

Youngstown Yacht Club

Can Am Challenge Regatta Sponsorship - 2015





YYC CAN AM CHALLENGE REGATTA SPONSORSHIP - 2015



Welcome to Can Am Challenge Regatta Sponsorship 2015

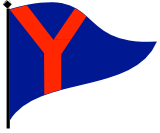
Dear Friend of the Can Am Challenge Regatta,

I am writing to ask you for your support of the Can Am Challenge Regatta hosted by the Youngstown Yacht Club (YYC) on July 24-26, 2014. Did you know that the very notable Youngstown Yacht Club Regatta drew more boats than the Key West Race Week and the well-known Chicago-Mackinac Race? With typically 200+ entries, the Level Regatta was one of the largest sailing events on the Great Lakes and within the top 10 worldwide. Over 2,000 competitors and a like number of spectators descended upon Youngstown at the end of July to be part of the racing and festivities. Most boats hailed from Toronto, Buffalo, Rochester and points in between; as well as attracting competitors from Ohio, Michigan, Massachusetts, Quebec and as far away as South Africa.

After 40 years of running a highly successful and well-attended regatta, YYC has decided it's time to reconfigure the event as a strictly one-design regatta known as the "Can Am Challenge." This newly formatted regatta will have an emphasis on a friendly rivalry between the United States and Canadian competitors, with the overall winner seeking a perpetual trophy. Think of it as likeness to the Ryder Cup, on water. Our success is built on 40 years of organizing top-notch racing, terrific entertainment, good food and refreshments; most importantly the camaraderie that surrounds a premier event as this that will become a great tradition among the sailing community.



CanAm Perpetual Trophy



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As a Can Am Challenge Regatta sponsor, you will play an important role in this premier event. Additionally, this is a grand opportunity for your establishment to be recognized by not only our community, but that of a large percentage of the Canadian "Golden Horseshoe," Niagara-on-the-Lake to Toronto, Ontario. Your recognition can begin from the moment of racer registration and last for long afterward. This is because the Youngstown Can Am Challenge will be the regatta of the season for the Eastern Great Lakes. Come join us for a rewarding experience that will be sure to create a lot of buzz among the sailing community on both sides of the border, while providing your company a wealth of beneficial exposure.

As a sponsor at the Can Am Challenge Regatta, we encourage you to send along a staff member to discuss your product and location(s), distribute marketing materials, coupons, etc. and in return, your company profile will be listed on our website as a featured/title sponsor as well as promoting your business in all email and print marketing materials, Can Am Challenge Regatta Facebook and Twitter media channels.

Attached, you will find an informative sponsorship packet for your review. Please let us know if you have any questions. If you would prefer to further discuss this opportunity, please feel free to reach out to myself or the Regatta Co-Chairs via our contact information listed below.

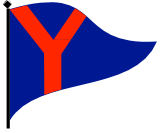
The Youngstown Yacht Club is thrilled to once again host the Can Am Challenge Regatta as a consideration of your business and hope that you will participate in this truly unique event. Thank you for your time.

Very Truly Yours,

Eric Herbert
Sponsorship Chairman
(617) 803-5855
ericph Herbert@gmail.com

Jason Sutor
Regatta Co-Chairman
Youngstown Yacht Club, 491 Water Street, Youngstown, NY 14174
(716) 531-2416
sutorjt@gmail.com

Tim Finkle
Regatta Co-Chairman
(860) 917-5416
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2015 CAN AM CHALLENGE SPONSORSHIP OPPORTUNITIES

Market Statistics of Sailing Participants:

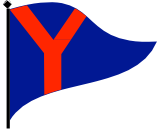
Boat Owners:

Primary Age Range:	25-80
College Graduates:	93%
Home Owners:	89%
Average Income:	\$126K US
Major Credit Card Holders	99%
Professional/Management	68%

Crew:

Primary Age Range	20-40
College Graduates	82%
Home Owners:	68%
Average Income:	\$72K US
Major Credit Card Holders	89%

Participants from across the Great Lakes region will race on several courses in the Regatta. The Can Am Challenge Regatta anticipates attracting 150 boats with at least 1,000 to 1,200 participants and guests.

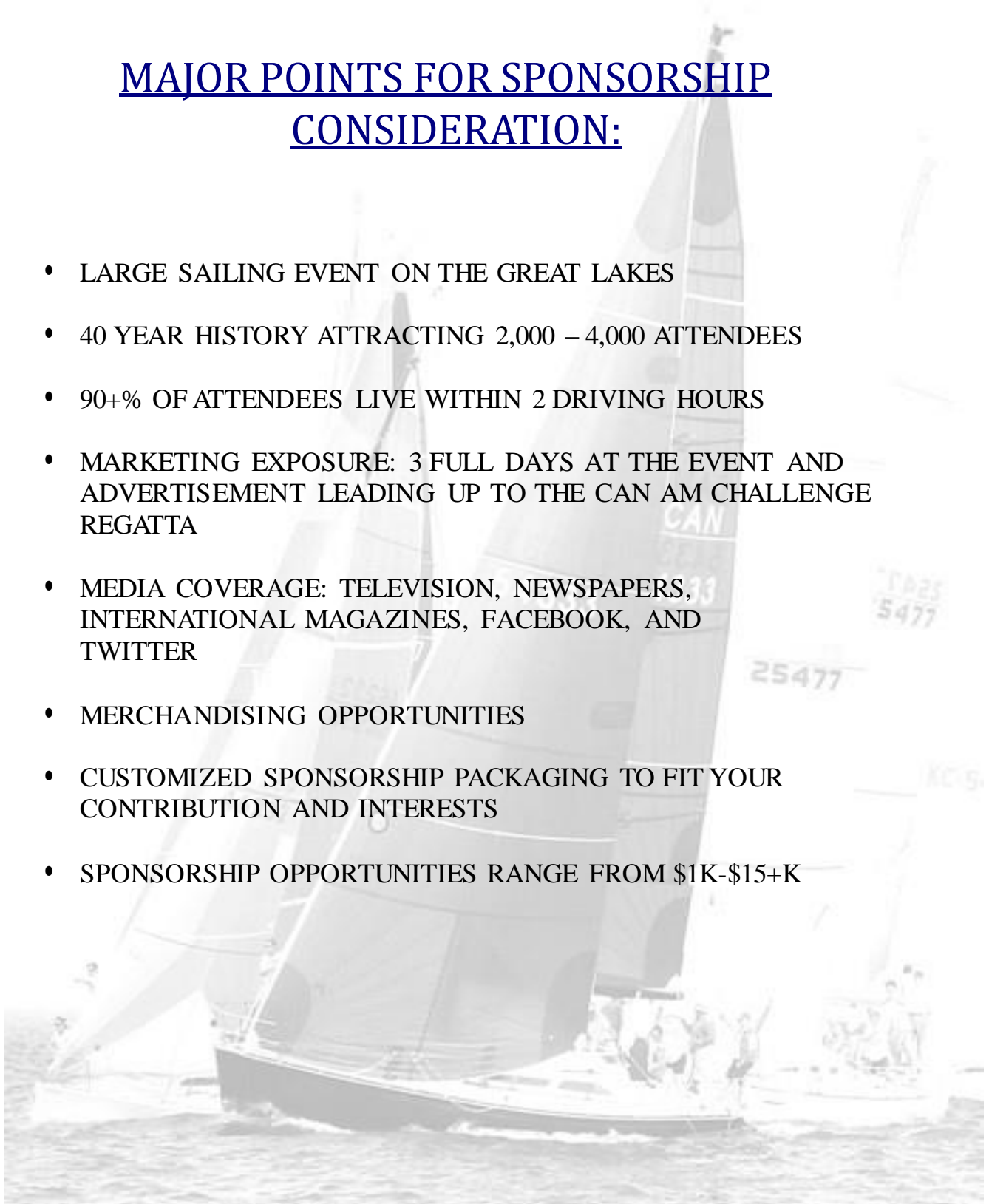


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MAJOR POINTS FOR SPONSORSHIP CONSIDERATION:

- LARGE SAILING EVENT ON THE GREAT LAKES
- 40 YEAR HISTORY ATTRACTING 2,000 – 4,000 ATTENDEES
- 90+% OF ATTENDEES LIVE WITHIN 2 DRIVING HOURS
- MARKETING EXPOSURE: 3 FULL DAYS AT THE EVENT AND ADVERTISEMENT LEADING UP TO THE CAN AM CHALLENGE REGATTA
- MEDIA COVERAGE: TELEVISION, NEWSPAPERS, INTERNATIONAL MAGAZINES, FACEBOOK, AND TWITTER
- MERCHANDISING OPPORTUNITIES
- CUSTOMIZED SPONSORSHIP PACKAGING TO FIT YOUR CONTRIBUTION AND INTERESTS
- SPONSORSHIP OPPORTUNITIES RANGE FROM \$1K-\$15+K





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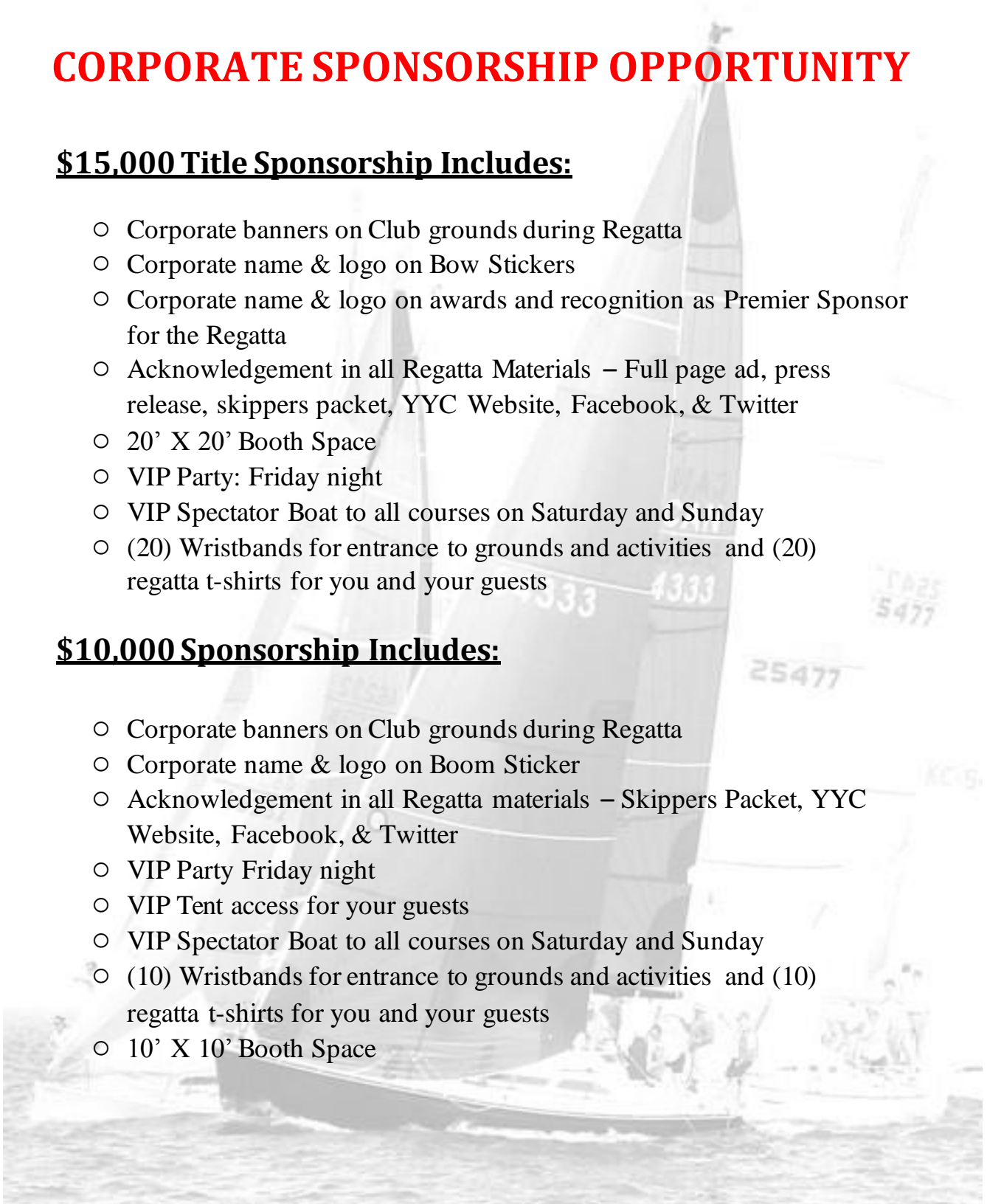
CORPORATE SPONSORSHIP OPPORTUNITY

\$15,000 Title Sponsorship Includes:

- Corporate banners on Club grounds during Regatta
- Corporate name & logo on Bow Stickers
- Corporate name & logo on awards and recognition as Premier Sponsor for the Regatta
- Acknowledgement in all Regatta Materials – Full page ad, press release, skippers packet, YYC Website, Facebook, & Twitter
- 20' X 20' Booth Space
- VIP Party: Friday night
- VIP Spectator Boat to all courses on Saturday and Sunday
- (20) Wristbands for entrance to grounds and activities and (20) regatta t-shirts for you and your guests

\$10,000 Sponsorship Includes:

- Corporate banners on Club grounds during Regatta
- Corporate name & logo on Boom Sticker
- Acknowledgement in all Regatta materials – Skippers Packet, YYC Website, Facebook, & Twitter
- VIP Party Friday night
- VIP Tent access for your guests
- VIP Spectator Boat to all courses on Saturday and Sunday
- (10) Wristbands for entrance to grounds and activities and (10) regatta t-shirts for you and your guests
- 10' X 10' Booth Space





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ENTERTAINMENT SPONSORSHIP OPPORTUNITY

\$7,500 Sponsorship Includes:

- Acknowledgement in all Regatta materials, Facebook, and Twitter as Entertainment Sponsor for the entire weekend
- Corporate banners on Club grounds during Regatta
- Acknowledgment at beginning of each music set
- VIP Spectator Boat to view racing
- (20) Wristbands for entrance to grounds and activities and (20) t-shirts for you and your guests

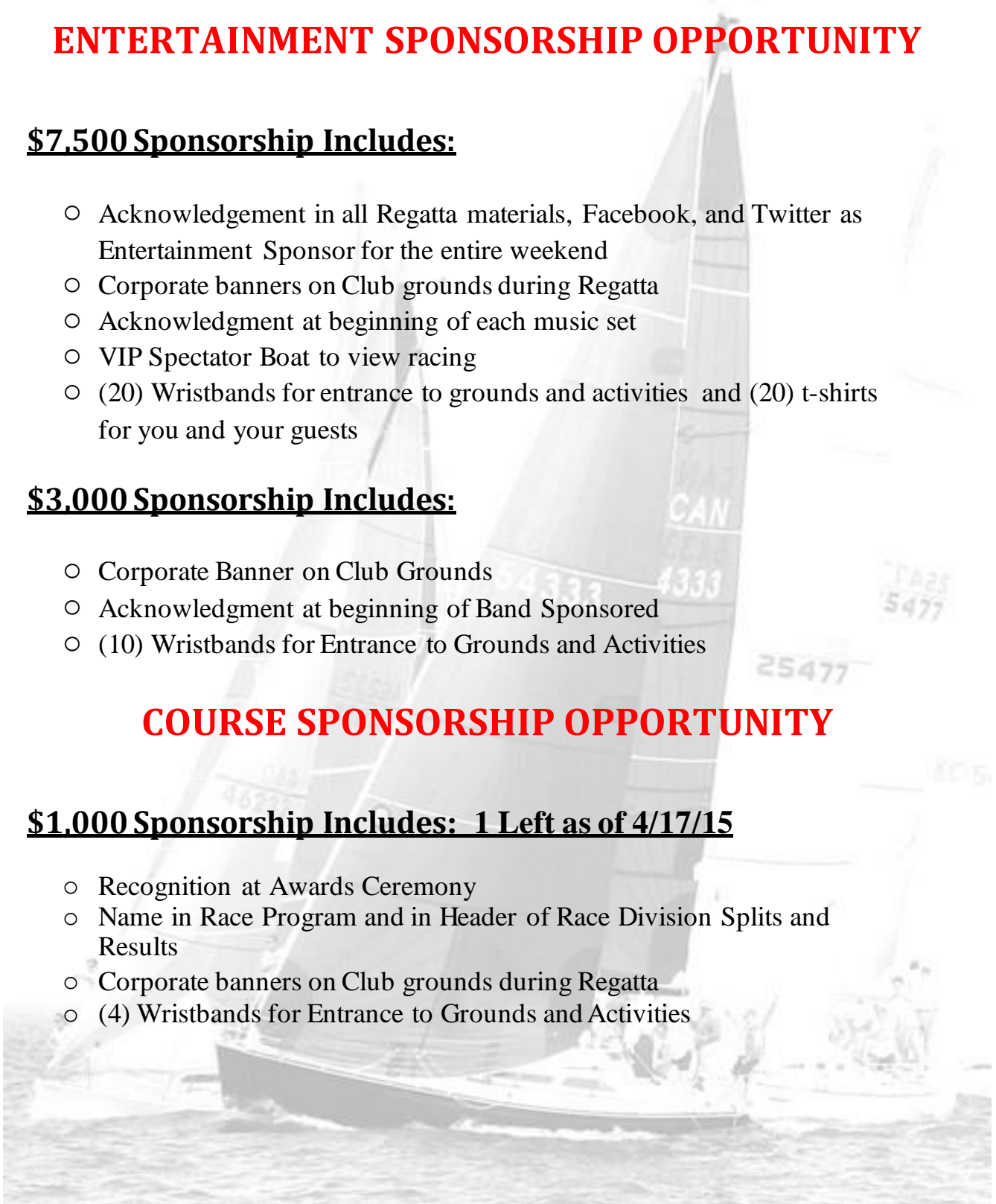
\$3,000 Sponsorship Includes:

- Corporate Banner on Club Grounds
- Acknowledgment at beginning of Band Sponsored
- (10) Wristbands for Entrance to Grounds and Activities

COURSE SPONSORSHIP OPPORTUNITY

\$1,000 Sponsorship Includes: 1 Left as of 4/17/15

- Recognition at Awards Ceremony
- Name in Race Program and in Header of Race Division Splits and Results
- Corporate banners on Club grounds during Regatta
- (4) Wristbands for Entrance to Grounds and Activities





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RACE SPONSORSHIP OPPORTUNITY

\$4,500 Race Sponsorship Includes:

- Corporate Banner on Club Grounds during Race Day
- Open Bar
- VIP Spectator Yacht to View Racing
- (16) Wristbands for Entrance to grounds and activities

VENDOR SPONSORSHIP OPPORTUNITY

\$1,000 Vendor Sponsorship Includes:

- Corporate Banner on Club Grounds during Regatta
- (4) Wristbands for Entrance to Grounds and Activities
- Spectator Yacht to View Racing
- Tent Space to Promote your Goods

\$500 Vendor Sponsorship Includes:

- Corporate Banner on Club Grounds during Regatta
- (2) Wristbands for Entrance to Grounds and Activities
- Shared Tent Space to Promote your Goods

