

November
18, 2024

Dear Pharmaceutical (Sponsor),

On behalf of the [King Tide Challenge Foundation](#), we would like to invite you to support the upcoming [Make a SPLASH Fundraising Event](#) to be held on January 11, 2025. More [Registration details for event HERE](#).

Your encouragement helps us continue in our mission to support skin cancer research at UCSD while educating the public about long-term sun exposure. See Make a SPLASH event, program agenda and sponsorship opportunities below. We are excited to announce that several of the UCSD Medical Oncology Physicians will be joining and/or speaking at this event.

In addition to the Make a SPLASH Event, our annual beach walk provides a venue for hundreds of locals to enjoy sections of our Southern California coastline like they've never seen it before – all while raising money for research that will benefit people far and wide.

Thank you 2024 Challengers...

Your individual donations combined with the proceeds from our Tower 13 after party raised over \$18,000 for the Melanoma and Skin Cancer Immune Therapy Research Fund at UCSD, run by Dr. Gregory Daniels and Dr. Soo Park.
Your contributions are helping people today!



King Tide Challenge founders, Chris Swanner and Julie Thunder, presenting a check to UCSD's Dr. Soo Park (left) and Dr. Greg Daniels (right).

Make a SPLASH Venue

Cardiff Beach Bar at Tower 13 (2633 S Coast Hwy 101, Cardiff, Ca 92007) PH:760-635-1200

Fundraising Goal

Proceeds from the Make a SPLASH event will directly support the UCSD Melanoma and Skin Cancer Immune Therapy Research Fund Number 1254.

Wave Single Ticket ... \$250.00

Includes registration for walk, chow box, 1 adult beverage & networking opportunity for a single attendee.

Ocean Basic Sponsor... \$1,500.00

Table for 6. Includes registration for walk, Logo listing on website and event program, also special recognition at live event. Each person will get a Tower 13 Chow box and beverage, as well as an opportunity for networking.

Sea Level Sponsor... \$2,000.00

Table for 6. Includes registration for walk, company logo listing on website and event program, also special recognition at live event. Each person will get a KTC t-shirt and a Tower 13 Chow box and beverage, as well as an opportunity for networking.

Agenda for King Tide Challenge January 11, 2025

12:30 pm	Walk begins in La Jolla, CA.
4:30 pm	Walk finishes at Tower 13 Beach Bar in Cardiff by the Sea, CA
5 pm	King Tide Challenge Foundation education and fundraiser begins
5:05 pm	Founder tells story of King Tide Challenge and introduces special guest to tell their skin cancer story. Free literature on skin cancer education, prevention, and detection handed out and made available.
5:10 pm, 5:20, and 5:30	Lecturers speak on Skin Cancer Education
5:40 pm	Lifeguards who have had skin cancer are honored
5:50 pm	Skin Cancer doctor talks about UCSD Skin Cancer Research
6 pm	Auction Begins
6:15 pm	Band plays
8 pm	Event Ends

Note Schedule is subject to change without notification. All reasonable steps will be taken to accommodate unforeseen changes.

The King Tide Challenge Foundation is a recognized 501(c)(3) not-for-profit organization Federal ID: 320738005

Thank you again for your support!
Sincerely,

Chris Swanner, Founder

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