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ANNAPOLIS *RACE WEEK*

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CBYRA

SPONSOR PACKAGE

CBYRA ANNAPOLIS *RACE WEEK* – PROFILE

2011 Sponsorship Package

FACT

In 2010, “USA Today” named Annapolis, MD, as #1 out of the top sailing towns in the country.



EVENT DESCRIPTION

Annapolis Race Week (ARW) is the premier sailing regatta in the Mid-Atlantic Region. It is a perpetual and annual event that occurs with consistency every year over Labor Day weekend off the shores and in the City of Annapolis. The 3-day event offers a significant and unique opportunity for its sponsors and partners to tap into a broad international and national platform of sailing, yachting, promotional venues, and media coverage.

This year, CBYRA is again proud to announce that its tent party and regatta headquarters will be held at Annapolis City Dock in conjunction with the Summers at City Dock program. This venue heightens visibility and increases attendance by exposing the general public to a citywide festival type event.

KEY COMPONENTS OF ARW

1. Participation
 - a. In 2010 and 2009 CBYRA had 175 boats compete in ARW.
 - b. On average there were 7 crew per boat, for a total of 1225 racers in 2010.
 - c. In 2010 the move to a public space brought approximately 1000 people per day to the post-racing activities as opposed to in 2009 at a private venue only 450 people attended each day. There are 3 days of events for a total of over 3000 potential attendees.
 - d. In addition, ARW provides exposure to and a venue for families of racers, Annapolis residents/social experience, marine industry, local businesses, City and State government, along with national sponsors.
2. Geographic Outreach
 - a. ARW hosts competitors from all over the country
 - i. 60% are from the Chesapeake Bay region
 - ii. 40% travel nationally
 - b. In 2010, ARW hosted national events as part of the regatta
 - i. Cal 25 Nationals (16 boats)
 - ii. Farr 30 North American Championship (13 boats)
 - iii. J/35 North American Championship feeder regatta (12 boats)
 - iv. Farr 40 North American Championship practice regatta (5 boats)
3. On-the-water
 - a. ARW provides sailors with 3 days of racing on the challenging Chesapeake Bay waters.
 - b. There are four designated fleets with 3 separate racing circles and one long distance course. Each fleet has its own race committee that includes at least 3 support boats.
 - c. Still photography will be taken of every competitor by SpinSheet.
4. On Shore
 - a. CBYRA erects tents to host the post-racing activities, including a large tent with live music and seating, individual spaces for multiple food stations, bars, retail sales, Harken grinding competition and raffles. There are also tables and seating throughout the venue.
 - b. ARW post-racing parties take place Saturday, Sunday and Monday.
 - c. Daily awards are presented each evening and the final awards ceremony is on Monday.
 - d. Every entrant in the regatta receives a “skipper’s bag” that includes an ARW program and sponsor donated gifts, which are picked up prior to the first day of racing.
 - e. Program and daily publications are provided by SpinSheet to re-cap the day’s racing highlights and updated regatta standings

Contributing Photographers: Elizabeth Benitz, Molly Winans, Alan Schreitmueller

Cover Design: Karin “Drexel” Masci

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2011 Sponsorship Packages

BENEFIT OVERVIEW



CREW	TACTICIAN	NAVIGATOR	CAPTAIN	ADMIRAL
\$500 donation	\$1,000 donation	\$2,500 donation	\$5,000 donation	\$10,000 donation
	CREW benefits	TACTICIAN benefits	NAVIGATOR benefits	CAPTAIN benefits
Logo in Sponsor's Index in print, online and the Daily Show	¼ page ad in Daily Regatta Program	½ page ad in Daily Regatta Program	Full page ad in Daily Regatta Program	
Provide items for inclusion in all Skippers Bags (200 piece min)		Provide pre-ordering of merchandise, lunches, etc. for Regatta Entrants		
		Slide in Daily Shows at parties and online		Private 4 hour cruise on the Woodwind
2 party passes		4 party passes	6 party passes	Event party passes
Banner up to 3'x6' at tent party	Banner up to 6'x12' at tent party	10' x 10' space at the venue with ability to sell or distribute items		2 banners up to 6'x12' at tent party
	Special opportunity choices: <ul style="list-style-type: none"> Event Tickets Drop Marks Sailing Demos 	Special opportunity choices: <ul style="list-style-type: none"> Shuttles Water Taxis Awards 	Special opportunity choices: <ul style="list-style-type: none"> Tent Race Committee One Event Night 	Special opportunity: <ul style="list-style-type: none"> Race Committee Flags (orange) Bow Stickers for all boats (~175)

A LA CARTE OPTIONS

- *Option 1:* \$500 for a 10' x 10' space at the venue, not including table and/or tent
- *Option 2:* \$500 for ¼ page ad in the Daily Regatta Program and a slide in the Daily Photography Show
- *Option 3:* \$250 for a Slide included in the Daily Photography Show

Custom packages are available upon request; please contact us to discuss how you can be involved this year.

Chesapeake Bay Yacht Racing Association
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Founded by Sailors, For Sailors