

# SPONSORSHIP OPPORTUNITIES

GET ONBOARD WITH THE  
**LARGEST KEELBOAT REGATTA**  
IN NORTH AND SOUTH AMERICA!

**APRIL 19-23, 2017**



## THE SPORT OF SAILING

Competitive sailing is one of the fastest growing sectors in the sports sponsorship marketplace and it's easy to understand why. The sport has much to offer, both in terms of brand benefits and return on investment. It provides direct access to well-educated, affluent and influential audiences who develop a high degree of loyalty for brands who share a passion for their sport. Additional positive aspects found in the sport of sailing:

- **Global platform**
- **Environmentally friendly**
- **Family-friendly** - no age or gender bias. Also adaptable for those with disabilities.
- **Engages kids** - sailing develops confidence, teaches teamwork, self reliance, and gives a sense of achievement. It also provides a fun and interesting way for STEM-based teaching.
- **Cutting edge, extreme sport** - advances in boat design and technology have redefined sailing, attracting a younger, more active fan base. And those that excel in the sport are considered world-class athletes.
- **Compelling and visually appealing** - Sailing is visually appealing and the subject of many an artist. And new technology in media allows fans to watch exciting race videos in real time.



## POSITIVE BRAND ASSOCIATION

Sailing is also a sport with a clean and positive image that embodies innovation and sportsmanship, making it a great fit for companies who aspire to these values. Let's face it. The image portrayed by many popular sports is not something many companies want to associate with their brand image.

**The sport of sailing gives brands positive properties by association including:**

- Teamwork and trust
- Competition and performance
- Innovation and technology
- Environmental commitment
- Heritage and tradition
- Sportsmanship and respect
- Strength and endurance
- Strategy and patience
- Responsibility and moral values

These are just a few of the reasons why more and more companies are turning to sailing sponsorships to meet their marketing objectives.

***“The return on investment for sailing sponsorships have proven to be impressive, as it provides access to a highly-valued sailing/racing audience that is difficult to reach by traditional advertising.”***

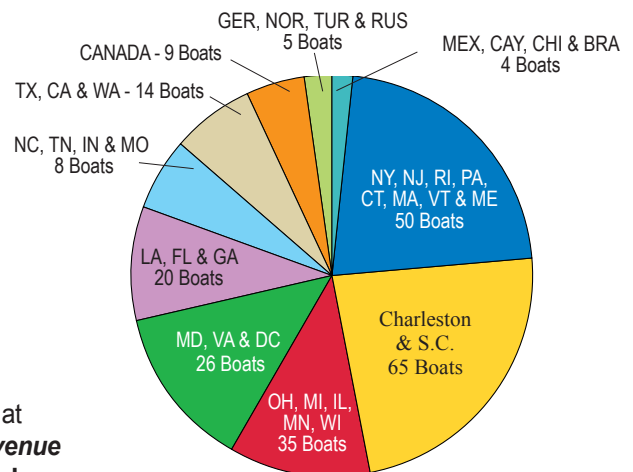


## A REGATTA UNLIKE ANY OTHER

Coming off of its 21st year, Sperry Charleston Race Week (SCRW) has evolved to become the largest regatta of its kind in North and South America. The organizers of the event have refined a formula for success that they tweak every year to further enhance the experience for competitors. SCRW is dubbed “a regatta unlike any other” for many reasons:

- **World-class Competition** - SCRW attracts top sailors from around the world, including America’s Cup winners, Olympians, World Champions, professionals as well as cruisers and novices.
- **Professional Race Management** - SCRW is known for its top notch management of 18 boat classes on six inshore and offshore race courses. The event has been recognized with **U.S. Sailing’s One Design Award for Regatta Excellence** and many boat classes utilize Charleston Race Week for their major championships, giving the event additional marketing and exposure. In 2016, the event stepped it up a notch through a partnership with German software company, SAP, who implemented a race tracking and analytical package that enables anyone to follow the boats in real time online.
- **Superb Venue** - The waterfront Race Village with lodging at Charleston Harbor Resort & Marina, touted as **“the best venue in the sport,”** is now EVEN BETTER with its new **Beach Club**, an extraordinary, *leading hotel of the world.*® The outdoor beach area and terrace provide the perfect setting for sponsor exhibits, regatta parties, stage for presentations and music, and the Jumbo Tron.
- **A Destination Event** - The Race Village is adjacent to downtown Charleston, ranked as the **No. 1 Destination City in the & U.S. and World** by readers of *Travel + Leisure* magazine, providing a perfect opportunity for participants to combine a regatta with a family vacation. Charleston is also among the best sailing venues on the East Coast.
- **Event Experience** - SCRW holds many special events including seminars with the most accomplished sailors in the sport to help participants become better sailors. The America’s Cup Trophy has even made a surprise appearance. Live streaming video of the races and race debriefs are featured on the Race Village Jumbo Tron. **SCRW works closely with sponsors in developing strategies designed to engage participants with their brands.**
- **Economic Impact** - This successful event now pumps \$4 million+ into the local economy!

**2016 REGISTRANTS**  
**236 boats, approximately 3,000 racers,**  
**representing 26 states and 10 countries!**



It’s a formula that works. A combination of high-caliber racing, superb management, fun and engaging social activity, and family vacation opportunities has established SCRW as **AMERICA’S MOST POPULAR SAILING REGATTA.**



## REACH A HIGHLY-VALUED DEMOGRAPHIC

SCRW has much to offer, both in terms of brand benefits and return on investment. The event provides direct access to well-educated, affluent and influential consumers who have an affinity for brands that are connected to sailing. Engaging with this demographic will result in greater purchasing intent, brand loyalty and future referrals from satisfied consumers.

- Average Household Income: \$215,000
- Average Net Worth: \$1.3 million
- Extraordinary buying power
- Well-educated, 96% are college graduates
- Average Age: 49
- Male/female split: 66%/34%
- Enjoy adventure and life experiences
- Own average of 3.6 boats
- Influential in business and community

Now is your opportunity to strengthen your brand, build meaningful relationships, and boost your company's exposure and revenue at the prestigious Sperry Charleston Race Week.



***"Gill has been a major sponsor of Sperry Charleston Race Week for several years. The destination city, ideal venue, excellent race management and reliable winds combined with southern hospitality make for a great regatta. Not only do we look forward to creating and delivering a unique collection of technical apparel each year but also racing in the event! We enjoy engaging our customers in the Gill booth in the evenings and trading the days racing stories. Sperry Charleston Race Week drives a lot of activation for Gill and delivers a strong ROI and great fun."***

*- David Pritchard, President, Gill NA*



***"Sperry Charleston Race Week is a premiere event, with an outstanding management team. Charleston Yachting knows how to run a great event and deliver a quality product for participants and sponsors alike. Randy Draftz and his team are open to new ideas, support sponsor objectives and deliver solid value to their sponsors. Sperry Charleston Race Week is an important event for the sailing community and we encourage our peers in the marine industry to join us in supporting this regatta."***

*- Ed Reynolds, President, Quantum Sails*





## SPONSOR BENEFITS PROVIDE MAXIMUM EXPOSURE

Sperry Charleston Race Week is a world-class regatta that attracts the most affluent and innovative participants in the sport, providing direct access to a highly-valued, captive audience over a 5-day period.

### Activation and Displays:

The Regatta Village provides an unparalleled setting for product showcasing, customer engagement, and experiential marketing. SCRW will also explore cross-promotional and additional business opportunities with other sponsors.

### Custom Sponsorship Packages:

Custom packages can be developed for a specific activity or branding placement designed to translate into measurable results.

### Hospitality and Entertainment:

The event provides ample opportunity for customer hospitality and entertainment.

- Sponsors at certain levels are eligible to sponsor specific parties, activities or events in the resorts' new theatre-style meeting room.
- VIP tickets are provided for daily receptions and post-race parties.
- A VIP spectator boat to view the races on Saturday, April 22, weather permitting, is available at certain sponsorship levels.

### Exclusive Spectator Boat Sponsorship:

Spectator boats are an ideal venue for attracting the die-hard race fans and newly attracted spectators for an up close and personal racing experience like no other. In addition to sea-faring exposure, a wide array of on-land activation opportunities are available at this sponsorship level.

### Exclusive Pub Crawl Sponsorship:

Be the host with the most and help kick off the long weekend with an "intimate" gathering at more than a dozen partner restaurants promoting SCRW and hosting an evening of specialty cocktails, brews and menu items for all fans, supporters and competitors.

### Exclusive Festival Sponsorship:

Bring all the best of the sailing world together in one family oriented festival! Competitors and their fans, locals, visitors and anyone drawn to water will indulge themselves in this day long festival. Be the grand host as people re-discover the treasures of our harbor. Kids of all ages will enjoy nautical games and activities, local artisans and craftsman and the best seafood our world-renowned chefs can conjure.



### Exclusive Pro-Am Sponsorship:

Be the host to amateur sailing enthusiasts as they embark on a once in a lifetime experience – sailing with professionals celebrated around the world! This Pro-Am provides a memorable forum for entertaining top clients, experiencing the art of sailing, or just enjoying yourself!

### Exclusive Jumbo Tron Sponsorship:

Charleston Race Week installs a Jumbo Tron on the beach in the Regatta Village to show live-streaming footage of the races, race highlights, race results and special presentations. The color quality and clarity of the Jumbo Tron is excellent and is a highlight at the regatta. It is also used for race debriefs presented by Ed Baird, former coach of the 1995 America's Cup winning Team New Zealand and a helmsman for the 2007 America's Cup winning Alinghi syndicate, which attracts a huge audience. A marketing campaign is also implemented to attract locals to come to the venue to watch the races in real time and to attend the evening festivities, giving sponsors significant local exposure.

#### Jumbo Tron Specs

- 13' x 9.8' Outdoor LED Wall
- Jumbo Tron footage airs continuously from 10am-10pm and simultaneously on two 70" TV's on the Regatta Village Terrace

#### Sponsor Branding

- Side and top sponsor banners
- :60 sponsor commercials/video can air every 45 minutes

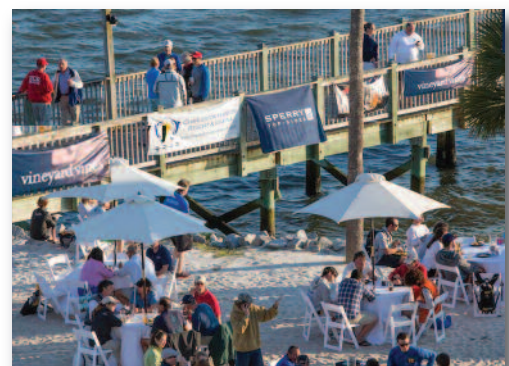
*Sponsorship of the Jumbo Tron offers the most premier branding placement at the regatta and provides an excellent opportunity for visually powerful marketing.*

### Signage:

Sponsors will be entitled to provide up to four banners, up to 4' high, to be displayed within the Regatta Village.

### Promotional Materials:

All sponsors are eligible to have a promotional item inserted into the 300+ skipper's bags.





## MULTI-PLATFORM MARKETING

### Print/Digital Advertising:

A global print and digital advertising and public relations campaign begins when registration opens in October, prior to the event in April, with numerous top sailing magazines and websites. Sponsor logos, at certain levels, will be featured prominently in all print advertising for the 2017 event:

- Black Book of Sailing (Global)
- Sail-world.com (Global)
- Sailinganarchy.com (Global)
- Sailingscuttlebutt.com (Global)
- Seahorse Magazine (Global)
- Sailing World Magazine (National)
- Southwinds Magazine (TX, LA, MS, AL, FL, GA, NC, SC)
- Spinsheet Magazine (Chesapeake Bay area)
- Windcheck Magazine (NJ, NY, CT, RI, MA)



### Direct Mail/Email:

Eligible sponsor logos will be featured on all email and direct mail correspondence to an extensive participant and opt-in database. Mailings will include, but not limited to: exclusive sponsor product offers via email, notice of race, confirmation kits, schedule of events, updates and post-event news. Sponsors will also have the option to provide an 8.5" x 11" promotional flyer to be inserted into confirmational kit mailers.



### Website:

All sponsor logos, with a link to their website, will be featured prominently on the Sperry Charleston Race Week website ([www.charlestonraceweek.com](http://www.charlestonraceweek.com)) which features all pertinent information about the event.

### Live Streaming Video:

Live streaming, professional video and color commentary of the races, along with sponsor recognition, are broadcast on the SCRW website as well as on the beachside Jumbo Tron at the Regatta Village.



### Social Media:

A social media campaign engages consumers year-round along with continuous updates on the website. Sponsor partnerships with SCRW will be announced through these social media channels prior to the event.

- Facebook - Reach: 601,654 (Oct. - May 2016)
- Youtube & Vimeo - Numerous professional videos of the event, with sponsor recognition, have been viewed over 7,800 times.
- Twitter - 1,234 followers
- Instagram - 1,042 followers
- charlestonraceweek.com - 110,164



## Global Media Coverage:

Sperry Charleston Race Week receives extensive year-round, international media coverage, which regularly promotes its sponsors. Our public relations coordinator manages press and public relations for the event which is attended by approximately 50 local and national press members. Our media team and photographers are out on the water making constant updates and news feeds to the SCRW website and social media accounts.



In addition to print and broadcast coverage locally and through the advertising vehicles listed on page 6 (print/digital advertising), articles and updates appear consistently on these and other top sailing and news sites:

*BYMNews.com; Charlestoncitypaper.com; charlestonmag.com; charlestonscene.com; chesapeake sailmakers.com; cofc.edu; coralreefsailing.com; dreamtime-sailing.com; far280.com; hoodaustralia.com; intown.com; inusanews.com; J70fleet9.net; Jboats.com; Jsailingnews.com; Jworldannapolis.com; karenryansmugmug.com; karmayachtsales.com; KXXV.com; LarchmontYC.org; Lowcountryoutdoors.com; melges.com; Melges20.com; newportshipyard.com; News360.com; newsboot.com; nicholsonyachtworld.com; photoboat.com; pressure-drop.com; quantumsails.com; reichel-pugh.com; Sail-world.com; sail-worldcruising.com; sailcharleston.com; sailfeed.com; sailing1design.com; sailinganarchy.com; sailingbreezes.com; sailingchannels.com; sailingscuttlebutt.com; sailingworld.com; sailmagazine.com; sailorsforthesea.org; sapsailing.com; sciway.com; sconfire.com; scoopnest.com; Scuttlebutteurope.com; seaanchorfind.com; Seahorsemagazine.com; snewsi.com; southsportonline.com; Southwindsmagazine.com; Spinsheet.com; sport195.com; theglobalsail.com; Tidelinesmagazine.com; timwilkes.com; US Sailing.com; usmelges24.com; Viper640.org; vxone.org; walb.com; warriorsailing.org; WCBD.com; WCIV.com; WCSC.com; Windcheckmagazine.com; WMBFnews.com; wopular.com; WTAT.com; xssailing.com; yachtboatnews.com; Yachtsandyachting.com; yachtscore.com.*

## Special Events:

Sperry Charleston Race Week is represented and promoted year-round at numerous national and international events:

- World Yacht Racing Forum (Malta, Nov. 2016; Geneva, Dec. 2015; Barcelona, Dec. 2014)
- US Sailing Symposiums
- Sail America Events
- Boat Shows (US Sailboat Show, Annapolis; Strictly Sail, Chicago)
- Volvo Ocean Race Stop-over in Newport
- Leukemia Cup Regattas
- Race to Mackinac (Chicago)
- and numerous other regattas in the U.S.

## Impressions:

- Electronic Mailings: 6,895
- Social Media: 729,712
- Paid Advertising: 957,500
- News & Digital Coverage: 6,592,990
- CharlestonRaceWeek.com views: 110,164

**MEASURABLE IMPRESSIONS - 8,397,261**

(Plus, thousands more from unmeasurable sites of our sponsors, friends and more!)

**The value of tangible impressions far exceeds the cost of sponsorship!**





## EVENT SPECIFICS

### Wednesday, April 19:

Opening VIP Reception  
Pub Crawl

### Thursday, April 20:

Registration at Lookout Pavillion  
Informal Practice Starts  
Pro Am Competition  
Dock Talks  
Skippers' Meeting at Lookout Pavillion  
Local Knowledge Talk  
Opening Beach Party

### Friday, April 21:

Free US Sailing Espresso Bar and bagels on the dock  
Presentation - "Applying the Forecast to Racecourse"  
Racing on 6 courses  
*(The scheduled racing venue will be as many races as possible per class over three consecutive days, weather and conditions permitting.)*  
Post Race Dock Talks  
Daily Race Video Debrief and special presentation on the Jumbo Tron  
Daily Awards, Beach Party

### Saturday, April 22:

Free US Sailing Espresso Bar and bagels on the dock  
Presentation - "Applying the Forecast to Racecourse"  
Racing on 6 courses  
Festival - 10am to 4pm, The Grove at Patriots Point  
VIP/Sponsor Spectator Boat for race viewing  
Post Race Dock Talks  
Saturday Race Debrief and special presentation  
Daily Awards, Beach Party

### Sunday, April 23:

Free US Sailing Espresso Bar and bagels on the dock  
Presentation - "Applying the Forecast to Racecourse"  
Racing on 6 courses  
Sunday Race Debrief  
Beach Party  
Final Awards Ceremony



*Skipper's Meeting - Lookout Pavillion*



*"Road to Rio" Special Event in 2016*



*The America's Cup Trophy Visits Race Week!*



## COMMUNITY SUPPORT

Sponsorship of Sperry Charleston Race Week, a 501(c)(3) organization, is tax-deductible and supports these and many other worthwhile organizations.

- **Sailors for the Sea** - with the help of our Green Team, regatta participants and sponsors, SCRW is proud to have achieved Gold Level Certification in the Clean Regattas Program!
- **US Sailing's STEM Education Series and REACH Program** utilizes sailing as an educational platform, challenging youth to embrace education and explore productive Science, Technology, Engineering, and Math based careers (STEM).
- **Veterans On Deck** - Helps establish functional and rewarding lives for our returning veterans. The program also provides veterans with specific and marketable maritime skills.
- **Charleston Community Sailing** - Provides access, facilities and sailing instruction to people of all socioeconomic backgrounds and physical abilities. The programs engage lives by building character, promoting a healthy spirit, mind and body and instilling a sense of accomplishment.
- **College of Charleston Sailing Team** - Donor support has helped CofC become a top-ranked college sailing team.
- **S.C. Special Olympics Sailing Team**

*Additional programs supported:*

- Local High School Sailing
- Local Yacht Club Junior Sailing Programs
- South Atlantic Yacht Racing Association Race committee training



## CORE VALUES

Sperry Charleston Race Week's strong core values overlap with many of its sponsors, which should always be an important consideration when choosing an event to sponsor.

### Quality

- Sperry Charleston Race Week has been the recipient of U.S. Sailing's One Design Award for Regatta Excellence for several consecutive years and has a solid reputation as a top-tier event.

### Safety

- Safety of the sailors is of utmost priority at Sperry Charleston Race Week with numerous on-the-water medical teams in place. In fact, in 2016, the event's emergency plan and prepared crews saved a life on the water by getting to a heart attack victim within 3 minutes. Race officers are also quick to call races when weather presents a safety concern.

### Environment

- Sperry Charleston Race Week has partnered with Sailors for the Sea and is certified as a Gold Level Clean Regatta.





## BRIEF HISTORY

Now in its 22nd year, Sperry Charleston Race Week has experienced phenomenal growth and evolved to become the largest keelboat regatta in all of North and South America. The regatta was established in 1996 by members of Charleston Ocean Racing Association (CORA), a 300-member non-profit organization and strong supporter of regional youth sailing programs and the development of new sailors.

One reason behind Sperry Charleston Race Week's success is the cooperation and resources received from four local yacht clubs: Carolina YC, Charleston YC, James Island YC and Hobcaw YC. More than 300 volunteers work to make this event internationally recognized.

Sperry Charleston Race Week and CORA have hosted numerous championship events including the Melges 24 Nationals and North Americans, the Sunfish Worlds, the Melges 20 US Championships, and the J/24 North Americans. The superb talent on the committee boats at Sperry Charleston Race Week represent the most experienced group of race officers ever assembled for a public regatta. All of the principal race officers have national or international credentials.

In addition, the organization's leaders have strong ties with the Charleston Harbor Pilots Association and the local US Coast Guard station.

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**Sperry Charleston Race Week will return in 2017  
with an even stronger guest experience  
program and new and innovative media solutions.  
GET ONBOARD TODAY!**

### AT CHARLESTON RACE WEEK, OUR SPONSORS ARE OUR PARTNERS.

*We would welcome a meeting to discuss additional activation programs that can be developed for measurable results and return on investment.*

#### For more information, please contact:

**Randy Draftz, Event Director**  
**(843) 628-5900**  
[sponsorship@charlestonraceweek.com](mailto:sponsorship@charlestonraceweek.com)

**Jennifer Angelino, Sponsorships**  
**(703) 906-5424**  
[jennifer@sponsorsmarter.com](mailto:jennifer@sponsorsmarter.com)



# CHARLESTON RACE WEEK SPONSORSHIP OPPORTUNITIES

2017 SPONSORSHIP LEVELS	Title \$75,000	Partner \$50,000	Associate \$20,000	Patron \$10,000	Supporter \$5,000	Contributor \$1,500
<b>Promotional Opportunities:</b>						
Speaking opportunity - skipper's meeting	✓					
Speaking opportunity - awards ceremonies	✓					
Speaking opportunity - evening parties	✓	✓	✓			
Industry exclusivity	✓	✓	✓			
4-Color Ad in Official Race Program	Back Cover	Full Page	1/2 Page			
Logo included in e-newsletters	✓	✓	✓	✓		
Logo included in national print ads (time sensitive)	✓	✓	✓	✓		
Inclusion in social media	✓	✓	✓	✓		
Logo included in race updates	✓	✓	✓	✓		
Logo on event brochures, posters & banners	✓	✓	✓	✓		
Logo featured continuously on the Jumbo Tron	✓	✓	✓	✓		
Exhibit space/product display	30'x20' Beachside	20'x20' Beachside	20'x20' Beachside	10'x10' Beachside	10'x10' Terrace	
Inclusion in press releases	✓	✓	✓	✓	✓	
Banners within the Race Village	8	6	5	4	2	1
Logo and link to your website from CRW homepage	✓	✓	✓	✓	✓	✓
Right to place promotional item in skipper gift bag	✓	✓	✓	✓	✓	✓
<b>Unique Branding Opportunities:</b>						
Logo on official skipper gift bag	✓					
Logo on SCRW event clothing	✓					
Option to sponsor one party night <small>(with approved special activity)</small>	✓	✓	✓			
Ability to coach "Official Pre-Regatta Clinic" <small>(intended for sail maker sponsor, sponsor must provide assets)</small>	✓	✓	✓			
Logo on event t-shirt	✓	✓	✓	✓		
Festival Sponsorship			✓	✓	✓	✓
Pro-Am Sponsorship			✓	✓	✓	✓
<b>Entertainment Opportunities:</b>						
VIP tickets - Wednesday Pub Crawl	16	8	6	4	2	2
VIP tickets - Thursday night Welcome Reception	16	8	6	4	2	2
VIP tickets - Thursday Pro-Am	TBD	TBD	TBD	TBD	TBD	TBD
VIP tickets - Friday night Lowcountry Buffet	16	8	6	4	2	2
VIP tickets - Saturday Cocktails	16	8	6	4	2	2
VIP tickets - Saturday Festival	16	8	6	4	2	2

## Sponsorship contacts:

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