



**NORTH AMERICAN
CHAMPIONSHIP**



Sponsorship Information



Sponsorship Information



Maximum Exposure Through Event Marketing

The Opportunity

This is a rare opportunity to generate leads, advance the image and perception of your company, products or services while increasing visibility. Sailing is a competitive team sport that requires strategy, agility, athleticism and, of course, wind. Now is your chance to join the ranks of many leading local and global companies and brands including Smuckers, Rolex, Wealth Management, BMW, Oracle, GoGirl and Coca Cola that know the value that regatta sponsorships deliver.

This event will not only bring your company and products or services to the sailing community throughout North America but to sailing enthusiasts throughout North America. Your company can gain maximum exposure through the J/22 2018 North American Championship Regatta marketing and news reported on the Internet and in the media. Don't miss this opportunity!

Sailing Industry Statistics and Demographics

Source: U.S. Sailing Membership Demographics

- 3,924,000 U.S. sailing participants (2016)
- Average age: 18 – 25 = 3%, 26 – 35 = 7%, 36 – 50 = 34%, 51 – 60 = 30%. 61+ = 26%
- Average annual household income: \$125,000 to \$224,999 = 70%, \$225,000+ = 19.5%

Sailing Ranks First in:

- Owning a \$50,000+ vehicle
- Income \$125,000 and more = 89.5%
- Spending on jewelry = \$5,000
- Traveling 1st class
- Have assets of \$2.0+ million

Yacht Clubs:

- 1,300 in the United States
- 63% are year-round, 37% are seasonal
- 48% race sailboats
- 1,548,450 total sailboats in the United States
- More than 14,000 sailboats manufactured in North America per year

Youth Sailing

- Gender: 64% male; 46% female
- 350 high-school sailing programs in the United States
- 190 varsity programs at the college level
- Class sponsored youth scholarship boat program

J/22 Sailboat Information, Demographics and Statistics

- Over 1,600 sailboats
- 65 active fleets
- 18 countries on three continents
- Sailed by three to four people
- Designer: Rod Johnstone, J-Boats
- One-design keelboat

The Event

- 2019 J/22 North American Championship Regatta
- When: June 20 – 23, 2019
- Where: Lake Minnetonka, MN
- Host: J/22 Fleet #1 and Wayzata Yacht Club
- Expected participants: 125 or more
- Expected spectators: 200 to 225



Sponsorship Information



Title Level Sponsor

Event logo	Use of logo on company marketing materials
Your logo	Featured in all event marketing and advertising
Bonus event	Sole sponsor of 2019 J/22 North American Championship and District Four Championship
Website advertising	Banner advertising (artwork not included); 200-word profile with up to three images and links
Lead generation, includes marketing automation notifications	Up to four assets (video, coupons, etc.) hosted on the event website and WYC J/22 website
Text alerts	Up to three with a link
Custom email	Custom html email, content provided by you
Event emails	Logos and native advertising (50 words + image and link) on all event emails
Event merchandise branding	Logo on all event merchandise
Booth at event	Booth at WYC during the event
Product samples or coupon	In participant welcome bag (provided by sponsor)
Recognition	Intercom announcements at opening and awards ceremonies
Onsite banner	Feature
Practice race participation	Up to two guests (may be on different competition boats)
Spectator boat	Up to six guests daily



Sponsorship Information



Gold Level Sponsor \$5,000

Event logo	Use of logo on company marketing materials
Your logo	Incorporated in all event marketing and advertising
Website advertising	Banner advertising (artwork not included); 100-word profile with up to three images and links
Lead generation, includes marketing automation notifications	Up to two assets (video, coupons, etc.) hosted on event website and WYC J/22 website
Text alerts	Two with a link
Event emails	Logo on all event emails
Event merchandise branding	Logo on all event merchandise
Kiosk at event	Kiosk at WYC during the event
Product samples or coupon	In participant welcome bag (provided by sponsor)
Recognition	Intercom announcements at opening and awards ceremonies
Onsite banner	Logo on shared sponsor banner
Spectator boat	Up to four guests daily



Sponsorship Information



Silver Level Sponsor \$3,500

Event logo	Use of logo on company marketing materials
Your logo	Incorporated in all event marketing and advertising
Website advertising	Banner advertising (artwork not included); 75-word profile with one image and a link
Lead generation, includes marketing automation notifications	One asset (video, coupons, etc.) hosted on event website and WYC J/22 website
Text alerts	One with a link
Event emails	Logo on all event emails
Event merchandise branding	Logo on all event merchandise
Kiosk at event	Kiosk at WYC during the event
Product samples or coupon	In participant welcome bag (provided by sponsor)
Recognition	Intercom announcements at opening and awards ceremonies
Onsite banner	Logo on shared sponsor banner
Spectator boat	Up to two guests daily



Sponsorship Information



Bronze Level Sponsor \$2,500

Event logo	Use of logo on company marketing materials
Your logo	Incorporated in all event marketing and advertising
Website advertising	Banner advertising (artwork not included); 50-word profile and one image and a link
Text alerts	One with a link
Event emails	Logo on all event emails
Event merchandise branding	Logo on all event merchandise
Product samples or coupon	In participant welcome bag (provided by sponsor)
Recognition	Intercom announcements at opening and awards ceremonies
Onsite banner	Logo on shared sponsor banner
Spectator boat	Up to two guests daily

“In Kind” Level Sponsor Donated Products and/or Services

We can tailor your involvement to meet your exposure and advertising needs.

