



**Come be part of something special on March 28!**

Join the **Ken & Lee's Crew Fishing Team** and help **LAND A CURE** at the inaugural **Roastin' for Research Oyster Roast** at **Divine Barrel Brewing** in NoDa, Charlotte. Enjoy all you can eat seafood, craft beer, and live music, all to help fight childhood cancer!

The team is raising funds to fight childhood cancer through Reelin' for Research and UNC Children's Hospital ([www.reelinforresearch.org](http://www.reelinforresearch.org)). Pitch in however you can – sponsor, donate, or just come eat and drink with us on March 28!

## How You Can Help

- **Sponsor the event** – Several sponsorship levels are available (see below).
- **Donate to the Auction or Raffle** – Services or goods, big or small. All are appreciated!
- **Monetary donations** – Make a donation via our team page at [KenAndLeesCrew.org](http://KenAndLeesCrew.org)! It's a tax deductible gift, with 100% of your donation going to the Reelin for Research!
- **Join us March 28 at Divine Barrel Brewing!** Tickets available at [KenAndLeesCrew.org](http://KenAndLeesCrew.org).

## Sponsorship Levels

### \$2000 - Platinum

- Logo on T-shirts and Event Banner (top billing below R4R, Divine Barrel, & Ken & Lee's Crew)
- Logo, name, and link on Eventbrite
- Credit in News Releases, Social Media Posts
- 4 Oyster Roast / Fish Fry Tickets
- 4 Event T-shirts

### \$1000 - Gold

- Logo on T-shirts and Event Banner
- Logo, name, and link on Eventbrite
- Credit in news releases
- 2 Oyster Roast / Fish Fry Tickets
- 2 Event T-shirts

### \$500 - Silver

- Logo on T-shirts and Event Banner
- Logo, name, and link on Eventbrite
- 2 Event T-shirts
- 1 Oyster Roast / Fish Fry Ticket

### \$250 - Bronze

- Name on T-shirts and Event Banner
- 1 Event T-shirt



divine barrel  
brewing

**Note:**  
**Signed sponsorship  
agreements  
& logos are due  
March 1!**



For more info, visit [KenAndLeesCrew.org](http://KenAndLeesCrew.org) or e-mail [KenAndLeesCrew@gmail.com](mailto:KenAndLeesCrew@gmail.com).



## About the Ken & Lee's Crew Fishing Team

Ken Conrad was diagnosed with pancreatic cancer in September 2015. Looking for ways to support his fight, his 'crew' of friends and family focused on his love of deep-sea fishing.

After he passed away, we renamed his boat the 'Ken's Crew', painted it pancreatic cancer purple, and got permission to add the Pancreatic Cancer Action Network (PANCAN) logo to the stern. We started selling 'Ken's Crew' merchandise, hosting oyster roasts, and entering fishing tournaments to raise money and awareness. In November 2018 Ken's wife, Lee Conrad, passed away from leukemia, which was another gut punch but hasn't affected our resolve. Instead we added leukemia orange to our merchandise, revised the logo to 'Ken & Lee's Crew', and doubled down on our fundraising. As of May 2019, the Crew has raised over \$50,000 to further cancer research through PANCAN and UNC Chapel Hill's Children's Hospital, including over \$24,000 raised as part of the 2019 Reelin for Research Tournament.



## What is 'Reelin' for Research'?

Reelin' for Research is a year-round fundraising effort benefiting the UNC Children's Hospital and childhood cancer research that culminates each year with a one-day fishing tournament in Morehead City, NC. To date, over 3.6 million dollars has been raised to help LAND A CURE for childhood cancer!

Each year, \$100,000 of the money raised goes into the Tony Montana Fellowship Fund at UNC Children's Hospital which is then awarded to a physician specializing in childhood cancer research. The remainder of the funds are placed into an endowment with the purpose of eventually funding the fellowship into perpetuity.



For more info, visit [KenAndLeesCrew.org](http://KenAndLeesCrew.org) or e-mail [KenAndLeesCrew@gmail.com](mailto:KenAndLeesCrew@gmail.com).



# Roastin' for Research Sponsorship Agreement

March 28, 2020

**Divine Barrel Brewing**

**Sponsorship Level**

(circle one)

**Platinum**

**Gold**

**Silver**

**Bronze**

**Company**

**Name as it should appear in all  
printed materials**

**Company Representative**

**Signature**

*For Event Staff Use:*

**Payment Amount**

**Received By**

**Received On**

**Please make checks payable  
to:**



**Reelin' for Research  
Attn: Ken's Crew**



**divine barrel  
brewing**



Mail the completed form and payment to:  
Christian Conrad, 2101 Scott Ave, Charlotte,  
NC 28203 **no later than March 1**. This form  
will be signed and returned to you as your  
receipt.

For more info, visit [KenAndLeesCrew.org](http://KenAndLeesCrew.org) or e-mail [KenAndLeesCrew@gmail.com](mailto:KenAndLeesCrew@gmail.com).