

# SPONSORSHIP OPPORTUNITIES



*Photo by Rick Walo*



International Reach Attracts the  
**Most Influential, Top Sailors**  
to Charleston Race Week!

## BACK IN 2024 EVEN BIGGER AND BETTER – APRIL 18-21

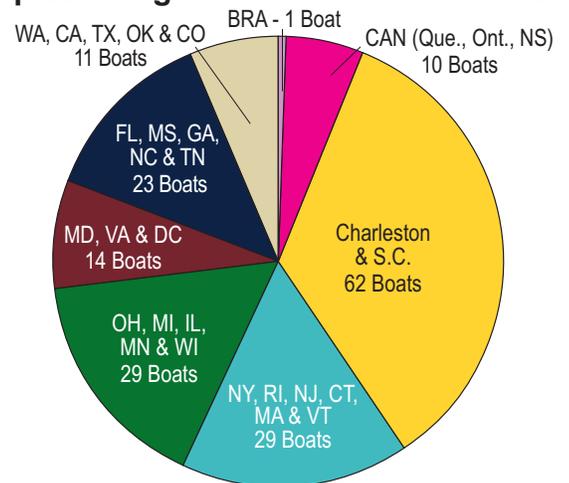
The pandemic has had an impact on almost all aspects of life, especially the event industry. CRW was cancelled in 2020 but managed to have a successful come back in 2021 under very strict safety protocols. Since then, organizers of CRW have worked tirelessly to build the event back to pre-pandemic attendance numbers with a goal of getting back to close to 300+ boats competing. It's encouraging that the event has attracted a lot of newcomers in the past few years among the many loyal alumni that can attest to why CRW is a magnet for racing sailors. They have a formula for success that has helped the event become the largest of its kind in North and South America and attracts sailors from around the world. A new, unique venue aboard the USS Yorktown and the addition of new boat classes has helped the event gain momentum. In 2024, CRW will continue to live up to its stellar reputation with the world-class racing, educational opportunities, and regatta parties that Race Week is known for. Organizers listen to what the sailors want and they deliver!

### A FORMULA FOR SUCCESS

CRW is dubbed “*a regatta unlike any other*” for these reasons and more:

- **World-class Competition** - CRW attracts top sailors from around the world, including America's Cup winners, Olympians, and World Champions, as well as novices.
- **Professional Race Management** - CRW is known for its top notch management of 20 boat classes on seven 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.
- **Superb Venue** - The waterfront Race Village is located at the USS Yorktown, one of the most unique venues in Charleston, offering convenience; unmatched views of the harbor and skyline off of the flight deck; hangar bays for sponsor exhibits; and state-of-the-art audio and video technology for live-streaming and commentary of the races.
- **A Destination Event** - The Race Village is adjacent to downtown Charleston, ranked as the **Best City** in the **U.S.** for the **11th year in a row** by readers of *Traveler + Leisure* magazine. Travelers can't get enough of Charleston's beauty, lowcountry cooking, and phenomenal hospitality. Charleston is also one of the best sailing venues on the East Coast.
- **Event Experience** - CRW features 3 days of racing and 3 nights of regatta parties. Organizers also stage many special events, including seminars with professional sailors, to help participants become better at their sport. The America's Cup Trophy has even made a surprise appearance. **CRW works closely with sponsors in developing strategies designed to engage participants with their brands.**
- **Pro-Am Event** - The Pro-Am Race, which has become a highlight of the event, features some of the most accomplished sailors in the sport!
- **Economic Impact** - This successful event now pumps \$4 million+ into the local economy!

### 2023 Participants 179 boats, approximately 2,000 attendees, representing 25 states and 2 countries!



This year, CRW is proud to give back to the community through the USS Yorktown Foundation. The Foundation is the official fundraising arm of Patriots Point and its mission is to inspire children, visitors, community, and the world by promoting America's proud longstanding traditions of service, leadership, duty and sacrifice through education, programming, and community outreach.



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 CRW as **AMERICA'S MOST POPULAR AND WELL-RUN REGATTA!**



## 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. 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. And, with your support, you will also philanthropically impact the local community by helping to provide scholarships to bring high-quality education and STEM programs to under-served children and support the programming on the USS Yorktown, this year's unique event venue.



***“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.”***

## WHY SPONSOR CHARLESTON RACE WEEK

Charleston Race Week provides the perfect setting for sponsors to showcase products and have close interaction with affluent participants and fans of the sport. Engaging with this highly-valued demographic will result in brand strengthening and greater purchasing intent.

- Average Household Income: \$550,000
- Average Net Worth: \$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 Charleston Race Week.



## SPONSOR BENEFITS PROVIDE MAXIMUM EXPOSURE

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 4-day period.

### Activation and Displays:

The Race Village provides an unparalleled setting for product showcasing, customer engagement, and experiential marketing. CRW 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 within the Race Village.
- VIP tickets are provided for daily receptions and post-race parties.
- A VIP spectator boat to view the races on Saturday, April 20, weather permitting, is available at certain sponsorship levels.

### Signage:

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

### Promotional Materials:

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

### Social Media Channels:

Sponsors will have maximum exposure on the CRW, Patriots Point and USS Yorktown Foundation websites and through their social media and media channels, resulting in thousands of additional impressions.



## UNIQUE SPONSORSHIP OPPORTUNITIES

### Pro-Am Sponsorship:

On Saturday evening, Charleston Race Week stages a Pro Am event. The race will feature an impressive line-up of nine professionals, which draws a lot of spectators and interest. The Pro-Am provides a memorable forum for entertaining top clients, experiencing the art of sailing, and learning from the best talent in the sport!



### Sailing Through STEM Event:

Sponsorship of the Sailing through STEM event, designed by CRW and the USS Yorktown Foundation, is a great opportunity to get kids involved in boat-related activities which will get them excited about marine science, conservation, engineering, and design. The event will consist of STEM-related stations with hands-on learning activities.

### Patriots Point STEM Educator Course:

The Patriots Point Education Department will host its 12th annual Teacher Recertification Professional Development Program aboard the USS Yorktown. The two-day conference will provide educators from across South Carolina with professional development training, 20 recertification hours, meals, and the option to stay overnight aboard the USS Yorktown.



### Spectator Boat Sponsorship:

Spectator boats are an ideal venue for attracting race fans and sailing enthusiasts 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.

### “Storage, Launch and Haul” Sponsorship:

Charleston Race Week has arranged to provide space and equipment for boat launching, hauling and storage. This is a welcomed, value-added amenity which helps participants in logistics and expenses. This type of sponsorship is flexible and may be able to incorporate additional services. Sponsorship of a launch and haul service is the perfect opportunity for a marine-type business to gain maximum exposure among the regatta's very large one-design fleets.



### USS Yorktown Foundation:

Various, unique sponsorship opportunities that support the USS Yorktown Foundation are available.

*The Race Village on the USS Yorktown, one of the most unique venues in Charleston, brings a fun vibe to the event.*



## MULTI-PLATFORM MARKETING

### Print/Digital Advertising:

A global print and digital advertising and public relations campaign begins when registration opens in October through 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 2024 event:

- Sail-world.com (Global)
- Sailinganarchy.com (Global)
- Sailingscuttlebutt.com (Global)
- Seahorse Magazine (Global)
- Sailing World Magazine (National)
- 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.



Post cards (shown above) are displayed at the US Sailboat show in Annapolis, the World Yacht Racing Forum and at yacht clubs and other events across the country.

### Website:

All sponsor logos, with a link to their website, will be featured prominently on the 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 CRW website as well as on state-of-the-art equipment on the USS Yorktown.



### Social Media:

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



## Global Media Coverage:

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 CRW website and social media platforms.

In addition to print and broadcast coverage and through the advertising vehicles listed on page 7 (print/digital advertising), articles and updates appear consistently on these and other top sailing and news sites:

*charlestonmag.com; charlestonscene.com; chesapeake sailmakers.com; cofc.edu; teamonenewport.com; dreamtime-sailing.com; farr280.com; hoodaustralia.com; intown.com; inusanews.com; J70fleet9.net; Jboats.com; Jsailingnews.com; Jworldannapolis.com; karenryansmugmug.com; karmayachtsales.com; KXXV.com; LarchmontYC.org; melges.com; Melges20.com; newportshipyard.com; News360.com; newsboot.com; nicholsonyachtsworld.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; sciway.com; sconfire.com; scoopnest.com; Scuttlebutteurope.com; seaanchorfind.com; Seahorsemagazine.com; snewsi.com; southsportonline.com; Southwindsmagazine.com; Spinsheet.com; sport195.com; thedaily sail.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; wopular.com; WTAT.com; xssailing.com; yachtboatnews.com; yachtsandyachting.com; yachtscore.com.*



### Impressions - Oct. 2022 - May 2023:

- FB, Instagram, Twitter Reach: 240,024
- Youtube Video Views: 13,700
- Print, Digital & Broadcast Coverage: 1,340,652
- Print & Web Advertisements: 1,260,358
- CharlestonRaceWeek.com Page Views: 78,639
- Electronic Mailings: 21,847
- 2023 Attendance - 2,000

### Total Measurable Impressions - 2,957,220

- Plus, thousands more from unmeasurable sites of our sponsors, friends and more!
- Sponsor Social Media - 288,600 followers
- Social Platforms of Friends and more - Thousands
- Sailing Forums & Blogs - Millions

## THE VALUE OF TANGIBLE IMPRESSIONS FAR EXCEEDS THE COST OF SPONSORSHIP!

***"Charleston Race Week is a premiere event, with an outstanding management team. Regatta Management 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. 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*



## EVENT SPECIFIC

The event officially begins Thursday, April 18, 2024, but the schedule and locations below may be amended:

### Thursday, April 18:

Registration  
Informal Practice Starts  
Skippers' Meeting  
Local Knowledge Talk  
Opening Party

### Friday, April 19:

Racing on 7 courses (*The scheduled racing venue will be as many races as possible per class over three consecutive days, weather and conditions permitting.*)  
Friday Race Debrief  
Daily Awards & Regatta Party

### Saturday, April 20:

Racing on 7 courses  
Saturday Race Debrief  
Pro-Am Event  
Daily Awards & Regatta Party

### Sunday, April 21:

Racing on 7 courses  
Sunday Race Debrief  
Regatta Party  
Final Awards Ceremony



**The popularity of Charleston Race Week continues to attract additional boat classes to the event each year, which increases attendance on a global scale.**



*The M32 class, which top out at 28-30 knots, added another thrilling element to the 2019 event.*



*The RS21 and Flying Tiger one design classes are gaining in popularity.*

## COMMUNITY SUPPORT

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

- **USS Yorktown Foundation** - its mission is to inspire children, visitors, community, and the world by promoting America's proud longstanding traditions of service, leadership, duty and sacrifice through education, programming, and community outreach.
- **USS Yorktown Scholarship Fund** - provides scholarship and funding for under-served students to attend the cutting-edge STEM-based educational programs at Patriots Point Naval and Maritime Museum. Without scholarship and program support from The USS Yorktown Foundation, many under-resourced schools would not be able to provide their students with these once in a lifetime experiences offered only at Patriots Point.
- **Warrior Sailing Program** - Getting military service members on the water provides physical, mental and emotional therapy for a variety of injuries and illness.
- **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. The organization also supports the S.C. Special Olympics Sailing Team.
- **College of Charleston Sailing Team** - CRW's support has made a significant difference in helping the team maintain a consistent top National ranking. In 2018, they were recognized as the top performing collegiate sailing team in the U.S.

*Additional programs supported:*

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



Space Day on the USS Yorktown



## CORE VALUES

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

- 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 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

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



## BRIEF HISTORY

**Now celebrating its 28th year**, Charleston Race Week has experienced phenomenal growth and evolved to become the largest keelboat regatta in all of North and South America.

One reason behind 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.

Organizers of Charleston Race Week have hosted numerous championship events including the Melges 24 Worlds, Nationals and North Americans; the Sunfish Worlds; the Melges 20 US Championships; the Hobie 33 National Championships; and the J/24 North Americans. The superb talent on the committee boats at 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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**Charleston Race Week will return April 18-21, 2024  
with an even stronger guest experience  
program and new and innovative media solutions.**

**GET ONBOARD TODAY AND  
SHARE IN OUR SUCCESS!**

**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.*

### Contact Information:

**Email: [sponsorship@charlestonraceweek.com](mailto:sponsorship@charlestonraceweek.com)**

**Randy Draftz, Event Director  
(843) 628-5900**

**Linda Rodarte, Sponsor Liaison  
(803) 530-7030**



**APRIL 18-21**

