



Friday, February 23rd, 2024

**Announcing the 20th Annual Leverick Bay Poker Run – May 26th, 2024**

To Whom It May Concern:

We are excited to announce the return of the 20th annual Leverick Bay Poker Run on Sunday May 26th, 2024; and once again we are asking for your help to make this event a success!

*Last year, the crowd at Poker Run was electric, with over 160 boats in attendance and a sea of 2,500+ guests at Leverick Bay, with more spectators at each stop across the Territory. We look forward to welcoming everyone back in 2024 to the British Virgin Islands for the largest and most anticipated Poker Run yet!*

A significant portion of your donations – be it monetary, gifts or in-kind sponsorships – and a portion of the Poker Run participants' entry fees, are donated to numerous Charitable Foundations on Virgin Gorda. Since our return after COVID-19, we have donated over \$36,500 to The Virgin Gorda Charitable Trust, VGROC and ARC. Over the past 19 years, your sponsorships and donations have allowed us to contribute over \$160,000 USD to charity. These funds are so important for the wellbeing of our island. Please read on for details on making a donation, or becoming a sponsor of the event.

For 2024, we will be offering all participants a second chance to win prizes through participation in several exciting raffles at the conclusion of the event. These raffles will award donated prizes (such as gift cards, hotel stays, and more). If you are able, please consider giving a gift that can be raffled at the awards ceremony.

**We are asking for your generous support and invite you to become a sponsor; or to make a monetary donation, an in-kind sponsorship, or offer a raffle prize.**

This year, the title of Presenting Sponsor is available - as are the branding and integration opportunities that go along with that level of sponsorship. If interested, please contact Joel or Alex at [info@bvipokerrun.com](mailto:info@bvipokerrun.com)

If money donations are offered, please send your cheque for the attention of Alex Yates and make it payable to: Leverick Bay Hotel & Marina, PO Box 63, Virgin Gorda

Your help is needed to make this special event a success, for which we thank you!!

Joel Brillert and Alex Yates

## Sponsorship

### Sponsorships or donations of \$500 or more will include:

- Your company logo on all official event banners, flyers and posters distributed throughout Puerto Rico, USVI, and BVI.
- Your company will be mentioned as one of the important sponsors during the event award ceremony.
- Rights to produce and distribute promotional materials during the main event.
- Your logo will be placed on the event's official website: [www.bvipokerrun.com](http://www.bvipokerrun.com) and announced on social media

### Sponsorships or donations over \$1,500 will also include:

- The right to place corporate banners on the event site (Leverick Bay).
- Your corporation's name will be added to all social media promotions and initiatives prior to and during the event. This includes Facebook and Instagram.
- A representative of your company will be interviewed live at the event.
- Your logo will be included on the event's official t-shirts which will be distributed to all participants during registration.

**Sponsorship opportunities exist to become the Presenting Sponsor of the event – please send us a note to enquire.**

Moreover, Poker Run organizers are open to any promotional ideas you may have for enhancing exposure before, during and after the event. In addition to promoting and building awareness for your business or products, your contribution will benefit BVI charities. Please send us a note to enquire.

## A Brief Summary of the Poker Run

This year's Leverick Bay Poker Run marks the 20th anniversary of a legendary event that has drawn the attention of thousands of nautical enthusiasts to the waters of the British Virgin Islands. During the Leverick Bay Poker Run, participants travel over a predetermined route and, at each stop on the way, draw a playing card until they complete the itinerary at Leverick Bay Resort & Marina. At the end of the journey, participants holding the best five-card poker hand are crowned as the Poker Run victors. The Poker Run has become a national holiday in the BVIs, attracting a large number of visitors from the USVI and Puerto Rico.