



Dear Interested Supporter,

Thank you for taking the time to learn more about our 2012 program. For the past four years, anglers from across the United States and around the world have gathered each September in the mountains of Colorado to participate in what has become the premiere US-based fly fishing competition. As our tournament has grown, it has drawn more elite teams and anglers to the competition, making a spot on the award podium increasingly coveted. In 2012, the level of competition promises to again reach new heights as The America Cup takes on a fresh face and a new, more serious cause.

The America Cup has reorganized as a 501(c)(3) non-profit organization (certificate pending) to better promote competitive, amateur fly fishing at the national and international levels and to provide programmatic and monetary support to Project Healing Waters Fly Fishing (ProjectHealingWaters.org). Project Healing Waters Fly Fishing is dedicated to the crucial work of physical and emotional rehabilitation of disabled, active duty military personnel and veterans through fly fishing outings and fly tying education. We are proud and honored to partner with Project Healing Waters Fly Fishing to support this incredibly important work for our veterans and men and women in uniform.

The America Cup will host its three day competition in Vail, Colorado beginning September 20, 2012. This year's tournament will be preceded by a Soldiers' Clinic that will be hosted through an ongoing partnership between The America Cup and Project Healing Waters Fly Fishing. It will offer soldiers an opportunity to get out on the water with America Cup competitors, Front Range guides, and other supporters of The America Cup. In addition to this, The America Cup will provide volunteer support for Project Healing Waters Fly Fishing programs starting in May 2012 in Colorado and will make a financial donation to support ongoing Project Healing Waters Fly Fishing programs in Colorado.

Sponsors of the 2012 America Cup can support these important efforts by making a tax-deductible contribution and providing products for soldiers, anglers, and volunteers. For more details, see the enclosed list of sponsorship opportunities.

Again, thank you for your interest in supporting The America Cup. We strongly believe that through the spirit of our sport and the enthusiasm for this competition we can help make a difference in the lives of the soldiers who have sacrificed so much for us and for our Country. We would be honored to have you as a partner in these efforts.

Please do not hesitate to contact me with any additional questions. You can reach me by e-mail at jknight@theamericacup.com or directly at (970) 376-5703.

Sincerely,

John W. Knight
Founder

The America Cup's 2011
champions, Team Emerger,
hoisting The Cup.





2012 Sponsorship Opportunities

- **PLATINUM SPONSOR - \$5,000 and up**
 - Product placement at the Soldiers' Clinic and The America Cup
 - Logo placement on The America Cup's website and materials
 - Signage at event headquarters for registration, opening ceremony, and awards banquet
 - 6 Seats at the Awards Banquet
 - Special considerations for branding placement

- **GOLD SPONSOR - \$3,000**
 - Product placement at the Soldiers' Clinic and The America Cup
 - Logo placement on The America Cup's website and materials
 - Signage at event headquarters for registration, opening ceremony, and awards banquet
 - 4 Seats at the Awards Banquet

- **SILVER SPONSOR - \$1,000**
 - Product placement at the Soldiers' Clinic and The America Cup
 - Logo placement on The America Cup's website and materials
 - Signage at event headquarters for registration, opening ceremony, and awards banquet
 - 2 Seats at the Awards Banquet

In-Kind Product Donation Opportunities

- Products for Soldiers
 - 15 soldiers attending
 - Product placement at the Soldiers' Clinic and The America Cup
 - Logo placement on The America Cup's website and materials

- Products for Competitors
 - 75 anglers attending
 - Product placement at the Soldiers' Clinic and The America Cup
 - Logo placement on The America Cup's website and materials
 - Signage at event headquarters for registration, opening ceremony, and awards banquet

- Products for Volunteers
 - 100 volunteers attending
 - Product placement at the Soldiers' Clinic and The America Cup
 - Logo placement on The America Cup's website and materials
 - Signage at event headquarters for registration, opening ceremony, and awards banquet

We are happy to discuss sponsorship opportunities and customize as necessary.
In-kind contributions will be valued and placed at appropriate sponsor level for exposure.

During the period that our 501(c)(3) status is certificate pending, we have partnered with the Eagle River Watershed Council to provide our supporters and donors with a tax-deductible slip for their generous support. Contributors requiring a 2012 tax-deductible slip will have their donations processed through the Eagle River Watershed Council (ERWC.org).

Thank you for your interest in supporting The America Cup and our soldiers!



Soldier Testimonials on their Project Healing Waters Fly Fishing experience

“Fly fishing has given me a chance to ease my mind. There is no peace quite like being on the river surrounded by surreal beauty with only a friend, Mother Nature, and yourself. When I leave the river, I feel rejuvenated and optimistic. My time spent fly fishing with new friends is the best therapy that I have found since I was injured. I thank PHW from the bottom of my heart for working together and allowing me to participate in this special week.”

- **Fort Carson Wounded Soldier**



The America Cup’s John Knight with a Project Healing Waters’ soldier October 2010.

“When I first heard about going fishing I really did not want to go, but my buddy convinced me to go with him. He ended up backing out at the last minute which left me going and not knowing anyone on the trip, and not looking forward to that at all. The morning of the trip I thought about backing out myself, however I am not one to go back on my word. I met everyone and they all put me at ease. Right before we left another female finally showed up, which made me even more at ease that I was not the only female anymore. Every person we met that volunteered their time to help the wounded warriors fish were fabulous. We were treated like royalty. I had no clue how to fly fish and the volunteers here were patient with me and helped me understand how to work the rod/reel to catch the fish. I have been on several trips since this one and plan on going on several more. I would HIGHLY recommend this to each and every one I talk to. This has helped me with my anger, social skills and hyper-vigilance. The calming of the water coupled with the fresh air helped with my headaches. I was able to keep my balance after a while. This program has helped me more than I could of ever have imagined. This is how I feel and believe that the program works for every soldier.”

- **Fort Carson Wounded Soldier**

The America Cup’s Jodi Knight with a Project Healing Waters’ soldier, who just caught a rainbow trout.





May 2012

Dear Friend,

Project Healing Waters of Fort Carson and the Rocky Mountain Region are pleased to work with John Knight and the America Cup during their 2012 fly fishing tournament. Furthermore, we deeply appreciate the America Cup's pledge to donate a portion of the proceeds to Project Healing Waters (PHW).

The mission of Project Healing Waters Fly Fishing (PHWFF) is to assist in the physical and emotional rehabilitation of disabled active duty military personnel and veterans through fly fishing and fly tying education and outings. Project Healing Waters is a 501(c)(3) non-profit organization incorporated in the State of Maryland. PHWFF is dependent on tax-deductible donations and the help of numerous volunteers to meet the educational, equipment, transportation, and related needs of the participants. PHWFF strives to effectively serve the deserving past and present members of our armed forces who have made great sacrifices in the service of our nation.

To accommodate the PHW participants by not putting them under any competition-based stress, there will be a soldier clinic day preceding the tournament. This day will be dedicated to teaching the PHW participants fly fishing techniques by America Cup anglers. The anglers will be national and international fly fishing competitors whose level of fly fishing expertise is matched only by their commitment to give back to those who have served.

We have worked with John Knight for many years now and can say with full confidence that he is wholly committed to helping the PHW participants have a great day on the water. We are looking forward to the soldier clinic day and will put the donation from the America Cup to good use. On behalf of PHW, I encourage you to be a part of The America Cup.

Sincerely,
Gordy Rothoff
Project Healing Waters - Fort Carson

Project Healing Waters Fly Fishing, Inc.
P. O. Box 695, LaPlata, MD 20646
www.projecthealingwaters.org
E-mail: admin@projecthealingwaters.org