEAM (science, technology, engineering, arts, and mathematics) and social-emotional skills needed so that they are empowered to succeed.

Enclosed you will find a list of sponsorship opportunities along with the benefits. **Please complete the form and submit your sponsorship level today.** You will make a direct impact on strengthening children and families. Date and location is being determined and we will let you know as soon as it is confirmed so you can join in on the fun.



This is one of the only Cardboard Boat Regattas in the St. Louis area offered to elementary school-aged students in their community. I hope you will consider supporting our much needed work to help children in St. Louis reach their magnificent potential.

1000 N. Vandeventer Ave
St. Louis, MO
63113

With much thanks,

314-383-1733
UPstl.org

Darlene Sowell
President & CEO





Unleashing Potential Cardboard Boat Regatta Sponsorship Levels

Sponsorships are 100% tax-deductible.

Captain Level Sponsor: \$5,000

By sponsoring at this level, you will cover the cost of one week of summer camp fees for students at one summer camp site.

- Live verbal recognition at event
- Presenting Sponsor recognition
- Presenting Sponsor solo banner at event
- Press release announcing sponsorship to local media and on UP website
- Free entrance for two boats (up to two to four team members per boat - includes materials)
- Presenting Sponsor recognition on website, email blasts, social media, and print marketing materials
- Prominent logo on commemorative t-shirt and promotional items
- Prominent logo on signage
- Opportunity to mentor students during camp

First Mate Sponsor: \$2,500

By sponsoring at this level, you will cover the cost of training and marketing materials needed to promote the event.

- Free entrance for two boats (up to two to four team members per boat - includes materials)
- Recognition on website, email blasts, social media, and print marketing materials
- Logo on commemorative t-shirt
- Logo on signage
- Opportunity to mentor students during camp

Deck Hand Sponsor: \$1,000

By sponsoring at this level, you will cover the cost of logistics to ensure success of the event.

- Free entrance for one boat (up to two to four team members per boat - includes materials)
- Sponsor recognition on all online and print marketing materials
- Opportunity to mentor students
- Logo on commemorative t-shirt
- Logo on signage

\$50 - Individual Boat Entry

\$250 - Build your Boat (Corporate) Boat Entry

Materials not supplied for Individual or Build your Boat entries.

Rules

****Construction: Corrugated Cardboard, Masking/Duct Tape, and Latex Paint ONLY****

****Boats constructed during UP's Summer Enrichment Camps or before the event****

****Materials supplied only to summer camp students and sponsors****

VISIT upstl.org/cardboard-boat-regatta for full rule details.

****Teams can have 2 - 4 participants****

SPONSORSHIP FORM

Thank you for your sponsorship to benefit Unleashing Potential, a vital organization for kids and their families in the St. Louis community.

PLEASE SUBMIT YOUR LOGO BY Friday, June 26, 2026. Email Brittany Campbell at bcampbell@upstl.org or fill out this form and mail it to: Unleashing Potential, Attn: Brittany Campbell, 1000 N Vandeventer Ave, St. Louis, MO 63113 or scan and email it to: bcampbell@upstl.org.

Name _____

Company/Org _____

Address _____

City: _____ State _____ Zip _____

Sponsorship Amount _____

Amount to be Paid By this Date _____

Amount included now _____

Check _____ Card _____

Name on Card _____

Card Number _____ Exp _____ CVV _____

Date _____

Signature _____

Or submit online here
(upstl.org/donate >>>)

