

Official Race Program Advertising Opportunities

Get On-board with the Largest Keelboat Regatta in North America!



Charleston Race Week Will Be Back in 2022 - Even Bigger and Better!

The pandemic caused the cancellation of many sailing events over the past few years, but Charleston Race Week has been working tirelessly to host a comeback event in 2022 that will live up to its stellar reputation! There is a huge pent-up demand from our customers to get back to racing and the wonderful city of Charleston. Charleston Race Week attracts affluent, top sailors from around the world and pumps approximately \$4 million into the Charleston area. And, the best way to reach this niche group is by advertising in the Official Race Program, the one source of information for the sailors about sailing instructions, race courses, event schedules and the city of Charleston. **And, to celebrate our 26th event and help businesses struggling from the pandemic, we have reduced the advertising rates by 26%!**

A print ad in the Official Race Program comes with the following benefits:

- An email will be sent to registrants on behalf of advertisers with a link to their website to help with pre-planning, while urging them to support the businesses that support CRW.
- Advertisers will receive a promotional social media post during the regatta.
- Advertisers will be listed on our website with a link to their website. A digital version of the program will also be accessible from the homepage of the CRW website.
- Advertisers are eligible to have a promotional item (brochure, menu, etc.) placed in the 200+ skipper's bags.

Here is your chance to get onboard with the largest keelboat regatta in North and South America and attract this highly-valued demographic to your business through this specially targeted marketing program!

Who You'll Reach:

- 1500+ affluent, high-powered yacht owners, their crew and families; media; and spectators
- Average Household Income: \$550,000
- Average Net Worth: \$3 million
- 96% college educated
- Average Age: 49
- Own average of 3.6 boats
- Male/female split: 66%/34%
- Enjoy adventure and life experiences
- Own average of 3.6 boats

Maximum Visibility and Repeat Exposure:

The program will contain vital information that all crew members will review consistently throughout the regatta: Schedules; harbor info; safety plans; history and photos; dining guides; maps and general info about the area.

Advertising Rates and Sizes: (rates reduced 26%)

Inside Front Cover trim size (8.5"w x 11"h)	SOLD	-\$1,500
Back Cover trim size (8.5"w x 11"h)	SOLD	-\$1,300
<i>Add .125" to all sides for bleed. Allow .25" safety area from sides.</i>		
Full Page non-bleed (7.75"w x 10.25"h)	\$740.00	-\$1,000
1/2 Page Horizontal (7.75"w x 5"h)	\$444.00	-\$600
1/2 Page Vertical (3.75"w x 10.25"h)	\$444.00	-\$600
1/4 Page (3.75"w x 5"h)	\$259.00	-\$350
1/8 Page (3.75"w x 2.375"h)	\$148.00	-\$200

Distribution:

1,000 programs will be distributed directly to skippers, sponsors and media in their race packets as well as being available at the entrance to the Regatta Village at Charleston Harbor Resort & Marina, yacht clubs and marine facilities throughout Charleston. A digital version of the program will be on the website.

CRW is a non-profit organization that gives back to many local organizations! Visit charlestonraceweek.com for more information.

AD SPACE DEADLINE: April 4, 2022 MATERIAL DEADLINE: April 8, 2022

**For more information on advertising in the CRW Official Race Program, contact:
Linda Rodarte at (803) 530-7030 or Lnrodarte@aol.com**